



## **Request for Applications: Yolo Children's Movement Project Management**

### **Timeline**

<b>DATE</b>	<b>ACTIVITY</b>
October 27, 2014	Release of the Request for Applications (RFA)
November 17, 2014	Applications are due to the YCCA office by 5:00 p.m.
November 24, 2014	Interviews with Selected Bidders
November 26, 2014	Bidders Informed of Panel Selection
December 1, 2014	Yolo Children's Movement Project Management Contract Begins

### **Invitation to Submit Bids**

The Yolo County Children's Alliance (YCCA) invites bids for a consultant or consultant organization to enter into contract to provide project management activities in preparation of the launch of the Yolo Children's Movement. YCCA is looking for a mutually beneficial independent contract relationship with a qualified project manager to assist in this exciting collaborative effort. YCCA has allocated **\$56,250** to this RFA for FY14/15. There is a possibility that the contract will be renewed in FY15/16, depending on deliverables received and available funding.

### **Yolo Children's Movement Background**

The Yolo County Children's Alliance, First 5 Yolo and the County of Yolo have partnered to launch a Yolo Children's Movement (YCM). The purpose of the Movement is to:

- Ensure that the well-being and education of our children in Yolo County is a high priority of government, business, non-profit institutions and families
- Raise the level of public awareness about our children's priority needs
- Collectively allocate the resources we do have and seek additional resources to address priority needs

The needs of families in Yolo County call for fiscal and other policy decisions that support parents' readiness for raising children and their ability to successfully nurture those children into adulthood. The Movement will engage and inform parents and our political, business and civic leaders about children's issues, encouraging them to make the well-being and education of our children our highest priority, including in the way we invest our public resources.

The Yolo Children's Movement will be an important conduit for reliable information, tools and products to help supporters, advocates and stakeholders to learn more about critical local children's issues and then positively and collectively influence policymaking for kids and families.

### **General Overview of the Project Manager Consultant Position**

The Yolo Children's Movement Project Manager Consultant (PM) will lead the effort to prioritize the needs of children by creating a Yolo Children's Agenda. The PM will develop the Agenda with input from parents, child advocates, civic leaders, business partners and providers at a Children's Workshop (event planner – sub contract) to be held in spring 2015. The Agenda will set forth policy priorities for children and youth that, when achieved, will fundamentally improve their well-being. The PM will ensure that the Agenda is used as the cornerstone of Yolo County's goals for children. The PM will manage the launch of the Yolo Children's Movement, crafting key messages and defining specific actions that participants can engage in to ensure a better quality of life for all Yolo's children.

### **Deliverables 2014-15**

PM Consultant will complete tasks for remainder of FY 2014-15 with a not-to-exceed contract amount of \$56,250, and will be paid at completion of each deliverable. Deliverables include, at minimum, the tasks listed below. An estimate of hours per week to accomplish these tasks must also be included in the proposal.

- Convene and facilitate monthly YCM Steering Committee meetings
- Create Inventory of services and dollars targeting Yolo County youth
- Coordinate, convene, facilitate the Yolo Children's Workshop in conjunction with an event planner or subcontractor
- Develop the Yolo Children's Agenda, and strategies with input from Workshop participants and guidance of the YCM Steering Committee
- Analyze and review priorities from Workshop for presentation to Steering Committee
- Work with Steering Committee and public via additional meeting, survey or other means to arrive at consensus on priorities and strategies to create Children's Agenda is used as the platform from which to launch the Movement
- Present Agenda to Board of Supervisors, First 5 Yolo, Yolo County Children's Alliance and other stakeholder groups
- Provide monthly progress updates

### **Deliverables 2015/ 16**

If contract is renewed for FY15-16, estimated contract amount increases to \$75,000 and includes the following deliverables:

- Conduct outreach to existing networks, collaboratives, partners, parent groups, etc. to promote the Yolo Children’s Movement
- Create communication messages and utilize a variety of media/social media venues to promote the Yolo Children’s Movement
- Plan and coordinate the YCM launch event (summer 2015) – in conjunction with an event planner
- Ensure YCM members have the opportunity to participate in activities that benefit Yolo County youth
  - Attend meetings to speak up for children when policy and budget decisions are being determined
  - Write letters/op-eds to advocate for services and funding for children
  - Join workgroups to further the Yolo Children’s Movement
  - Fundraise
  - Coordinate YCM workgroups
    - Fund development
    - Policy/advocacy
    - Parent engagement
    - Outreach

### **Project Manager/ Consultant Qualities**

- Excellent communication skills
- Capacity to bring influential stakeholders into the Movement
- Ability to manage a network of partners/stakeholders
- Ability to collect and analyze data
- Organization and project management skills
- Leadership qualities and enthusiasm
- Database management skills
- Knowledge of event planning
- Facilitation skills
- Knowledge of Yolo County desired

### **Lead Agency Description**

The Yolo County Children’s Alliance is working collaboratively to improve the lives of children, youth and families in our communities. The Yolo County Children's Alliance is a 501(c)(3) organization and also an inter-agency collaborative, which coordinates needed family support services, convenes child and family advocates to solve community problems, and gathers and disseminates local information about the needs and the well-being of Yolo County families.

The YCM Project Management Consultant will report directly to the Executive Director of the Yolo County Children's Alliance, with input and feedback from the YCM Executive Steering Committee.

### **Contract Compensation**

Compensation is dependent upon meeting the deliverables outlined in the Project Manager Consultant scope of work. The not-to-exceed contract amount for FY14-15 is \$56,250, with payment to be made at completion of each deliverable.

Please note that the funding for the second year's contract depends in part upon approval and authorization of the Yolo County Board of Supervisors. Contract period is from December 1, 2014 – June 30, 2015. It is anticipated that this contract will be extended for the 2015-16 Fiscal Year.

### **Application Instructions and Content Requirements**

This section describes the required application format and content. Failure to follow the prescribed format may result in rejection of the application.

#### **A. Proposal Format**

Narrative text sections of the application should be submitted on standard 8½ X 11 paper, single spaced with one-inch margins on all sides of the paper using 12-point font. Pages should be double-sided and numbered consecutively from beginning to end.

#### **B. Number of Copies**

Applicants must provide one (1) original application, with signatures by an individual legally authorized to bind the agency/organization and three (3) complete copies of the entire application.

#### **C. Outline of Application Content**

The content and sequence of the Application is as follows:

1. Application Cover Sheet (Attachment 1)
2. Detailed summary of your qualifications and applicable experience
3. Narrative overview of how you would complete these services
4. Scope of Work (Attachment 2)
5. Proposed Budget and Budget Justification

#### **D. Application Instructions**

1. Application Cover Sheet and Certification Form: Complete the Application Cover Sheet (Attachment 1). Original signatures must be by an individual legally authorized to bind the agency/organization.
2. Detailed summary of qualifications and applicable experience: Provide a brief history of the individual/agency, including number of years in operation, and demonstrate the Applicant has the qualifications, capability and experience to perform the requirements

included in this RFA. Provide a description of the experience and qualifications of the proposed key staff members who will be assigned to this project, including function, level of education, degree and/or license, if appropriate, and a detailed resume for each person.

3. Narrative overview of how you would complete these services: Describe in detail how the Applicant will meet the desired services in this RFA. Include activities and deliverables you believe may be accomplished with the resources available. Identify all major tasks, activities and outputs and describe how they will be reached, including the timeframe required.
4. Scope of Work, including timeline and tasks: Complete the attached Scope of Work form. (Attachment 2).
5. Proposed Budget and Budget Justification: Include and clearly detail all costs, payment schedules, line items categories and/or other related costs associated with the application. Please include a budget justification providing clear explanation of costs.

### **Selection Process**

Applicants who meet the minimum qualifications set out in this RFA will be asked to interview with the selection team, enabling YCCA to gather further information on any aspect of the application, to seek additional information and/or references and to review work samples and other relevant materials.

Applicants will be notified in writing of their application status following completion of the review, interview and award process- no later than November 27, 2014.

### **Application Submission**

Please submit an original and three (3) copies of your application in an envelope marked: "Application – YCM Project Management" addressed to:

Katie Villegas  
Yolo County Children's Alliance  
600 A Street, Suite Y  
Davis, CA 95616

Applications are due at Yolo County Children's office by 5:00pm on November 17, 2014.

**Attachment 1**

**Yolo County Children's Alliance  
Yolo Children's Movement Project Management  
Application Coversheet**

**Agency Name** \_\_\_\_\_

**Contact Person** \_\_\_\_\_ **Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**RFA Check List:**

\_\_\_\_\_ Detailed summary of your qualifications and applicable experience

\_\_\_\_\_ Narrative overview of how you would complete these services

\_\_\_\_\_ Scope of Work (Attachment 2)

\_\_\_\_\_ Proposed Budget and Budget Justification

**Authorized Representative:**

THE APPLICANT CERTIFIES THAT: To the best of my knowledge and belief, data in this application are true and correct. The document has been duly authorized by the governing board of the applying agency.

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_  
(please print)

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**This page must be attached to your application. Submit an original and three (3) copies of the application to:**

Yolo County Children's Alliance  
600 A Street, Suite Y  
Davis, CA 95616