



**First 5 Alameda County Parent Engagement and Support Request for Proposal  
Frequently Asked Questions (FAQ)**  
*February 23, 2020*

## The Basics

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**1. How many grants are being issued and for how much?**

Four grants will be issued, funded at no more than \$225,000 each.

**2. What is the time period of work for this grant?**

The grant period is July 1, 2020 – June 30, 2021. Additionally, applicants who demonstrate impact during the grant period will be funded for an additional year (through June 30, 2022). These grantees will not be required to reapply through an RFP process.

**3. When is the proposal due?**

March 20, 2020 at 5:00 pm

**4. To whom should applicants submit their proposals?**

Proposals must be submitted using First 5's online system, HIGH5.

HIGH5 is our platform for training and events registration and awards management and reporting. You will need to create a HIGH5 user account (if you do not already have one) to start a funding opportunity application. Visit HIGH5 to start your application:

<https://high5.force.com/First5/s/funding-opportunity/a13t0000001pbZg>.

**5. What do I do if I have difficulties accessing or using the HIGH5 System?**

To assist potential applicants with using the HIGH5 system, First 5 is offering two proposal support sessions. Support sessions will be held at First 5 Alameda County (1115 Atlantic Ave, Alameda, CA 94501).

These sessions will take place on:

- **Tuesday, March 3, 2020, 1:00-4:30 pm.**  
Register here: [https://high5.force.com/First5/evt\\_QuickEvent?id=a2Lt00000033nOn](https://high5.force.com/First5/evt_QuickEvent?id=a2Lt00000033nOn)
- **Wednesday, March 4, 2020, 9:30 am-12:30pm.**  
Register here: [https://high5.force.com/First5/evt\\_QuickEvent?id=a2Lt00000033nQ3](https://high5.force.com/First5/evt_QuickEvent?id=a2Lt00000033nQ3)

Additionally, applicants can send their concerns and questions to the HIGH5 Helpdesk at either [high5helpdesk@first5alameda.org](mailto:high5helpdesk@first5alameda.org) or 510-227-6925. The Helpdesk is available Monday – Friday from 8:30am- 5:00pm.

**6. Whom do I contact if I have questions about the proposal or the application process?**

Contact Shelley Skillern, Parent Engagement and Support Grant Manager, at either (510) 227-6950 or [shelley.skillern@first5alameda.org](mailto:shelley.skillern@first5alameda.org).

**7. When will First 5 announce the award recipients?**

June 19, 2020

**8. If my agency is awarded a grant, what is the time commitment for participating in the Learning Community?**

Each grantee will be expected to participate in a 2-3-hour quarterly learning community to engage in peer support, networking, and continuous learning related to the grant objectives.

**9. Is the Bidder's Conference Webinar available on your website?**

Yes, the webinar is available on <https://youtu.be/pZ-zYGbHE8c> and our website: <http://www.first5alameda.org/parent-engagement-request-for-proposal>

## Eligibility Questions

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**10. Who is eligible to apply?**

Non-profit or public agencies in Alameda County are eligible to apply. However, given First 5's current investments in Neighborhood Ready for School (NRFS) and Early Learning City Network (ELCN) programs, NRFS and ELCN anchor institutions (the organizations who were awarded grants directly from First 5 to lead, implement, and/or coordinate services through one of the initiatives) are not eligible to apply for this grant. This restriction, however, does not apply to the agencies the anchor institutions have partnered with to deliver services.

**11. Am I eligible to apply for the grant if I intend to provide services outside of the priority zip codes listed in the RFP? (For additional information, please see Question 23.)**

Yes, however, additional points will be awarded to applicants who are providing services inside of the priority zip codes listed in the RFP.

## Request for Proposal Content

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**12. What are the goals of this grant?**

The Parent Engagement and Support RFP was designed to assist agencies in developing and operating parent engagement and support programs that impact the following three goals:

1. Children are on track and ready for kindergarten. (For more information, please read First 5's 2018 Kindergarten Readiness Report at: <https://bit.ly/2uET5p8>)
2. Parents/Caregivers with children under age 5 have what they need to support their child's growth and well-being. (For more information, please read about the Strengthening Families Protective Factors Framework at: <https://bit.ly/2u3PTTM>)

3. Parents/Caregivers with children under age 5 have leadership and advocacy skills and opportunities to use them. (For more information, please read the Ripples of Transformation Family Engagement Toolkit at: <https://bit.ly/2O8S0wA>)

**13. What does Kindergarten Readiness mean and how is it measured?**

Being ready for kindergarten is more than knowing letters and numbers. It comprises readiness across four building blocks, with parent engagement being a key predictor of readiness. The building blocks include:

1. Kindergarten academics, including recognizing numbers, shapes, letters and being able to write
2. Self-regulation, including being able to stay focused, follow rules and directions, and participate in activities such as circle time and cooperative play
3. Social expression, including the ability to express empathy as well as needs and wants
4. Motor skills, including using pencils and having general coordination skills

Given that over the past ten years, our [Kindergarten Readiness Assessment](#) has shown that only 44% of children in Alameda County are ready for kindergarten, kindergarten readiness is a primary goal of this funding opportunity. At every assessment, concrete needs, such as arriving at school healthy, well-rested, and well-fed are top factors predicting kindergarten readiness, and since 2015, formal early childhood education (ECE) participation is also a top factor.

First 5 uses several survey tools to assess kindergarten readiness across the County. For more information on how we measure kindergarten readiness, please see <https://bit.ly/2uET5p8>.

**14. Does the proposal have to include a detailed description of how the agency will measure impact towards one of the goals of the grant?**

The proposal does not require a fleshed-out evaluation plan. First 5 staff will work with successful applicants to develop appropriate measures to assess the impact of the services grantees provide during the grant cycle. Please refer to Page 15 of the RFP for more information on reporting and evaluation requirements.

**15. Are applicants required to include one of the frameworks listed in the RFP in their proposal?**

No, applicants are not required to discuss the frameworks in their proposals. The frameworks were included in the RFP to help potential applicants understand the frameworks First 5 uses to think about parent engagement and support programs, services, initiatives, and funding opportunities. First 5 also uses the frameworks to help measure results, including in the development of surveys and RBA measures.

**16. There are 4 program recommendations included in the RFP. Are applicants required to include one of these recommendations in their proposal?**

These recommendations serve as examples of the types of programs, services, and resources needed to support young children and their families, as identified by the RFP Design Team (a group of parent leaders and early childhood providers who were instrumental in the design of the RFP). It is not required that applicants choose one of these program areas to build their proposal; however, we encourage applicants to consider including these programs or elements of them in their proposals. Additionally, a full list of the program and service ideas generated by the Design Team is included in Appendix C.

**17. Do you have a recommendation regarding the number of parents, children, and /or families served in relation to the size of the requested grant amount? For example, for a request of \$150,000, how many families would you expect to see served?**

No, we do not have a guideline on this. It is up to each applicant to develop a strong proposal and a corresponding budget. Reviewers will be looking at your approach, scope of work, and your budget to make sure they are reasonable for the intensity of services you propose in your application.

**18. Can an agency submit more than one proposal?**

No, an applicant may not submit more than one application.

**19. Can an agency submit a proposal that includes multiple programs?**

A single application may propose to include more than one program component or serve more than one community. Reviewers will be looking at your approach, scope of work, and your budget to make sure they are reasonable for the work you propose in your application.

**20. Are agencies required to identify sub-contractors in the application, or can they identify subcontractors after the application is approved?**

Applicants can wait until after the funding decision has been made to identify sub-contractors.

## Priority Zip Codes and Partnerships

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**21. How much weight is given to the priority zip codes?**

Applicants will receive one point if their service site is located outside of the priority zip codes listed in Appendix A of the RFP. These points are awarded based on the service site locations. Applicants will receive three points if their service area is located within at least one of the priority zip codes listed in Appendix A of the RFP. Additionally, given the extent of First 5 Alameda's investments in Oakland, applicants who provide services in at least one of the priority zip codes that are outside of Oakland (i.e., 94541, 94544, and 94578) will receive an additional two points.

For the complete scoring criteria, please see Appendix E of the RFP.

**22. What if only one of my service sites is in a priority zip code?**

As long as the majority of the children, parents, and/or families you serve are located in a priority zip code, you will receive the additional points associated with that zip code.

**23. What if my agency is located outside of the priority zones, but we are interested in doing work within the priority zones?**

Strong applicants that are located outside of the priority zones, and who are not already engaged in work within the priority zones, will include a description of how they will work with partners who are currently working with the communities in the priority zones. Strong proposals will also include letters of commitment from these partners. For example, if an applicant wanted to develop a play group within one

of the priority zip codes, they might create a partnership agreement with an organization within the priority zip code to use their space for the play group.

**24. What type of information should partners include in their letters of commitment?**

We do not have specific guidelines on what should be included in the letter of commitment, but here is a list of what you could potentially include:

- Declaration of Commitment
- Previous Experience with the applicant
- Highlight how the partner will help support the applicant’s work
- Describe timeline of work
- Describe deliverables

**25. Are there specific guidelines on how many partners applicants should engage?**

We do not have any guidelines on this. Applicants can work with as many partners as they need to in order to implement the services described in their proposals. However, applicants, if awarded, will have to successfully manage those partnerships.

## Fiscal Questions

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**26. Will grants be renewed after June 30, 2021?**

Through this RFP, First 5 seeks to fund up to four qualified non-profit or public agencies funded at no more than \$225,000 each from July 1, 2020 – June 30, 2021. Successful applicants will be funded for an additional year (through June 30, 2022). Funded entities will not be required to reapply through an RFP process.

**27. Are there any limitations on using grant funds to provide food, stipends, and/or other stipends?**

No, there are no funding limitations regarding these items. We recognize that providing food and stipends are helpful when engaging families. Nonetheless, please keep in mind, the reviewers will be looking at your approach, scope of work, and your budget to make sure they are reasonable for the work you are proposing in your application.

**28. Can this funding be used to expand on programs already being delivered?**

Funding can be used to enhance and expand programs and services, as long as doing so does not lead to Supplantation. Supplanting is the deliberate reduction in the amount of funds being appropriated to an existing program or activity because grant funds have been awarded for the same purposes. When a grantee or a subcontractor replaces funds in this manner, it reduces the total amount that would have been available for the stated grant purpose. In other words, if your agency is funding a project and you want to withdraw the funding and use First 5 funding instead, that is supplantation. First 5 Alameda County cannot fund a program that is currently being funded by another source. Supplantation is strictly prohibited for all First 5 Alameda County grant funds. Additional information about supplanting is included below.

## Supplantation

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Proposition 10 (the state proposition that created First 5) prohibits grant funds from being used to replace existing funding (supplantation). First 5 Alameda County will not fund any services or staff positions that supplant existing funding for services or staff positions. Proposed activities are eligible for funding (i.e., NOT supplantation) if:

- This is a new service for your agency
- You are adding additional clients (new service population or a higher number of clients)
- You are enhancing an existing service (adding a service component)
- First 5 Alameda County funded staff positions do not replace existing staff positions
- First 5 funds are replacing funds that are no longer available