



Juvenile Welfare Board

Investing in children. Strengthening our community.

**REQUEST FOR LETTERS OF INTENT FOR
NEW STRATEGICALLY ALIGNED PROGRAMS FOR EARLY
CHILDHOOD DEVELOPMENT, PREVENTION OF CHILD
ABUSE AND NEGLECT, AND STRENGTHENING COMMUNITY**

**PRE-SUBMITTAL CONFERENCE
MARCH 9, 2022**

AGENDA

- Welcome and Introductions
- Funding Criteria
- Procurement Timeline
- LOI Submission
- Evaluation
- Questions and Answers
- Collaborations and Partnerships

OBJECTIVE

Provide new programming that is aligned with JWB's FY21-25 Strategic Plan, and specifically, that is aligned with one of JWB's FY21-25 Strategic Goals:

- Early Childhood Development (ECD); Prevention of Child Abuse and Neglect (PCAN); and/or Strengthening Community.

A second solicitation should be released in April for Strategic Goals School Readiness and School Success.

OBJECTIVE

Goal #1 - Early Childhood Development: Children 0-3 will meet appropriate physical, social, emotional, cognitive, and developmental milestones. In FY20, JWB programming served more than 2,000 children in this age group.

STRATEGIES	
Strategy 1.1	Implement a cognitive, social, and emotional evaluation tool to link children 0-3 to critical service. JWB programming should ensure linkage to services occurs and high-quality service provision is in place. JWB funded programs should use outcomes of the evaluation to inform service delivery.
Strategy 1.2	Engage parents, grandparents, and other significant adults in a child's life to promote healthy caregiver relationships and to provide advocates for young children.
Strategy 1.3	Launch campaign targeting parents and caregivers of children 0-3 to ensure that children achieve critical milestones, and that practical application of early childhood education principals are understandable, known, and applied.
Strategy 1.4	Invest in the expansion of capacity for high-quality child care for children 0-3 in areas of historically low opportunity working in partnership with the Early Learning Coalition.
Strategy 1.5	Strengthen and continue home visiting programming targeting high-risk populations.
Strategy 1.6	Develop or adopt Program Level Core Outcomes and evidenced-based measures.

OUTCOME MEASURES	
Program Level Core Outcomes and Evidenced-Based Measures	County Level Change Indicators
To be developed in FY21	

OBJECTIVE

Goal #4 - Prevention of Child Abuse and Neglect: Children served by JWB-funded Prevention of Child Abuse and Neglect programs will grow up and thrive in safe and healthy environments.

STRATEGIES	
Strategy 4.1	Convene and train targeted JWB providers on tenets of the Families First Prevention Act designed to provide a system-wide prevention-first approach to reducing child abuse and neglect.
Strategy 4.2	Work collaboratively with the child welfare system in targeting service provisions for high-risk families to safely maintain the children in their homes.
Strategy 4.3	Research evidence-based and evidence-informed programming to procure and implement high-quality respite services.
Strategy 4.4	Collaborate with funded agencies to infuse training on best practices with data-driven outcomes in father engagement.
Strategy 4.5	Continue to serve as the backbone of the Prevent Needless Death Campaign designed to eliminate preventable deaths.
Strategy 4.6	Continue to serve as the backbone in the Children's Mental Health Initiative, driving system-wide coordination.
Strategy 4.7	Collaborate with funded agencies to establish universal screening and linkage to treatment for children.
Strategy 4.8	Lead the Family Services Initiative (FSI) to stabilize Pinellas County families, including the prevention of homelessness, through connection to community resources and other basic needs.

OUTCOME MEASURES	
Program Level Core Outcomes and Evidenced-Based Measures	County Level Change Indicators
96% of families receiving FSI navigation services will show progress toward self-sufficiency as measured by the Arizona Self-Sufficiency Matrix	20% reduction each year over five years in the three leading causes of child deaths in Pinellas County for children under six: abusive head trauma, drowning, and sleeping-related deaths
80% of parents in home visiting programs will demonstrate improved attitudes and skills in parenting as measured by the appropriate parenting assessment	
95% of children receiving PCAN services will be free of abuse and neglect during and one year following the closure of services	

OBJECTIVE

Goal #5 – Strengthening Community: Children served by JWB-funded Strengthening Community programs will benefit from collective neighborhood initiatives driven by community leaders.

STRATEGIES	
Strategy 5.1	Work with the Neighborhood Family Centers (NFCs) to strengthen family support services through training and coaching the NFC Family Support Staff on best practices and an array of service availability. Provide linkages to FSI when appropriate.
Strategy 5.2	NFC Family Support Staff will be trained in an evidence-based model of service delivery to enhance coordination of care.
Strategy 5.3	Employ a data-driven feedback tool annually to the Community Councils and the Youth Leadership Committee to drive a community informed programming and service approach.
Strategy 5.4	Serve as the backbone for the Childhood Hunger Initiative, driving coordination among critical partners to align and maximize resources.
Strategy 5.5	Develop capacity to engage community members as active partners to strengthen the lives of Pinellas County children and families.

OUTCOME MEASURES	
Program Level Core Outcomes and evidenced-based measures	County Level Change Indicators
95% of individuals report increased knowledge gained from JWB training	Improved conditions/outcomes for children in Pinellas County as measured by the Child Opportunity Index or similar tool. <i>Year 2021 will determine baseline</i> Increase food distribution to children during summer and school break by 10%
90% of families receiving Family Support Services from the Family Support Staff at the NFCs will show progress toward their identified goals in achieving self-sufficiency, as measured by the Arizona Self-Sufficiency Matrix	

OBJECTIVE

Address Unmet Need

- There are gaps in services for children and unmet needs of families, which may have been magnified since the pandemic.
- JWB's current investments do not address all approaches or interventions that could be utilized to achieve its Strategic Goals.
- This is an opportunity for JWB to consider innovative ideas, close the gaps and maximize results for children.

OBJECTIVE

Increase Efficiencies

- Brief LOI process avoids significant time and effort being spent on proposals that are not consistent with JWB's strategic goals.
- Although brief, the LOI is the basis for JWB deciding on who will be invited to respond to an RFP, therefore Respondents should prepare accordingly.
- Procuring three goals at once allows JWB to add a significant number of new programs with one procurement.

OBJECTIVE

Promote Inclusion

- JWB is providing this opportunity to hear directly from the “voice” of the community on the best ways to intervene to serve children and families.
- JWB seeks to invest in communities of color and those that have been marginalized, beyond JWB’s current portfolio, by bringing to the table innovative ideas and resources from those embedded and invested in their communities.

ELIGIBLE REQUESTS

Each program must:

- be performed within Pinellas County for the benefit of children below the age of 18 and/or their families
- align with JWB's FY21-25 Strategic Goals of Early Childhood Development, Prevention of Child Abuse and Neglect, or Strengthening Community
- be for a new program that the Entity does not already receive funding for from JWB;
- be a minimum of \$100,000;
- NOT be for something that is under the exclusive jurisdiction of the public school system.

ELIGIBLE REQUESTS

Expenditures: Children & Family Programs

Children and Family Programs - by Result Areas and Program Type JUVENILE WELFARE BOARD Current Budget with Prior Year Comparison						JWB Result Areas				
	Amended BUDGET FY21	Proposed BUDGET FY22		Comments		Early Childhood Development	School Readiness	School Success	Prevention of Child Abuse & Neglect	Strengthening Community
CHILDREN AND FAMILY SERVICES										
BEHAVIORAL HEALTH										
CHILDREN'S MENTAL HEALTH INITIATIVE	\$ 315,002	\$ 216,486		Increased for additional trainings for physicians and therapists; network connectivity, program support, and decrease for Board award to North Pinellas Children's pediatric practice in September 2021.					X	
CHILDREN'S MENTAL HEALTH INITIATIVE - PROGRAM SUPPORT		130,105		Reclassified from Administrative expenses - one FTE that supports the Children's Mental Health Initiative.					X	
COMMUNITY HEALTH CENTERS OF PINELLAS Children's Mental Health Initiative	1,450,015	1,450,015		No change					X	
DIRECTIONS FOR MENTAL HEALTH, INC., d/b/a DIRECTIONS FOR LIVING Children's Outpatient	1,019,049	1,476,595		Annualized increase for expansion of mental health services funding awarded by Board in May 2021 and 3% COLA					X	
Early Childhood Consultation Services: NORTH PINELLAS CHILDREN'S MEDICAL CENTER, INC. Children's Mental Health Initiative - N. Pinellas	256,710	264,411		3% COLA		X			X	
		338,180		Board awarded to add new pediatric practice to Children's Mental Health Initiative in September 2021					X	
OPERATION PAR, INC. PAR Outpatient Service Array (POPSA)	162,459	162,459		No change					X	
SUNCOAST CENTER, INC. Early Childhood	848,464	738,461		Increase for expansion of mental health services approved by the Board in May 2021		X			X	
Family Services	5,056,621	5,757,707		Increase for expansion of mental health services approved by the Board in May 2021					X	
THE UNIVERSITY OF SOUTH FLORIDA BOARD OF TRUSTEES Infant Family Center	347,479	530,677		3% COLA, reduced for one-time funding received in FY21 for reflective supervision and increased for 2.5 new FTEs for one clinical supervision position, one coordination position, and a part-time human services specialist to serve fathers		X			X	
SUBTOTAL	9,256,999	11,065,196								

ELIGIBLE REQUESTS

Respondents may submit up to two (2) Letters of Intent for new programs.

Requests that closely resemble a planned competitive procurement or are already available via another source will NOT be considered.

Collaborative requests must be submitted by a primary entity who will be responsible for the legal and contractual relationship.

QUALIFICATIONS

In order to qualify as a recipient, a Respondent must:

- be in business for five years or more;
- have an annual operating budget over \$500,000 or will operate under an Administrative Services Organization (ASO) or collaborative, unless it demonstrates to JWB's satisfaction that it has the resources to properly administer the JWB funding in accordance with all requirements;
- *ASO: An organization that provides fiscal services and limited benefit administration for JWB funded agencies to meet their administrative needs.*

QUALIFICATIONS

Continued

- have three years of audited financial statement summaries and the notes to the financial statement, or an individual tax return and personal financial statement of net worth for the most recent year if Proposer is an individual proprietor, or privately-held companies wishing to maintain confidential financial information must have a Dunn & Bradstreet Report (D & B).
- have last three audited financial statements that are free of any material weaknesses or significant deficiencies. JWB staff will review the description of the material weaknesses or significant deficiencies and determine if the Respondent is eligible for further consideration.

FUNDING PRINCIPLES

Those invited to submit a Proposal in Phase 2 will be expected to adhere to:

- Funding Principles aligned with JWB's Guiding Values;
- Contracting, Financial, and Data Requirements

Be familiar with these principles and requirements prior to submitting an LOI.

FUNDING PRINCIPLES

We value every child. There are cross-cutting factors that present risk to every Pinellas County child, such as domestic violence, physical and mental health issues, child safety, and more. In addition, JWB recognizes that children living in marginalized communities, communities of color, families of lower socio-economic means, and geographic areas that are devoid of opportunities for them to thrive and succeed are at greatest risk. JWB's investments are designed to give children equitable opportunity to fulfill their potential and achieve meaningful and purposeful lives.

FUNDING PRINCIPLES

We embrace collaboration. JWB considers itself a partner in its funding relationships, and encourages and embraces collaborations and partnerships among those it funds. The benefits of collaboration and partnership include, but are not limited to: shared expertise and problem-solving; leveraging of existing community resources and facilities; greater innovation, accountability, and economies of scale; and enhanced quality and access to services for program participants. These all lead to greater returns on investment in meeting the unique needs of Pinellas County children and families.

FUNDING PRINCIPLES

We are accountable and results-driven. As a countywide special taxing district, JWB is accountable to Pinellas County citizens and responsibly directs tax payers' investments to give children the best opportunities to succeed. JWB fully expects accountability and measurable results from its funded programs and services. In addition, JWB's Board Policy calls for funded agencies to demonstrate financial and operational stability, and to show efforts to diversify financial support.

FUNDING PRINCIPLES

We pursue innovation. JWB's Board Policy is to fund programs that are evidence-based and evidence-informed, which includes emerging or promising practices. JWB believes in striking a balance between funding evidence-based and evidence-informed programs and remains open to investing in promising practices and innovative interventions.

See definitions for *evidence-based* and *evidence-informed* in the solicitation.

FUNDING PRINCIPLES

We value equity, diversity, and inclusion. JWB seeks to advance and sustain diversity, equity, and inclusion in its investments and encourages the agencies and programs it funds to be culturally competent. Cultural competence is defined as a set of congruent behaviors, attitudes, and policies that come together in a system, agency, or program, enabling it to work effectively in cross-cultural situations.

See *5 Essential Elements* of an agency's cultural competence in the solicitation.

JWB CONTRACTING, FINANCIAL, AND DATA REQUIREMENTS

Respondents must acknowledge that they have read and considered the following requirements:

- JWB Board Policies:
 - Section IV: JWB Funded Program Monitoring
 - Section VI-6: Advances
- JWB Program Contract: See Template
- JWB's Financial Policies and Procedures for Funded Programs: Assists programs in the development of their budgets in alignment with their approved program methodology.

JWB CONTRACTING, FINANCIAL, AND DATA REQUIREMENTS

Continued

- JWB Data Quality Manual: Establishes the requirements for participant data collection and dissemination for the purpose of ensuring the consistency and integrity of the data being reported to JWB.
- *See Procedures for Implementing Direct Data Uploads*

PHASE 1- LOI TIMELINE

- 02/11/22: LOI Released
- 03/09/22: Optional Pre-Submittal Conference
- 03/11/22: Deadline for Receipt of Questions by Noon
- 03/21/22: Written Responses to Questions Released
- 04/11/22: LOI Submission Due Date **by Noon**
- 05/17/22: Evaluation Committee Meeting for Strengthening Community at 9:00 a.m.
- 05/18/22: Evaluation Committee Meeting for PCAN at 9:00 a.m.
- 05/20/22: Evaluation Committee Meeting for ECD at 9:00 a.m.
- 06/02/22: JWB Executive Team Evaluation Meeting to Select Respondents for Phase 2 at 9:00 a.m.

PHASE 2- RFP TIMELINE

- 08/01/22: RFP Released
- 08/12/22: Optional Pre-Proposal Conference
- 08/17/22: Deadline for Receipt of Questions by Noon
- 08/23/22: Written Responses to Questions Released
- 09/26/22: Technical Assistance, by appointment
- 10/03/22: Proposal Submission Due Date **by Noon**
- 11/14/22: Evaluation Committee Meeting for Strengthening Community at 9:00 a.m.
- 11/15/22: Evaluation Committee Meeting for ECD at 9:00 a.m.
- 11/16/22: Evaluation Committee Meeting for PCAN at 9:00 a.m.
- 11/18/22: JWB Executive Team Evaluation Meeting to Select Respondents for Award at 9:00 a.m.
- 12/08/22: Board Action to Award at 9:00 a.m.
- 12/09/22: Announce Intent to Award
- On or before 02/01/23: Execute Agreements

Award and Agreement

- JWB's intent is to award up to a total of \$3.75 million
- It is anticipated that multiple awards will be made.
- Award amounts may differ from what was requested based upon the funding available and the type of support being requested.

LOI SUBMISSION

LOI Must:

- Be signed by the authorized company officer;
- Use the required format;
- Be sent by email to rfp@jwbpinellas.org which must include “Request for LOI for New Strategically Aligned Programs - [Respondent Name]” in the subject line, where [Respondent Name] represents the Respondent’s Entity name;
- Received on or before **Noon on April 11, 2022.** Late submissions will not be considered.

LOI SUBMISSION

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 Respondent to ensure that the LOI is received by JWB on time at the right location. JWB will reply to confirm receipt of all LOIs.
- JWB is not responsible if technical difficulties are encountered during the submission process.

LOI FORMAT

The submission must be emailed to JWB as an attachment with the naming and electronic file format shown below:

LOI for New Strategically Aligned Programs-[Respondent Name]”.pdf

LOI FORMAT

Letters of Intent must be assembled as listed below:

1. Signed Addenda, if issued
2. Form 1- Letter of Intent Submission Form (signed)
3. Form 2-Respondent Affidavit (signed) (one for each Program, if applicable)
 - Attach letter describing the material weaknesses or significant deficiencies, if applicable
4. Form 3-Letter of Intent (one for each Program, if applicable)
5. Form 4-IRS W9 (signed)

MINIMUM CRITERIA

- The LOI is received by the due date and time of **NOON on 04/11/2022;**
- The LOI Submission Form is signed by an authorized officer;
- Respondents may only submit LOIs for up to two Programs per Entity;
- Respondent and request must meet the requirements found in sections 2.2 (Eligible Requests) and 2.3 (Qualifications).
- Respondents must not be on Florida's convicted vendor list for public entity crimes or Florida's scrutinized companies list (See section 1.17 and 1.18)

ROUND 1: EVALUATION

<u>Evaluation Criteria</u>	<u>Points</u>
Overall merits of the proposed program	35%
Need Justification & Participant Information	30%
Entity Capacity	20%
<u>Evaluation & Outcomes</u>	<u>15%</u>
Total Potential Points	100%

LOI must have an average score of 65 or above to be considered for further evaluation.

ROUND 1: EVALUATION FORM

ENTITY NAME: _____

RFP TITLE: New Strategically Aligned Programs for Early Childhood Development, Prevention of Child Abuse and Neglect (PCAN), and Strengthening Community Letter of Intent (Phase 1)

JWB STRATEGIC GOAL: _____

CRITERIA	(A) POTENTIAL POINTS	(B) WEIGHT	(C) INDIVIDUAL SCORE	(B) X (C)	TOTAL SCORE
Overall merits of the proposed program	1 - 5	35%		7 x	
Need Justification & Participant Information	1 - 5	30%		6 x	
Entity Capacity	1 - 5	20%		4 x	
Evaluation & Outcomes	1 - 5	15%		3 x	
TOTAL	20	100%			

Percentages are awarded according to the quality of the response with respect to each criterion.

POINT RANGE

1: Unacceptable

- No response provided or contains major error(s), omission(s), or deficiency(ies). None of these conditions can be corrected without a major rewrite.

2: Partially meets (significant gaps, compromise required)

- Minimally fulfills the described need.
- Shows only minimal understanding of the requirements. There exists an overall moderate or high degree of risk of the proposer not meeting the requirements.

3: Meets, with moderate gaps

- Generally fulfills the need with a few exceptions; some nuances or outlying aspects of the issue are unaddressed.

4: Meets, with minor gaps (no compromise required)

- Satisfies all requirements with adequate detail.
- Offers some significant strengths or numerous minor strengths that are not offset by weaknesses. There exists an overall low to moderate degree of risk of the proposer not meeting the requirements.

5: Fully meets or exceeds all requirements of the section

- Satisfies all requirements with extensive detail.
- Offers numerous significant strengths that are not offset by weaknesses. There exists an overall low degree of risk of the proposer not meeting the requirements.

ROUND 2: EVALUATION

The Round 1 scores for each LOI and the Committee's recommendations, for the LOIs with a score of 65 or above, will be presented to the JWB Executive Team for their consideration in determining which Respondents will be invited to respond to the Phase 2: Request for Proposals.



Information can be found on
our website

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

727-453-5654

Questions and Answers

Collaborations and Partnerships