



Request for Proposals

Technology Enrichment Support for Parents/Caregivers

A. OVERVIEW OF FIRST 5 MADERA COUNTY

First 5 Madera County (F5MC), legally recognized as the Madera County Children and Families Commission, is a public agency created by the Madera County Board of Supervisors as authorized by the passage of Proposition 10 in 1998. Proposition 10, also known as the California Children and Families Act of 1998, added a 50-cent tax on tobacco products sold in California in order to fund programs and services expressly for the early development of children from the prenatal stage through five years of age. F5MC cultivates strong relationships with community partners and supports innovative and promising practices that are shown to improve the lives of Madera County children and their families.

Since its inception over 20 years ago, First 5 Madera County (F5MC) has become a valued collaborator and funder of local programs to support F5MC goals. In these roles, we offer the community expertise on the importance of early childhood development and the conditions that children and families need to thrive.

B. INTENT OF THE REQUEST FOR PROPOSALS (RFP)

First 5 Madera County seeks to partner with community agencies to address and enhance young children's ongoing virtual learning experience by building parents/caregivers' capacity. The Commission has committed \$200,000 to support projects that will successfully implement a Technology Enrichment Support for Parents/Caregivers of children 0-5 years of age. Implementation will include the following objectives:

1. Lab sessions where parents/caregivers will receive instruction on how to access and participate in virtual meetings platforms (i.e. Zoom, Microsoft Teams, WebEx, etc.) using the parent/caregivers' personal electronic device (i.e. laptops, tablets, mobile phones, etc.).
2. Workshop sessions to build parents/caregivers' knowledge on: 1) how to engage their children in virtual learning; and, 2) how to access age-appropriate media resources and child development resources.

This RFP aligns with the following goals and objectives within the Family Involvement Focus Area of the 2020-2024 First 5 Madera County Strategic Plan:

1. Strategic Plan Goal – 5: Empower parents to be their child's first teacher
2. Strategic Plan Objective – 5.1: Increase opportunities for quality parent-child interaction and activities

C. PROPOSED ACTIVITIES

Selected applicants will research and offer the number and duration of the sessions, and justification for the proposed services (both for in-person and/or virtual sessions).

Selected applicants will be responsible for researching and identifying age-appropriate media resources. Whenever possible, these resources should include approved best practices and endorsement/support from valued industry experts. These sessions must also be culturally and linguistically appropriate.

Selected applicants will highlight the goals and outcomes to be achieved. Include the process used to measure the project's success and alignment to the First 5 Madera County 2020-2024 Strategic Plan.

D. INTEGRATION OF FIRST 5 MADERA COUNTY INITIATIVES

1. All First 5 funded projects are asked to offer direct links to the First 5 Madera County Family Resource Centers.
2. All First 5 funded projects are required to include activities to reduce the impacts of tobacco use and or exposure.

E. FUNDING & CONTRACT PERIODS

The total anticipated funding available under this RFP is \$200,000 for one year with the option to renew for an additional year based on performance and availability of funds. The contract period will commence July 1, 2021 and end June 30, 2022. The scope and size of grant awards will be determined by the quality and scope of applications submitted. Funds may afford the following:

1. Salaries (and benefits if relevant) for staffing.
2. General operating costs for supplies, travel, educational materials, etc.
3. Indirect/Administration at the established percentage of the agency as demonstrated by its Cost Allocation Plan (not to exceed 10% in indirect and/or 5% in administration costs).
4. Other expenses that can be attributable to the execution of the project.

Consistent with the intent of the California Children and Families Act of 1998, no monies granted by the Commission may be used to supplant federal, state, county or other monies available to the Contractor for any purpose (pursuant to Revenue and Taxation Code § 30131.4).

The Commission reserves the right to negotiate proposed activities and/or budget.

F. ELIGIBILITY FOR FUNDING

The Commission will grant contracts that demonstrate the greatest expertise and qualifications to successfully facilitate, implement, manage and achieve the proposed objectives. Public and private organizations that have the capacity to achieve the goals of this RFP, and provide appropriate fiscal oversight and accountability, are eligible to apply.

Submittal of a proposal is not a guarantee of award, and F5MC reserves the right to terminate the RFP at any time, and not award a contract.

G. SUBMISSION REQUIREMENTS

1. PROPOSALS

The Proposal should state your interest in implementing a Technology Enrichment Support for Parents/Caregivers. Each Proposal will receive a score as reflected below. The Proposal should clearly respond to the following items in no more than 3-5 pages:

- Summary of the proposed project (*60 points*)
 - a) Project design and implementation
 - b) Methodology for implementation (i.e. frequency, clear outcomes, etc.)
 - c) Evaluation plan for assessing and demonstrating outcomes resulting from propose activities
- Statement of the agency's capacity to implement proposal (*20 points*)
 - a) Agency experience and capacity for working with young children and their families
 - b) Staff qualifications

2. ADDITIONAL COMPONENTS

- Target Population – Attachment A (*10 points*)
- Proposed Budget (*10 points*)

H. SUBMITTAL INFORMATION

Applications can be mailed or hand-delivered but regardless of the postmark date, must be **received** by F5MC on or before **12:00 p.m. February 26, 2021**. Electronic transmission either by fax or email will **not** be accepted. Hard-copy submissions shall be mailed or hand-delivered to:

Xochitl Villaseñor, Program Manager
525 East Yosemite Avenue
Madera, CA 93638
(559) 661-5155 ext. 4013

I. REVIEW PROCESS

First 5 Staff will review each submitted RFP for content, clarity, consistency and completeness. Staff will also review each application with the goal of formulating a recommendation and justification for funding to the Program and Grant Awards (PGA) Committee. The PGA Committee will then review and consider staff recommendations, formulating its own recommendation and justification to be presented to the full Commission for consideration and approval. **The Commission reserves the right to negotiate/modify proposed Budgets, Activities, and/or Evaluation Plans.**

J. ANTICIPATED TIMELINE

February 4, 2021	Release Date
February 26, 2021	Submission Deadline
May 5, 2021	Commission Consideration and Approval



PROJECTED TARGET POPULATION

Applicant: _____

Project Title: _____

Identify the target population receiving services. If targeting providers, identify the type of provider targeting i.e. ECE providers, in-home childcare providers, mental health, social services, etc.

Target Population		Number Served
Children	Zero to 2 years old	
	Three to 5 years old	
Adults	Parents	
	Other Primary Caregivers	
	Foster Parents	
	Providers	
TOTAL		

Identify the geographic area receiving services. Additionally, based on your projected numbers to be served, approximate how many will be served within the various areas (if applicable).

Geographic Target Area	Number Served
Eastern Madera County <ul style="list-style-type: none"> • Oakhurst • Coarsegold • Bass Lake • North Fork • Awhanhee • O'Neals 	
Chowchilla/Fairmead	
Madera Ranchos	
City of Madera	