

**Partnership for Children of Wayne County**  
**REQUEST FOR PROPOSALS**

**TITLE:** Request for Proposal for services that contribute to the well-being and optimal development of young children in Wayne County and their families.

**ISSUE DATE:** January 8, 2018

**ISSUING AGENCY:** Partnership for Children of Wayne County  
800 N. William Street  
Goldsboro, NC 27530  
Phone: (919) 735-3371 ext. 228  
Fax: (919) 735-3174  
Website: [www.pfcw.org](http://www.pfcw.org)  
E-mail: Michelle Chambers ([mchambers@pfcw.org](mailto:mchambers@pfcw.org))

Sealed proposals subject to the conditions made a part hereof will be received until **12:00 Noon, February 9, 2018** for furnishing services described herein.

SEND ALL PROPOSALS DIRECTLY TO THE **PARTNERSHIP FOR CHILDREN OF WAYNE COUNTY** AT THE ADDRESS AS SHOWN ABOVE.

Interested parties must submit an original and **three** copies, along with electronic copies of the

- Cover letter
- Programmatic check list
- Background and Experience form of prospective Contractor including list of references
- Project Description form
- Contract Activity Description form
- Logic Model form
- Staffing and Budget worksheets
- Resumes of program staff

One copy of the prospective Contractor's pre-contracting information listed below will be required along with the RFP documents (one copy per agency):

- a.
- b. Most recent audited financial statements. If audited financial statements are not available, similar evidence of financial stability must be provided.
- c. Copy of Conflict of Interest policy
- d. Proof of insurance that may include, but may not be limited to, the following:
  - 1) Workers' compensation;
  - 2) General business liability;
  - 3) Fidelity bonding (e.g., employee crime or dishonesty);
  - 4) Professional liability;
  - 5) Automobile (owned, hired or non-owned)

- e. Completed Internal Revenue Service (IRS) *Form W-9*.  
or
- f. If a nonprofit entity, a copy of the Internal Revenue Code § 501(c)3 determination letter received from the IRS.

All prospective Contractors are asked to complete the Strategic Planning Information Request form identifying community needs and resources.

**NOTE:** A summary of all questions and answers will be posted on the internet, located under [www.pfew.org](http://www.pfew.org).

**It is the Contractor's responsibility to assure that all information has been reviewed.**

Direct all inquiries concerning this RFP to Michelle Chambers, Program Accountability Manager at the telephone number as shown above.

## INTRODUCTION

The **Partnership for Children of Wayne County** (hereinafter referred to as **PFCW**) is soliciting proposals to establish a contract through competitive negotiations. The purpose of this Request for Proposals (RFP) is to acquire the services of a qualified contractor (hereinafter referred to as the “Contractor”) to **provide programs that improve the lives of children ages 0-5 in Wayne County and their families.**

**These services are described in greater detail below, and prospective Contractors may submit proposals for one or more of these service activities.**

## BACKGROUND

The **PFCW** is responsible for meeting the needs of children ages 0-5 in Wayne County by implementing and funding quality programming. **The Partnership for Children’s** mission is to provide or connect families with early care and education, health, and family support services needed for young children. Activities should be designed so that children will receive the start they need to become educated, healthy and self-reliant people who strengthen the social and economic future of Wayne County. Consistent with State and (if applicable) Federal laws and regulations, **PFCW’s** activities serve to address current needs of the 0-5 year old population and their families. See the attached Community Early Childhood Profile (formerly known as PBIS) document for information regarding statewide goals and current county results. A request for proposals is solicited for any programs that will address these criteria or other applicable identified needs and may include (but is not limited to) the following activities: Child Care Resource and Referral, Community Services Coordination, Health Service Team (Child Care Health Consultation), READ Wayne (Raising a Reader), Parents as Teachers, and Incredible Years BASIC Parenting Program. Other program proposals that address child health, early care and education, family support and/or literacy are also welcomed.

This Contract will begin **July 1, 2018** and end **on June 30, 2021. This RFP is for a multi-year bid up to three fiscal years ending June 30, 2021. Contracts will be reviewed and renewed annually.**

Multi-year Bids for On-Going Services. For on-going services, prospective Contractors must submit a cost proposal for **each fiscal year, not to exceed three fiscal years.** The Contractor must submit an annual budget ending June 30<sup>th</sup> for each fiscal year of the proposal period. Contract(s) for subsequent fiscal years will be executed **only after confirmation of satisfactory performance by the Contractor and of the availability of funds for this purpose.** **Budget revisions for each year bid will be requested of all selected Contractors prior to contracting each year based on the availability of funding.**

## NEEDS AND ACTIVITIES

The Partnership for Children of Wayne County is soliciting proposals for activities that will address the needs of children ages 0-5 and their families. **We are particularly interested in programs that will address the problems of early childhood literacy.** Prospective Contractors are encouraged to identify the critical needs of this target population and propose strategies that will demonstrate measurable impacts. Contract activity descriptions (CADs) for currently funded activities are listed below; however, proposals for other activities are welcome. Prospective Contractors should indicate on the checklist whether they are submitting 1) a proposal for a current activity with no changes to the CAD; 2) a proposal for a current activity with revisions to the CAD; or 3) a proposal for a new activity with a new CAD. (Instructions for completing a CAD are attached.) Prospective Contractors must also submit a logic model for each proposed activity. Logic model formats are included in the packet for each of the three categories: early care and education, health, and family support.

## **Contract Activity Descriptions (CADs):**

### **EARLY CARE & EDUCATION**

#### **Child Care Resource and Referral**

This activity will link early childhood educators, parents, community agencies, local government agencies and employers to promote quality early childhood education and ensure that children acquire the skills to succeed in kindergarten. The activity will provide: services to ensure that safe, high-quality, affordable early care and education is available; comprehensive consumer information on child care choices; parent support and training; capacity building, technical assistance, and training, meetings/conferences/communities of practice, professional development, and recognition of accomplishments for early childhood educators. In addition CCR&R may give materials appropriate for participants/parents to use when implementing training or workshop concepts; and provide a lending library. Collaboration and participation will occur with the regional CCR&R system. The Assistant Executive Director will oversee the CCR&R and North Carolina Pre-Kindergarten (NC Pre-K). This activity will be implemented by up to six full-time equivalents (FTE) which may include Program Specialists/Associates, secretarial, and fiscal staff.

### **FAMILY SUPPORT**

#### **READ Wayne (Raising a Reader)**

Wayne County Public Library will provide a dual approach to enrich literacy experiences for children ages birth to five, their parents, guardians, and community professionals who are interested in working with families on literacy development skills based on the Raising a Reader curriculum. A full time Program Coordinator will provide direction for the READ Wayne Program and serve as the spokesperson and facilitator for the Early Literacy Coalition of Wayne County. The Program Coordinator will engage in strategic planning with the coalition, conduct monthly outreach, and collect and report data of the collaborative efforts of Wayne County. The Program Coordinator will also host two trainings for the site implementers that have been identified to participate in this project. Child care centers, child care homes, or other community sites with a high percentage of low-income children will be targeted and will loan identified families a book bag containing high quality developmentally appropriate children's books. The books will be exchanged each week. Weekly shared reading sessions will take place at each RAR site. Parents of the children in the project will be invited to participate in at least one parent workshop where they will learn book sharing strategies. At least one library event will be provided for RAR participants and their families. Participants and their families will be provided with library information, library card application, and other community literacy resources. The program will be implemented with model fidelity as described above. Program Coordinator will preferably have a bachelor's degree in early childhood education, library science, or related field and will be trained on RAR. Smart Start funds may be used to fund professional development related to other evidence-based/evidence-informed literacy programs, meetings and conferences, travel, program related expenses and materials.

#### **Parents as Teachers**

The Parents as Teachers (PAT) program will offer personal visits bi-weekly or monthly with actual frequency and length of visits determined by PAT Essential Requirements as well as by family preference and the parent educator's recommendation as documented in the Personal Visit Record. Approximately, 480 personal visits will be conducted per year. Group meetings will be held at least twelve times per year. The following annual assessments will be provided to all children in the program: the Health Questionnaire, OAE Hearing Assessment, Functional Vision Assessment, ASQ-3 Developmental Screening, and ASQ-SE Social Emotional Screening. A Life Skills Progression Family Centered Assessment will be provided to all families annually. Parent educators who are certified to use the Keys to Interactive Parenting assessment tool (KIPS) may video tape and score family interactions with their children to evaluate and demonstrate parental growth. Referrals to community resources will be provided to families on an as-needed basis. Parent Educators will verify up-to-date immunizations, primary medical home, and health insurance coverage annually. The program will serve families throughout pregnancy until their child enters kindergarten (usually age five). Although this program is open to all families of age-appropriate children, the enrollment target should include at least 50% low income families as determined by pre-established criteria, and priority may be given to families with other identified PAT risk factors. The program will

submit an annual report to the national PAT office. Parent educators will have a bachelor's degree and early childhood experience. They may also serve on local committees to expand their network of support for the families they serve. Smart Start funds may be used to fund meetings and conferences and up to two FTE parent educators with no more than .5 FTE time spent on the PAT Model Fidelity, data entry, mentoring, and local and national reports. One PAT certified supervisor will manage the program up to .25 FTE.

### **Incredible Years**

The Incredible Years: BASIC Parent training Program-Early Childhood will be offered to parents of children aged three to five who have challenging behaviors as reported by the children's guardian. Each weekly session of the series (minimum of fourteen consecutive weeks) will last approximately two hours, and recommended group size will be eight to ten parents for each series. Participants will be encouraged to have all adult members of the household with caregiving responsibilities participate in the series. The sessions will be conducted by two group facilitators. Each facilitator must be trained by Incredible Years national staff and recommended that they become certified. Additionally, each group leader must have a minimum of a B.A. degree in a Human Services or Early Childhood Education field and have coursework and training in child development, behavior management, and group facilitation. Participants who complete pre and post surveys and evaluation documents and who attend at least 12 of 15 sessions may be eligible for a cash incentive. Additionally, participants may be eligible for other cash or non-cash incentives and stipends such as developmentally-appropriate children's materials, transportation or child care, etc. Smart Start funds may also be used for meeting expenses, food, child care for participants' children, and other contracted services.

### **Community Services Coordination**

Community Services Coordination will provide public information and education campaigns designed to build awareness of early childhood development and resources. The program will support strategies to strengthen leadership, collaboration, communication, and relationships among key people that provide resources and activities that improve access to services and quality outcomes for young children and their families. Components of this activity may include: resource assessments; community planning; serving as a liaison between community providers of services to young children and early childhood stakeholders; developing information about services; participating in community fairs; speaking to community groups; coordinating assembly programs open to children, parents, and providers. This program will provide resource materials to parents of children birth through five and will collaborate with community partners to provide information to parents to increase the ability of families to access appropriate support systems. This program will be staffed by up to 2 FTE to coordinate and provide support purposes. This activity will support a Safe Kids Coalition effort.

## **HEALTH**

### **Health Service Team**

The Child Care Health Consultation model promotes healthy and safe environments for children in childcare settings through consultation, training, and technical assistance services. The Child Care Health Consultant (CCHC) is a Registered Nurse with a Degree in Nursing (ASN or BSN) or a health professional with a minimum of a Bachelor's Degree in health education or a health related field. The health professional will become a qualified CCHC in North Carolina through the completion of the NC Child Care Health Consultant Training Course and receipt of a certificate of qualification. The CCHC supports child care staff to identify and resolve health and safety problems, to improve the health and well-being of children in care, including children with special health care needs. The CCHC uses assessment of the child care facility's overall health and safety status to guide consultation services with the goal of providing a higher quality environment for the children enrolled. The CCHC promotes best practices for nutrition and physical activity, including promoting breast-feeding-friendly facility policies and procedures. The CCHC also works with child care facilities to increase children's access to primary, preventive health care and health insurance. The CCHC follows the North Carolina CCHC model for implementation of the activity. The Be Active Kids component may dispense materials and grants to facilities who participate in training.

*NOTE: Sample Contract Activity descriptions and a Smart Start Common Outcomes guide are included in the RFP package to assist with completion of the logic model and contract activity description sections of the proposal.*

**PREFERENCES FOR PROPOSALS:**

**In considering proposals, funding decisions will be based on the level to which prospective Contractors:**

- a) **Respond clearly to the mission, vision, and goals of the Partnership for Children of Wayne County including the Community Early Childhood Profile standards regarding early care and education, health and family support or other identified needs of the 0-5 population and their families;**
- b) **Have qualified staff to deliver the program (or an appropriate recruitment plan including staff qualifications);**
- c) **Have a history of demonstrated effectiveness in service delivery and measurable outcomes for participants, or will replicate programs found effective in research;**
- d) **Have an effective plan for measuring outcomes;**
- e) **Include collaboration with other agencies; and**
- f) **Include a well-developed, cost-effective budget for delivery of services.**

**QUALIFICATIONS**

The Contractor must have demonstrated competency in performing services defined in the Needs and Activities Section of this RFP. Specifically, the Contractor must demonstrate a successful history of providing similar services and must demonstrate the availability of qualified personnel or a plan to recruit qualified candidates. The Contractor should describe all project experience in North Carolina or other states with similar program operations. Contractor should provide the name, address, and telephone number for one or more references for each project in the last **three** years.

The Contractor must provide details of any pertinent judgment, criminal conviction, investigation or litigation pending against the Contractor or any of its officers, directors, employees, agents or subcontractors of which the vendor has knowledge, or a statement that there is none. The Partnership for Children of Wayne County reserves the right to reject a proposal based on this information.

## THE PROCUREMENT PROCESS

The following is a general description of the process by which a prospective Contractor will be selected to provide services.

1. Request for Proposals (RFP) is issued to prospective Contractors.
2. A deadline for written questions is set. (See cover sheet of this RFP for details.)
3. Proposals in one original; **three** copies; and an electronic copy of **all the RFP forms** listed on the cover sheet will be received from prospective Contractors in a sealed envelope or package. Each original shall be signed and dated by an official authorized to bind the firm. Unsigned proposals will not be considered. **Only one copy of pre-contracting information is required per agency submitting proposals.**
4. Prospective Contractors may submit proposals for one or more activities.
5. **All proposals must be received by the Partnership for Children of Wayne County no later than the date and time specified on the cover sheet of this RFP.**
6. At their option, the **Partnership for Children's** evaluators may request oral presentations or discussion with any or all prospective Contractors for the purpose of clarification or to amplify the materials presented in any part of the proposal. However, prospective Contractors are cautioned that the evaluators are not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the prospective Contractor.
7. Proposals will be evaluated according to criteria that may include the need for the program, program content and evaluation, completeness, content, experience with similar projects, ability of the Contractor and its staff, cost, and financial stability of the prospective Contractor **as well as evidence of use of best practices, research-based programs and impact on the Partnership for Children's Community Early Childhood Profile Standards or other identified community needs.** Award of a contract to one prospective Contractor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous to the Local Partnership.
8. The **Partnership for Children of Wayne County** requires the following contracting information and documentation from each prospective Contractor to be included in the proposal package (**one copy per agency**).
  - a. Pre-contracting checklist including contact information for the contract administrator and person(s) authorized to sign financial status reports
  - b. Most recent audited financial statements. If audited financial statements are not available, similar evidence of financial stability must be provided.
  - c. Copy of Conflict of Interest policy
  - d. Proof of insurance that may include, but may not be limited to, the following:
    1. Workers' compensation;
    2. General business liability;
    3. Fidelity bonding (e.g., employee crime or dishonesty);
    4. Professional liability;
    5. Automobile (owned, hired or non-owned).

Providing and maintaining adequate insurance coverage is a material obligation of the Contractor and is of the essence of the contract. The Local Partnership will not contract with any prospective Contractor that is unable to furnish proof of required insurance coverage.

- e. Completed Internal Revenue Service (IRS) *Form W-9*.  
or
  - f. If a nonprofit entity, a copy of the Internal Revenue Code § 501(c)3 determination letter received from the IRS.
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- 9. The **Partnership for Children of Wayne County** will not contract with any prospective Contractor that fails to provide **all** required information and documentation. After all required information and documentation has been submitted, the **Partnership for Children of Wayne County** will prepare the contract, notify the selected Contractor and request that the Contract be signed. **A template of the Contract that the selected Contractor will be required to sign is available upon request.**
  - 10. The Contract must be executed prior to the start of work and incurring any expenses.
  - 11. If all proposals are rejected, prospective Contractors will be notified promptly by the **Partnership for Children of Wayne County**.



# PROPOSAL REQUIREMENTS

The response to this RFP shall consist of the following sections:

- Programmatic Checklist/ Pre-Contracting Information Checklist/Strategic Planning Information Request
- Cover Letter
- Background and Experience of Contractor form with list of references
- Project Description narrative (using format provided)
- Contract Activity Description form
- Logic Model (using the Smart Start format)
- Project Staffing Worksheets (Excel spreadsheet provided)
- Budget and Budget Narrative (Excel spreadsheet provided)
- Resumes of program staff

**Note:** The list of required pre-contracting information documents due with the proposal documents may be found on the RFP cover sheet.

## 1. Cover Letter

Each proposal must include a cover letter, signed and dated by an individual authorized to legally bind the prospective Contractor. If said individual is not the corporate president, submit evidence showing the individual's authority to bind the prospective Contractor.

The cover letter must contain a statement that the person signing the proposal is a legal representative of the prospective Contractor and is authorized to bind the prospective Contract.

## 2. Background and Experience of Prospective Contractor

This section shall include background information on the organization and should give details of experience with similar projects. A list of references (including contact persons, addresses and telephone numbers) for whom similar work has been performed shall be included.

Submit verification of the prospective Contractor's Federal Taxpayer Identification Number (TIN) or Social Security Number, preferably a copy of the IRS letter assigning the federal tax identification number or a letter signed by an official on agency letterhead indicating the federal tax identification number and the prospective Contractor's legal name; or, Social Security Card.

## 3. Project Description

The prospective Contractor must submit a brief overall description of the program activity. This narrative will describe the proposed services, target population, staffing and schedule/timeline for implementation. Collaboration and methods for measuring effectiveness will also be described in this section.

#### **4. Contract Activity Description**

In addition, each prospective Contractor must submit a Contract Activity Description (CAD) for each activity proposal which provides a brief description of the activity and is used to monitor contract compliance. (See the attached CAD instruction sheet for details.)

#### **5. Logic Model**

The prospective Contractor must submit a separate Logic Model for each activity for which it wishes to provide services. The Smart Start logic model format must be used and includes the prospective Contactor's identified needs, a description of the target population, strategies, outputs, outcomes and long-term impact. This format is provided in the RFP packet. Also included in the RFP packet is a list of the NC Partnership for Children's Performance Based Incentive System standards and Wayne County's results to assist with the long-term impact section of the logic model.

#### **6. Project Staffing and Organization**

This section must include the proposed staffing, deployment and organization of personnel to be assigned to this project. **This format is provided in the RFP packet.**

The prospective Contractor shall provide information as to the qualifications and experience of all executive, managerial, and professional personnel to be assigned to this project, including resumes citing experience with similar projects and the responsibilities to be assigned to each person. Include a management/manpower summary that clearly specifies the number, type and time commitment of individual personnel who will be assigned to this project.

#### **7. Cost Proposal**

The prospective Contractor must submit a separate Cost Proposal/Budget and Budget Narrative for each activity for which its desires to submit a proposal.

The Cost Proposal must include a Budget and Budget Narrative for each activity for which it wishes to provide services. The Smart Start Format for the Budget and Budget narrative must be used. **This format is provided in the RFP packet.**

**If this is a multi-year bid for on-going services, the Cost Proposal/Budget and Budget Narrative must include annual budgets ending June 30<sup>th</sup> for each fiscal year of the multi-year proposal period.**

**Once the PFCW selects a proposal for funding, final budgets and budget narratives for each year may need to be submitted based upon availability of funds prior to contracting.**

## GENERAL INFORMATION ON SUBMITTING PROPOSALS

1. **TERMS AND CONDITIONS.** All proposals are subject to the terms and conditions outlined herein. The prospective Contractor specifically agrees to the conditions set forth by signature to the proposal.
2. **ORAL EXPLANATIONS.** The Local Partnership shall not be bound by oral explanations or instructions given at any time during the competitive bidding process or after award.
3. **REFERENCE TO OTHER DATA.** Only information which is received in response to this RFP will be evaluated; reference to information previously submitted shall not be evaluated.
4. **COST FOR PROPOSAL PREPARATION.** Any costs incurred by prospective Contractors in preparing or submitting offers are the prospective Contractor's sole responsibility; the Local Partnership shall not reimburse any prospective Contractor for any costs incurred prior to award.
5. **RIGHT TO SUBMITTED MATERIAL.** All responses, inquiries, or correspondence relating to or in reference to the RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the prospective Contractors shall become the property of the Local Partnership when received.
6. **OFFEROR'S REPRESENTATIVE.** Each prospective Contractor shall submit with its proposal the name, address, and telephone number of the person(s) with authority to bind the firm and answer questions or provide clarification concerning the firm's proposal.
7. **SUBCONTRACTING.** In the event the prospective Contractor desires to subcontract any part of the contracted services, the proposal must clearly indicate what work it plans to subcontract and to whom and must provide all required information for each subcontractor. Only the subcontractors specified in the proposal shall be considered approved upon award of the Contract.
8. **PROPRIETARY INFORMATION.** Trade secrets or similar proprietary data which the prospective Contractor does not wish disclosed to other than personnel involved in the evaluation or contract administration will be kept confidential to the extent permitted by N.C.G.S. 132-1.3 if identified as follows: each page shall be identified in bold face at the top and bottom as "Confidential." Any section of the proposal that is to remain confidential shall also be so marked in bold face on the top of the title page of that section. Cost information may not be deemed confidential. In spite of what is labeled as confidential, the determination as to whether or not it is shall be as governed by North Carolina law.