



# Juvenile Welfare Board

Investing in children. Strengthening our community.

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## **CHILDREN'S LITERACY COMMUNITY OUTREACH**

# Agenda

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- Objective of Children's Literacy RFP
- Vendor Qualifications
- Scope of Work
- Performance Measures
- Contract Terms and Conditions
- RFP Timeline
- Proposal Format, Budget and Evaluation Criteria
- Questions

# Background

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- JWB Strategic Focus Area: *School Success*.
- November 2018-JWB Board of Directors approved \$1,376,000 toward high-quality literacy programming that would be available throughout Pinellas County:
  - Children's Literacy Instruction and Maintenance RFP (\$1,169,600)
  - Literacy Community Outreach RFP (\$206,400)

# Objective

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- To provide literacy support through community outreach and awareness activities which may include:
  - Community events and the distribution of related resources, materials, and information
  - Or other activities desired to maximize the awareness of the importance of literacy.
- Pinellas County children (birth – 17) and their families

# Objective

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- Up to \$206,400 in funding
  - Each agency may submit one Proposal for one or more sites in Pinellas County.
  - Multiple awards may be made to ensure participants have access to programming throughout Pinellas County.

# Qualifications

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The Provider must have:

- An IRS 501(c)(3) designation at the time of submission, be a government entity, or nonprofit public or private institutions of higher learning.
- The financial and administrative capacity to support the commitment set forth in response to the RFP.
- An annual operating budget over \$500,000 or contract with/operate under a qualified Administrative Services Organization (ASO) or collaborative.

# Qualifications

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The Provider must have experience:

- With outreach work in children's literacy and working with children and families within the community.
- In delivering culturally competent programming.
- With measuring success in community outreach activities.

# Scope of Work

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The following are minimum service requirements of the program:

- **Alignment:** Outreach activities must align with one or more of the basic tenets of the Pinellas Grade-Level Reading Campaign, *Early Readers Future Leaders*. These tenets are reading at grade level, school attendance, school readiness, parent or caregiver engagement, healthy readers, and reducing summer learning loss.



# Scope of Work cont.

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- **Collaboration:** The program must collaborate with the Pinellas Grade-Level Reading Campaign, *Early Readers Future Leaders*.
- **Resources:** When possible, the program should utilize the resources and partnerships available through the Early Readers Future Leaders Campaign, found at <https://www.jwbpinellas.org/focus-impact/school-success/grade-level-reading/>.

# Scope of Work cont.

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- **Target Population:** The activities must reach a broad population targeting children and families throughout the community.
- **Program Start Date:** The program must start serving participants by January 2020.

# Performance Measures

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The overarching goals of the outreach activities are to increase awareness of the importance of literacy and get resources in the hands of the community.

# Performance Measures cont.

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The program will be measured on this overall goal as well as by the following outcomes:

- Number of children with access to reading materials.
- Number of parents/caregivers engaged with the community outreach events.
- Number of referrals made to literacy support programs.

# Contract Terms and Conditions

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- Contractual terms and conditions are provided in Attachment 2.
- Exceptions to any of the terms contained in Attachment 2 must be identified in the response to the RFP.

# Contract Terms and Conditions

## FORM 4 – CONTRACT TERMS & CONDITIONS COMPLIANCE CHECKLIST

Proposers are to mark the Comply, Exception, or Not Comply column for each Minimal Contract Term and Condition in Attachment 2. *Comply* indicates the Proposer understands and agrees to comply fully. Exceptions must be fully explained below.

#	Title	Comply	Exception	Not Comply
I	Purpose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
II	Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
III	Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IV	Funds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
V	Method of Payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VI	Termination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VII	Commencement of Payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	Agreement Revisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Fiscal Responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Audit and Management Letter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Other Financial Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Program Monitoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Board Members, Training, and Financial Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Nondiscrimination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Publicizing of JWB Support-Endorsements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Assignments and Subcontracts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Confidential Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Public Records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Return of Funds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Special Situations and Incidents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Provider Staff Membership on Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Waiver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Provider & Program Data Maintained in 2-1-1 Database	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Provider Staff Background Checks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	Attendance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Link to JWB's Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	Drug-Free Workplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	Public Entity Crimes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	JWB Policies and Procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	Conflict of Interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	Insurance Requirements-Basic Provisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	Insurance Requirements-Additional Coverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	Indemnification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	Certification that Provider is legally able to contract with JWB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attachment 1	Special Conditions of the Agreement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attachment 2	Performance Measurement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attachment 3	Geographical Service Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Children's Literacy Community Outreach RFP

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# Insurance

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- Insurance requirements can be found in Attachment 2.
- Certificate of Insurance must be provided within 10 days of formal contract.

# RFP Timeline

- 04/15/19: RFP Released
- 05/07/19: Optional Pre-Proposal Conference
- 05/08/19: Deadline for Receipt of Questions by Noon
- 05/13/19: Written Responses to Questions Released
- 05/20/19: Optional Technical Assistance Review by Appointment
- 05/22/19: Proposal Submission Due Date by Noon
- 06/20/19: Evaluation Committee Meeting
- 07/01 & 07/03 Interview Top Proposers
- 07/09/19: Evaluation Committee Meeting
- 07/22/19: Present Recommendations to the JWB Executive Team
- 08/29/19: Present Recommendations to the JWB Finance Committee
- 09/12/19: Board Action to Award
- 09/16/19: Announce Intent to Award
- 10/01/19 or After: Execute Agreements



## Award and Agreement

- JWB's intent is to award up to \$206,400 for this RFP.
- It is anticipated that multiple awards may be made.
- Award amounts may differ from what was requested based upon the dollars available and type of support being requested.

# Proposal Submission

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## Proposals must:

- Be signed by the appropriate principal of the firm;
- Use the required format
- must be sent by email at [rfp@jwbpinellas.org](mailto:rfp@jwbpinellas.org) which must include “Children’s Literacy Community Outreach RFP – [Proposer’s Name]” in the subject line, where [Proposer’s Name] represents the Proposer’s organization’s name.
- Received on or before **Noon on May 22<sup>nd</sup>, 2019.**  
Late submissions will not be considered.

# Proposal Submission cont.

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## Other Important Submission information:

- The maximum email size JWB can receive is 10MB.
- If the submission email, including any attachments, is greater than 10MB, please send multiple separate emails which are less than the 10MB maximum.
- It is the responsibility of the Proposer to ensure that the Proposal is received by JWB on time at the right location. JWB will reply to confirm receipt of all Proposals.
- JWB is not responsible if technical difficulties are encountered during the submission process on submission due date.

# Proposal Format

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The following documents must be emailed to JWB as attachments with the naming and electronic file formats shown below:

1. Children's Literacy Community Outreach RFP – Proposal [Proposer's Name].pdf

## Format

Signed Addenda, if issued

Form 1 - Proposal Signature Form (signed)

Form 2 - Narrative Response-must not exceed 10 pages (not including attachments)

- Attach Audited Financial Statements from the last two fiscal years (Agencies not currently funded by JWB). The statements must be complete and include the management letter.
- Attach Current Fiscal Year Operating Budget

Form 3 - Non-Collusion Affidavit (signed and notarized)

Form 4 - Contract Terms & Conditions Compliance Checklist

Form 5 - IRS W-9

501(c)(3) Designation Letter, if applicable

# Proposal Format

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2. Children's Literacy Community Outreach RFP –  
Form 2- Year 1 Proposed Program Budget  
[Proposer's Name].xlsx

## Format

Form 2- Year 1 Proposed Program Budget

3. Children's Literacy Community Outreach RFP –  
Form 2- Year 2 Proposed Program Budget  
[Proposer's Name].xlsx

## Format

Form 2- Year 2 Proposed Program Budget

# Proposed Program Budget

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Submit two Excel Proposed Program Budgets: Year 1 and Year 2 which must contain the following:

1. Year 1 Proposed Program Budget must include any start-up costs and reflect a program start date of January 2020.
2. Year 2 Proposed Program Budget must reflect a complete fiscal year of programming.
3. Ensure that all tabs are completed within the workbooks.
4. Both Program Budgets must include all expenses for the project, regardless of the funding source.

# Proposed Program Budget cont.

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5. All Budgets must be developed in accordance with JWB's Financial Policies and Procedures for Funded Programs at <https://www.jwbpinellas.org/wp-content/uploads/2018/06/JWB-Financial-Policies-and-Procedures-for-Funded-Programs-Effective-10.1.18.pdf> and must not include any ineligible expenses listed in section 2.6 of this RFP.

# Round 1: Minimum Criteria

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- The Proposal is received by the due date and time **by NOON on 5/22/2019;**
- The Proposal Signature Form is signed by an authorized company officer;
- The Proposer must be a 501(c)(3) at the time of submission, be a government entity, or a nonprofit public or private institutions of higher learning, such as a university or college;



# Round 1: Minimum Criteria

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- Proposer must not be on the convicted vendor list found at:

[https://www.dms.myflorida.com/business\\_operations/state\\_purchasing/vendor\\_information/convicted\\_suspended\\_discriminatory\\_complaints\\_vendor\\_lists/convicted\\_vendor\\_list](https://www.dms.myflorida.com/business_operations/state_purchasing/vendor_information/convicted_suspended_discriminatory_complaints_vendor_lists/convicted_vendor_list)

- Proposer must not be on the scrutinized companies list found at:

<https://www.sbafla.com/fsb/FundsWeManage/FRSPensionPlan/GlobalGovernanceMandates.aspx>

# Round 2: Evaluation

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<u>Evaluation Criteria</u>	<u>Weight</u>
Program Design	35%
Collaborations	30%
Qualifications and Experience	15%
Evaluation	10%
<u>Budget and Cost Effectiveness</u>	10%
Total Potential Points	100%

# Round 3: Evaluation

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The Top Proposers in the Round 2 Evaluation may proceed to an additional level of due diligence that will include:

- Follow-up questions and answers with the Proposers;
- An interview of staff proposed to be assigned to these services.

Interviews are mandatory, keep July 1 and 3 available should your agency be selected for the Interview.

# Round 3: Evaluation

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<u>Evaluation Criteria</u>	<u>Weight</u>
Program Design	35%
Collaborations	30%
Qualifications and Experience	15%
Evaluation	10%
<u>Budget and Cost Effectiveness</u>	10%
Total Potential Points	100%

## Round 3: Evaluation

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- **Proposals must have an average score of 65 or above to be considered for further evaluation.**
- **A high evaluation score does not guarantee that a Proposal will be funded. The geographic distribution of funding across north, south, and mid-Pinellas County will be considered during the ranking. (See Attachment 1 and Form 1)**

## Round 4: Evaluation

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- The Evaluation Committee presents the scores for each Proposal and the Committee's recommendations to the JWB Executive Team for consideration in developing the final recommendation.
- The Executive Team's recommendation will be presented to the Finance Committee and the Board for approval and award.

# Important Points

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- All communication must be through Lorryne Hayes.
- Ensure that you read and respond to all questions and requirements of the RFP.
- Be thorough and make sure that all expenses are accounted for in your budget. Even if it will be paid for by another funding source.
- Don't forget to consider implementation costs for the project when developing your budget.
- Letters of Support, MOUs or cooperation agreements documenting/detailing collaboration are encouraged to be included as attachments.

# Important Points continued

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- Do not exceed the **10** page limit for the Narrative.
- Attachment 3-Proposal Checklist provided in RFP to assist Proposers.
- Reimbursement for expenses are based on cost-reimbursement.



Information can be found on  
our website

[www.jwbpinellas.org](http://www.jwbpinellas.org)

Any changes in meeting  
date/time and written  
responses to questions will be  
posted on the website

Please direct all communication  
concerning this solicitation to:

Lorrayne Hayes

[lhayes@jwbpinellas.org](mailto:lhayes@jwbpinellas.org)

727-453-5654

# Questions?