



**REQUEST FOR PROPOSALS  
FOR**

**County Councils for Young Children**

**Race to the Top- Early Learning Challenge (20 Counties)**

**Initial Funding of up to \$75,000 per County Available**

**Bidders Conference: August 25, 2014**

**Time: 2:00 P.M.**

**Place: The Professional Center at DCF**

**30 Van Dyke Avenue, Auditorium #1**

**New Brunswick, NJ 08901**

**Proposals Due September 18, 2014**

Allison Blake, PhD., L.S.W.

Commissioner

**August 4, 2014**

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**Funding Agency**

State of New Jersey  
Department of Children and Families  
50 East State Street,  
Trenton, New Jersey 08625

**Special Notice:** *Potential Bidders must attend a mandatory Bidder's Conference on **August 25, 2014 at 2:00 p.m.**, New Brunswick, NJ 08901. Questions will be accepted in advance of the Bidder's Conference by providing them via email to [DCFASKRFP@dcf.state.nj.us](mailto:DCFASKRFP@dcf.state.nj.us).*

**Section I – General Information**

**A. Purpose:**

The New Jersey Department of Children and Families' (Department) Division of Family and Community Partnerships (FCP) announces the availability of up to \$1.5 million in Race to the Top–Early Learning Challenge (RTT-ELC) funds to establish a statewide network of local County Councils for Young Children (CCYC) in 20 counties (up to \$75,000 per county annually). [Note: This RFP excludes Cumberland County since there is already a DCF-funded CCYC in place.]

New Jersey was awarded the Race to the Top Early Learning Challenge Grant to improve program quality and services coordination for infants, young children and their families to maximize children's learning and development. RTT-ELC funds are issued to New Jersey by the U.S. Departments of Education, and Health and Human Services. At the state level, the NJ Department of Education is the lead administrative agency.

The purpose of the CCYCs is to create an environment where parents/families come together at the local level with providers and other community stakeholders as active partners to identify/discuss the needs, concerns, aspirations and successes regarding issues that affect the health, education and well-being of their children. The CCYC will form strong partnerships and work together to develop mutually-established goals and implement creative strategies that reflect the views/priorities of families. The CCYC will be required to devise a long-range plan for sustainability of the operation of the council.

**B. Background:**

The Department is charged with serving and safeguarding the most vulnerable children and families in the State and ensuring that service delivery is directed towards their safety, protection, permanency and well-being.

DCF is one of four core New Jersey state departments that are working collaboratively to align and strengthen services for pregnant women, parents/families, infant and young children. This project is a core component of the RTT-ELC Grant and the work of the County Councils will be linked to New Jersey's state-level early childhood infrastructure that encompasses families, services and communities from pregnancy to age eight. Key aspects of NJ's early childhood infrastructure include:

- New Jersey Early Learning Commission and the associated Interdepartmental Planning Group actively working across departments—DOE, DHS, DOH and DCF—to ensure integration and coordination of state-funded services across sectors; and
- New Jersey Council for Young Children (NJCYC) which brings together public and private partners to provide input and make recommendations that support

This state-level infrastructure supports NJ's overarching goal and early childhood plan to ensure a well-functioning, statewide system of services that is high quality, coordinated and comprehensive for every infant and young child, their families, providers, and communities in NJ.

NJ's RTT-ELC grant incorporates a key strategy—the development of a county level structure that is aligned with the NJCYC and brings together parents/families, community leaders, health care, child care, school districts, family support, and other local partners that care about the well-being of infants and young children. The CCYCs are charged with paying particular attention to children/families in underrepresented and special populations. New Jersey's expectation is that these CCYCs will help us reach our ultimate goal of ensuring that children are ready for school and will sustain their developmental and educational gains.

New Jersey's 2013 Race to the Top Early Learning Challenge application can be found at <http://www.nj.gov/education/ece/rttt/ChallengeApp.pdf>.

New Jersey's expanding network of early learning and development programs fully embrace parents, families and other caregivers as partners in ensuring high quality care for infants and young children.

The County Councils for Young Children will have a direct link to the New Jersey Council for Young Children through the work of the Family and Community Engagement Committee. This committee will solicit input from parents/families to ensure that NJ's families and communities are knowledgeable about the available services/supports that comprise NJ's comprehensive early childhood system of care. The NJCYC Family and

Community Engagement Committee will serve in an advisory capacity to support the development of the CCYC in each county.

Priorities for CCYCs:

- Establish a CCYC in each county that builds working relationships between families with children (prenatal to age 8), child care, preschool, health, home visiting, Head Start, family support, early intervention, and other community service providers, and local stakeholders.
- Implement a shared leadership model that supports parents in leadership roles and brings parents and providers together as partners.
- The CCYC will recruit parents to promote their active participation as a voice for change at the family, community, and state level.
- Include ongoing outreach to engage and retain hard-to-reach parents/caregivers (e.g. fathers, grandparents, immigrants, migrant workers, military service members, etc.).
- Provide parents with an orientation, ongoing mentoring, and leadership training opportunities.
- Provide concrete supports to enable parent/family participation (e.g. childcare, transportation, light meal, and/or other incentive).
- Promote growing parent/family participation over the three-plus years of the project that reflects the cultural diversity of the community.
- Recognize, support and encourage parents as decision makers and leaders and create an engaging and respectful environment that welcomes their presence and input.
- Inform/impact/develop local (and state) policies, services, and/or practices to become more responsive to the needs of families in the county (and NJ).
- Contribute to the development and implementation of high quality early childhood services, including the development of NJ's quality rating improvement system (QRIS), Grow NJ Kids.
- Identify professional development training needs for the local workforce that best supports the proposed policies, priorities, services and/or practices that were developed by the CCYC.

### **C. Services to be Funded:**

The grantee agency for this initiative will provide administrative oversight, local coordination and ongoing support to facilitate the development, planning and operation of the CCYC, including the organizational structure of a Steering Committee, and other committees or workgroups that may be needed to support the work of the CCYC. The lead agency for the CCYC will appoint a project coordinator(s) to work collaboratively

with local stakeholders—parents, families and community organizations—and will oversee the day-to-day work of the CCYC.

At a minimum, the work of the lead agency will include:

- Build strong relationships with parents, families and other community stakeholders in the county.
- Ensure stakeholder investment and participation in CCYC, and/or related workgroups/activities—conduct outreach and make personal visits, when necessary.
- Assess and address parents’ leadership training needs.
- Be a knowledgeable resource for parent-child health, family support, and early childhood education, and other cross-sector services that support families from pregnancy to age 8; and facilitate connections.
- Develop and maintain positive working relationships with the county’s Central Intake site; and participate in a joint needs assessment, environmental scan, and strategic planning process.
- Establish a project timeline to ensure that key tasks are identified, assigned and addressed/completed. Provide regular status reports, updates and revisions, as needed.
- Review and assess the progress of the CCYC in reaching goals, performance targets, and benchmarks.
- Prepare bi-monthly reports and updates to the CCYC Steering Committee and general members.
- Communicate with the designated state-level contact in the DCF-FCP
- Submit FCP monthly, quarterly and year-end reports, as required
- Prepare quarterly summary reports for the NJCYC.
- Communicate with the NJCYC and attend meetings, as needed.
- CCYC Project Coordinator will be required to participate in the Statewide Peer Learning Collaborative when it’s convened.
- DCF will require that grantees seek active participation from other DCF-funded grantees, e.g. HV programs, FSCs, etc., and invite their families to become CCYC members. See DFCEP Community Program Directory located at: <http://nj.gov/dcf/families/dfcp/DFCPDirectory.pdf>.

Note: Job functions for the project coordinator are included in Exhibit E.

While working with the family and community agencies the lead agency and project coordinator will embrace and implement the Principles of Family Support as demonstrated in The Standards for Prevention Programs: Building Success through Family Support - found online at <http://www.state.nj.us/dcf/documents/about/commissions/njtfcan/StandardsPrevention.pdf>.

The lead agency and staff will also be knowledgeable on the Strengthening Families Protective Factors Framework and must integrate this framework into the work of the local council. The five protective

factors are: 1) Nurturing and Attachment / Social-Emotional Well Being of Children; 2) Knowledge of Parenting and Child Development; 3) Parental Resilience; 4) Social Connections; and 5) Concrete Supports in Times of Need. Research shows that strategies that promote these five factors result in a lower incidence of child abuse and neglect. Information on the protective factors is available at the Center for the Study of Social Policy website -- <http://www.cssp.org/reform/strengthening-families/basic-one-pagers/Strengthening-Families-Protective-Factors.pdf>. Refer to Exhibit C.

All applicants are advised that any software purchased in connection with the proposed project must receive prior approval by the New Jersey Office of Information Technology.

Applicants are also advised that any data collected or maintained through the implementation of the proposed program shall remain the property of DCF.

Organ and Tissue Donation: As defined in section 2 of P.L. 2012, c. 4 (N.J.S.A.52:32-33), contractors are encouraged to notify their employees, through information and materials or through an organ and tissue awareness program, of organ donation options. The information provided to employees shall be prepared in collaboration with the organ procurement organizations designated pursuant to 42 U.S.C. §1320b-8 to serve in this State.

#### **D. Funding Information:**

For the purpose of this initiative, the Department will allocate Race to the Top Early Learning Challenge (RTTT) funds estimated at \$1.5 million annually. Each CCYC will be funded in the annual amount up to \$75,000.

DCF will award funds for one CCYC in each of the following 20 counties: Atlantic, Bergen, Burlington, Camden, Cape May, Essex, Gloucester, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Salem, Somerset, Sussex, Union and Warren.

The funding period for this program is: October 1, 2014 through December 31, 2017.

Matching funds are not required in Years 1 and 2 of the grant. Matching funds of 15% of the total amount of the award will be required starting in Year 3. Cash and/or in-kind funds may be used. Applicants must identify the source of their matching funds. The matching share may not include any other Federal funds. **NOTE: There is an expectation from DCF that these Councils will continue beyond the RTT-ELC grant.**

**Therefore, applicants must develop a sustainability plan for continuation of the grant after funds end in December 2017.**

One-time start-up costs are permitted—not to exceed \$20,000. Applicants must provide a justification and detailed summary of all expenses that must be met in order to begin program operations.

Proposals that demonstrate the leveraging of other financial resources will receive additional consideration in the proposal review process.

Funds awarded under this program may not be used to supplant or duplicate existing funding.

Any expenses incurred prior to the effective date of the contract will not be reimbursed by DCF.

## **E. Applicant Eligibility Requirements:**

1. Applicants must be for profit or not for profit corporations that are duly registered to conduct business within the State of New Jersey.
2. Applicants must be in good standing with all State and Federal agencies with which they have an existing grant or contractual relationship.
3. Applicants may not be suspended, terminated or barred for deficiencies in performance of any award, and if applicable, all past issues must be resolved as demonstrated by written documentation.
4. Applicants that are presently under contract with DCF must be in compliance with the terms and conditions of their contract.
5. Where required, all applicants must hold current State licenses.
6. Applicants that are not governmental entities must have a governing body that provides oversight as is legally required.
7. Applicants must have the capability to uphold all administrative and operating standards as outlined in this document.
8. Applicants must have the ability to be fully operational within 45 days of contract execution
9. Applicants must provide a viable plan to leverage funds and include a feasible sustainability plan for continuation of the CCYC after RTT-ELC grant funds end.
10. All applicants must have a Data Universal Numbering System (DUNS) number. To acquire a DUNS number, contact the dedicated toll-free DUNS number request line at 1-866-705-5711 or inquire on-line at [www.dnb.com](http://www.dnb.com)
11. Any fiscally viable entity that meets the eligibility requirements, terms and conditions of the RFP, and the contracting rules and regulations set forth in the DCF Contract Policy and Information Manual (N.J.A.C. 10:3) may submit an application.



## F. RFP Schedule:

<b>August 4, 2014</b>	<b>Notice of Availability of Funds/RFP publication</b>
<b>August 22, 2014 at 12:PM</b>	<b>Deadline for Email Questions sent to <a href="mailto:DCFASKRFP@dcf.state.nj.us">DCFASKRFP@dcf.state.nj.us</a></b>
<b>August 25, 2014</b>	<b>Mandatory Bidders Conference at 2:00PM</b>
<b>September 18, 2014</b>	<b>Deadline for Receipt of Proposals by 12:00PM</b>

Proposals received after 12:00 PM on **September 18, 2014** will **not** be considered. Applicants should submit **one (1) signed original** and **one CD ROM**, including a signed cover letter of transmittal as indicated below.

Proposals must be delivered either:

### 1) In person to:

Catherine Schafer, Director of Grants Management, Auditing and Records  
Department of Children and Families  
50 East State Street, 3rd floor  
Trenton, New Jersey 08625-0717

Please allow time for the elevator and access through the security guard. Applicants submitting proposals in person or by commercial carrier should submit **one (1) signed original** and **one CD ROM** with all documents including a signed cover letter of transmittal.

### 2) Commercial Carrier (hand delivery, federal express or UPS) to:

Catherine Schafer, Director of Grants Management, Auditing and Records  
Department of Children and Families  
50 East State Street, 3rd floor  
Trenton, New Jersey 08625-0717

Applicants submitting proposals in person or by commercial carrier should submit **one (1) signed original** and **one CD ROM** with all documents including a signed cover letter of transmittal.

### 3) Online- <https://ftpw.dcf.state.nj.us>

DCF offers the alternative for our bidders to submit proposals electronically to the web address above. Online training is available at the bidder's conference and on our website at: [www.nj.gov/dcf/providers/notices/](http://www.nj.gov/dcf/providers/notices/)

We recommend that you do not wait until the date of delivery in case there are technical difficulties during your submission. Only a registered Authorized Organization Representative (AOR) or the designated alternate is eligible to send in a submission. Registration forms are available on our website. Registered AOR forms must be received 5 business days prior to the date the bid is due. You need to register only if you are submitting a proposal online.

## **G. Administration:**

### **1. Screening for Eligibility, Conformity and Completeness**

DCF will screen proposals for eligibility and conformity with the specifications set forth in this RFP. A preliminary review will be conducted to determine whether the application is eligible for evaluation or immediate rejection.

The following criteria will be considered, where applicable, as part of the preliminary screening process:

- a. The application was received prior to the stated deadline
- b. The application is signed and authorized by the applicant's Chief Executive Officer or equivalent
- c. The applicant attended the Bidders Conference (if required)
- d. The application is complete in its entirety, including all required attachments and appendices
- e. The application conforms to the specifications set forth in the RFP

Upon completion of the initial screening, proposals meeting the requirements of the RFP will be distributed to the Proposal Evaluation Committee for its review and recommendations. Failure to meet the criteria outlined above, or the submission of incomplete or non-responsive applications constitutes grounds for immediate rejection of the proposal if such absence affects the ability of the committee to fairly judge the application.

In order for a bid to be considered for award, at least one representative of the Bidder must have been present at the Bidders Conference commencing at the time and in the place specified below. Failure to attend the Bidders Conference will result in automatic bid rejection.

## 2. Proposal Review Process

DCF will convene a Proposal Evaluation Committee in accordance with existing regulation and policy. The Committee will review each application in accordance with the established criteria outlined in Section II of this document. All reviewers, voting and advisory, will complete a conflict of interest form. Those individuals with conflicts or the appearance of a conflict will be disqualified from participation in the review process. The voting members of the Proposal Evaluation Committee will review proposals, deliberate as a group, and then independently score applications to determine the final funding decisions.

The Department reserves the right to request that applicants present their proposal in person for final scoring. In the event of a tie in the scoring by the Committee, the bidders that are the subject of the tie will provide a presentation of their proposal to the evaluation committee. The evaluation committee will request specific information and/or specific questions to be answered during a presentation by the provider and a brief time-constrained presentation. The presentation will be scored out of 50 possible points, based on the following criteria and the highest score will be recommended for approval as the winning bidder.

Requested information was covered-	10 Points
Approach to the contract and program design was thoroughly and clearly explained and was consistent with the RFP requirements-	20 Points
Background of organization and staffing explained-	10 Points
Speakers were knowledgeable about topic-	5 Points
Speakers responded well to questions -	5 Points

The Department also reserves the right to reject any and all proposals when circumstances indicate that it is in its best interest to do so. The Department's best interests in this context include, but are not limited to: State loss of funding for the contract; the inability of the applicant to provide adequate services; the applicant's lack of good standing with the Department, and any indication, including solely an allegation, of misrepresentation of information and/or non-compliance with any State of New Jersey contracts, policies and procedures, or State and/or Federal laws and regulations.

All applicants will be notified in writing of the Department's intent to award a contract.

### **3. Special Requirements**

The successful Applicant shall maintain all documentation related to products, transactions or services under this contract for a period of five years from the date of final payment. Such records shall be made available to the New Jersey Office of the State Comptroller upon request.

Applicants must comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27, the State Affirmative Action policy. A copy is attached as **Exhibit A.**

Applicants must comply with laws relating to Anti- Discrimination as attached as **Exhibit B.**

### **H. Appeals:**

An appeal of the selection process will be heard only if it is alleged that the Department has violated a statutory or regulatory provision in awarding the grant. An appeal will not be heard based upon a challenge to the evaluation of a proposal. Applicants may appeal by submitting a written request to

Office of Legal Affairs  
Contract Appeals  
50 East State Street 4<sup>th</sup> Floor  
Trenton NJ 08625

no later than five (5) calendar days following receipt of the notification or by the deadline posted in this announcement.

### **I. Post Award Review:**

As a courtesy, DCF may offer unsuccessful applicants an opportunity to review the Evaluation Committee's rating of their individual proposals. All Post Award Reviews will be conducted by appointment.

Applicants may request a Post Award Review by contacting: **DCFASKRFP@dcf.state.nj.us**

Post Award Reviews will not be conducted after six months from the date of issuance of this RFP.

## **J. Post Award Requirements:**

Selected applicants will be required to comply with the terms and conditions of the Department of Children and Families' contracting rules and regulations as set forth in the Standard Language Document, the Contract Reimbursement Manual and the Contract Policy and Information Manual. Applicants may review these items via the Internet at [www.nj.gov/dcf/providers/contracting/manuals](http://www.nj.gov/dcf/providers/contracting/manuals)

Selected applicants will also be required to comply with all applicable State and Federal laws and statutes, assurances, certifications and regulations regarding funding.

Upon receipt of the award announcement, and where appropriate, selected applicants will be minimally required to submit one (1) copy of the following documents:

- Proof of Insurance naming the Department of Children and Families as an additional insured
- Board Resolution Validation
- DCF Standard Language Document and Signature Pages
- Current agency by-laws
- Copy of lease or mortgage (if applicable)
- Certificate of Incorporation
- Affirmative Action policy and certificate
- A copy of all applicable professional licenses
- Copy of the agency's annual report to the Secretary of State

The actual award of funds is contingent upon a successful Contract negotiation. If, during the negotiations, it is found that the selected Applicant is incapable of providing the services or has misrepresented any material fact or its ability to manage the program, the notice of intent to award may be rescinded.

## **Section II – Application Instructions**

### **A. Proposal Requirements and Review Criteria:**

All applications will be evaluated and scored in accordance with the following criteria:

**Note: A Separate Proposal is Required for Each County.**

The narrative portion of the proposal should be double-spaced with margins of 1 inch on the top and bottom and 1½ inches on the left and right. The font may be no smaller than 12 points. There is a 25 page limitation for the narrative portion of the grant application. A one (1) point reduction per page will be administered to proposals exceeding the page limit requirements. Five (5) points will be deducted for each missing document. If the deductions total 20 points or more, the proposal shall be rejected as non-responsive. The narrative must be organized appropriately and address the key concepts outlined in the RFP. Items included in the transmittal cover letter, the budget spreadsheet and attachments do not count towards the narrative page limit. Please number all pages from Proposal Narrative through Appendix 8.

Proposals may be fastened by a heavy-duty binder clip. Do not submit proposals in loose-leaf binders, plastic sleeves or folders.

Each proposal narrative must contain the following items organized by heading in the same order as presented below:

**1) Applicant Organization (20 Points)**

**a) Agency background and qualifications to lead this initiative:**

Describe the agency's history, mission and goals, and where appropriate, a record of accomplishments in working in collaboration with the Department of Children and Families and/or relevant projects with other State governmental entities.

Describe the agency's background and experience in implementing the types of services described in the RFP.

Describe the agency's governance structure and its administrative, management and organizational capacity to enter into a third party direct State services contract with the Department of Children and Families. Note the existence (if any) of professional advisory boards that support the operations. Attach a current organizational chart as Appendix 3 that shows the placement of the proposed program within the organizational structure.

Provide an indication of the agency's demonstrated capability to provide services that are consistent with the Department's goals and objectives for the program to be funded. Include information on current programs

managed by the agency, the funding sources and if available, any evaluation or outcome data.

**b) Current parent-centered activities within your organization:** Using the following criteria and format (Table 1 below), describe the current participation of parents/families within your organization with a focus on early childhood--pregnancy to age 8. Parent roles may include:

Parent Consumers – Parents receive services from your agency (e.g. home visiting services, food bank, child care, etc.).

Parent Involvement - Parents attend agency-sponsored program events and support the priorities of the program/organization (e.g. parents attend a monthly parent meeting).

Parent Engagement - parents routinely provide input/feedback (e.g. parents actively participate in meetings/board in an advisory capacity) and advise on set program and/or organizational priorities.

Parent Organizing - parents are equal partners with agency organizers and help to set priorities with the broader community.

**Table 1** (add as many rows as is needed):

Agency Program/Activity	Target Population	Parent Role	# of Parents

Adapted from *Parent Organizing as a Strategy for Sustainable Policy Change*—Ada Sanchez and Ron White, Peppercorn Foundation. *Grantmakers for Children, Youth & Families*, Issue 6, 2011.

**c) Current commitment to cultural competency and diversity:** Describe the organization’s demonstrated commitment to cultural competency and diversity. Identify accessible culturally responsive services and supports. These shall include, but are not limited to, affiliations with informal or natural helping networks such as language services, neighborhood and civic associations, faith based organizations, and recreational programs determined to be appropriate. Staff must be culturally competent and responsive, with training and experience necessary to manage the complex needs of families in the community across child and youth serving systems. Explain how the provider is currently working toward a cultural competency plan that describes actions your agency will take to insure that policies, materials, environment, recruitment, hiring, promotion, training and Board membership reflect the community or the intended recipients of the services you provide and promote the cultural competency of the organization.

## 2) Community Needs Assessment

(10 Points)

Please provide a brief profile (in narrative and/or table format) of the target county. Include a description of key cities/communities, and sub-populations—parents age, child age categories (birth to age 8), race, ethnicity, immigrant families, migrant families, languages spoken, and other characteristics relevant to your county/community. Utilize local resources and/or the following data sources to complete this section:

- U.S. Census: <http://quickfacts.census.gov>
- NJ Dept. of Health: <http://www4.state.nj.us/dhss-shad/query/result/birth/BirthBirthCnty/Count.html>
- NJ Kids County (2014) [http://acnj.org/downloads/2014\\_04\\_24\\_kidscount\\_statereport.pdf](http://acnj.org/downloads/2014_04_24_kidscount_statereport.pdf) to assist your efforts on reporting on your county.

Applicants are encouraged to draw from other recent county/local needs assessments and reports, e.g. Human Services Advisory Council (HSAC), *that are relevant to the target population*—pregnancy to age eight.

From your agency's perspective, and/or from your work with parents and families, where are their gaps in services? Identify a few key priorities for the work of the CCYC—in health, child care, special needs, education, family strengthening/family support, family asset-building, child welfare, etc.?

## 3) Program Approach

(40 Points)

In this section, use the following subsections to describe your plan for development and implementation of the specified CCYC. Provide sufficient detail that clearly demonstrates how you will bring parents, community agencies and other key partners together to form a unified and well-functioning council that will work collaboratively to strengthen families and communities; and ensure that infants and children, and their families receive high quality services and supports that promote their optimal well-being. You may add any other topics that you consider relevant to the project.

### a) Council Structure and Development—Including Staffing and Oversight

Describe the proposed structure of the CCYC, and the implementation and staffing plan (i.e. number and qualifications of staff, use of consultants, and use of volunteers). How will the lead agency's



administration facilitate a climate that supports the success of the CCYC and Project Coordinator? Describe the process for management and supervision that will support project coordination and day-to-day responsibilities.

- Exhibit E includes a preliminary job description. Please attach a refined version of this job description (insert it as Appendix 1 in your application) that includes the educational and experiential requirements; and salary range for employment with your agency.
- Attach the resumes for the project manager and any staff being considered for a key position in the proposed project. (insert these as Appendix 2 in your application)
- Timeline: Include a one-page timeline that outlines key steps needed for start-up and implementation of the project. Specify the timeframe for hire the CCYC Project Coordinator. Insert this document as Appendix 4 in your application.

b) Mobilizing for Parent Involvement and Shared Leadership

- Based on your knowledge of the target county/community, use the data in the Community Needs Assessment (Section 2 pages 14 - 15) to describe how the organization will recruit, mobilize and engage parents for community action and parent leadership.
- Provide information on the number of parents/caregivers you hope to recruit during the first year of implementation.
- Provide information on the strategic use of appropriate supports and incentives for ongoing parent participation—such as stipends, transportation, child care, refreshments/meals, etc. during working meetings.
- How will the project recognize the contributions of parents?
- Describe how the proposed program will meet the needs of various and diverse cultures within the target community based on the Law Against Discrimination (N.J.S.A. 10:51 et seq.).

c) Other Partners to Support Parent Involvement & Shared Leadership:

- Describe how the applicant will facilitate and mobilize county-wide organizations and other community partners to be supportive and committed to active parent involvement and shared leadership.
- Identify the local Central Intake lead agency in the target county and, if applicable, Community Health Worker lead agency. CCYCs will be required to work collaboratively with these core programs to ensure coordination and collaboration within the local system of early childhood services; and to act in an advisory capacity to these related early childhood initiatives.
- Describe your plan to develop and maintain effective relationships with other existing community-based programs *across early childhood sectors* to facilitate active participation and shared leadership in CCYC workgroups and key activities, e.g. Family

Success Centers (FSC), Head Start/Early Head Start, Child Care Resource and Referral Agency (CCR&R), childcare and preschool providers, Strengthening Families childcare sites, home visiting programs, Parent Linking Program, Fatherhood services, health care providers, Early Intervention Services, Special Child Health, Human Service Advisory Councils, social service agencies, school districts, Family Support Organizations, and others as appropriate for your county.

- Attach any Letters of Commitment or Memoranda of Understanding (include these in your proposal as Appendix 7).

d) Training and Technical Assistance (TTA) Support

- Identify applicant's plans for supplemental trainings for the CCYC-staff, parents, community agency partners, and volunteers.
- Note: Each CCYC will receive TTA from DCF Program Specialists and/or other designated partners as follows:
  - Strengthening Families Protective Factors Framework
  - Parent Cafés
  - Parent Advocacy and Leadership
  - Project Planning and Development--Environmental Scan, Strategic Plan, Logic Model, and Evaluation/CQI Plan
  - Plus additional Training and Technical Assistance as identified for the RTT-ELC
- Describe additional training/technical assistance needs that may be needed to support successful implementation of the CCYC.

e) Protective Factors and the Standards for Prevention

Use Exhibit C to provide examples of how your project aligns with and integrates the Protective Factors Framework and the Standards for Prevention Programs. Include this form in your completed proposal as Appendix 6.

The New Jersey Department of Children and Families endorsed Prevent Child Abuse New Jersey's (PCA-NJ) Safe-Child Standards in August 2013 (The "Standards"). The Standards are a preventative tool for implementing policies and procedures for organizations working with youth and children and through their implementation, an organization can minimize the risks of the occurrence of child sexual abuse.

The Standards are available at:

<http://www.state.nj.us/dcf/SafeChildStandards.pdf>

As an Appendix, provide a brief (no more than 2 pages double spaced)

Standards Description demonstrating ways in which your agency's operations mirror the Standards.

**4) Data Collection, CQI and Evaluation (10 Points)**

Reflecting on the program information and priorities outlined on pages 4-5 of this RFP, identify at least five preliminary core objectives for implementation of the CCYC in your county. Be sure to specify how you will measure progress in reaching these objectives and in what timeframe.

Describe your plan for monitoring your progress in achieving program objectives and for ensuring continuous quality improvement for the CCYC.

**Please note: Awardees will be required to participate in the data collection and evaluation process as determined by DCF for the RTT-ELC Grant.**

**5) Budget Narrative (10 Points)**

The Department will consider the cost efficiency of the proposed budget as it relates to the anticipated level of services (LOS), activities and outcomes. Therefore, applicants must clearly indicate how this funding will be used to meet the project goals and/or requirements. Provide a line item budget and narrative for the proposed project. The narrative must be part of the 25 page proposal. The Budget forms are to be included in the appendices.

The budget should be reasonable and reflect the scope of responsibilities required to accomplish the goals of this project. The budget should also **reflect a 12-month operating schedule** and must include, in separate columns, total funds needed for each line item, the funds requested in this grant, and funds secured from other sources.

All costs associated with the completion of the project must be clearly delineated and the Budget Narrative section must clearly articulate all essential budget items, including a description of miscellaneous expenses or "other" items.

Complete the attached one-page Budget Form (Exhibit D) that reflects program implementation for a 12-month period. The Budget Form also includes a column for Start-up Funds. Attach this completed form to your proposal as Appendix 5.

The grantee is expected to adhere to all applicable State cost principles.

If selected as a grantee, you will be required to complete the Standard DCF Annex B (budget) forms. You may view these forms at: <http://www.state.nj.us/dcf/providers/contracting/forms/> and a description of General and Administrative Costs are available at <http://www.state.nj.us/dcf/providers/notices/>

**6) Leveraging and Sustainability Plan (5 Points)**

As noted in the RFP Requirements Section on page 7, applicants must provide a viable plan to leverage funds and include a feasible sustainability plan for continuation of the CCYC after RTT-ELC grant funds end.

Leveraging: Identify the total amount and source of any additional financial resources that will be committed to the proposed project as a leveraging mechanism. Although matching funds are not required in Years 1 and 2, additional consideration will be afforded to the applicant that identifies leveraged resources—in-kind and/or cash resources. By Year 3, awardees will be required to provide a 15% match for the project. Therefore applicants will need to address viable leveraged resources for a 15% match in year 3.

Sustainability: Describe your ideas for sustainability of the Council, and any concrete plans to ensure that the CCYC will remain a viable and active resource to the community.

**7) Completeness of the Application (5 Points)**

The Department will also consider the completeness of the application and the clarity of statements within the proposal, including the availability and accuracy of all supporting documentation.

**B. Supporting Documents:**

Applicants must submit a complete proposal signed and dated by the Chief Executive Officer or equivalent and a CD ROM containing all the documents in PDF or Word format. Failure to submit any of the required documents requested in this RFP will result in a loss of five (5) points per item from the total points awarded for the proposal.

All supporting documents submitted in response to this RFP must be organized in the following manner:

## **Part I: Proposal**

1. Proposal Cover Sheet\*
2. Table of Contents
3. Proposal Narrative (in following order)
  - 1) Applicant Organization
  - 2) Community Needs Assessment
  - 3) Program Approach
  - 4) Data Collection, CQI and Evaluation
  - 5) Budget Narrative
  - 6) Leveraging and Sustainability
  - 7) Completeness

## **Part II: Appendices**

1. Job Descriptions for Key Personnel
2. Resumes for Program Manager/Key Personnel, if appropriate
3. Proposed agency organizational chart showing placement of CCYC within the agency
4. Proposed Program Implementation Timeline (one-page limit)
5. One-page Operational Budget (use Excel spreadsheet in Exhibit D)
6. Protective Factors/Standards for Prevention Worksheet (see Exhibit C)
7. Applicable Letters of Commitment, Consulting Contracts, Memoranda of Understanding, Business Affiliation Agreements and other supporting documents.
8. Current/dated list of agency Board of Directors/Terms of Office
9. Statement of Assurances\*
10. Certification regarding Debarment\*
11. Chapter 51 Certification Regarding Political Contributions\*\* (Required by for profit entities)
12. Source Disclosure Certification\*\*
13. Ownership Disclosure-Certification and Disclosure Forms  
Note: non-profit entities are required to file the Certification-Disclosure of Investigations starting at Page 3 through 5\*\*
14. Copy of IRS Determination Letter regarding applicant's charitable contribution or non-profit status (if appropriate)
15. Copies of all applicable licenses/organization's licensure status (if appropriate)
16. All applicants must have a Data Universal Numbering System (DUNS) number. To acquire a DUNS number, contact the dedicated toll-free DUNS number request line at 1-866-705-5711 or inquire on-line at <http://www.dnb.com>
17. Copies of any audits or reviews completed or in process by DCF or other State entities from 2012 to the present. If available, a corrective action plan should be provided and any other pertinent information that will explain or clarify the applicant's position
18. Current Form 990 for non-profits

19. Current Single Audit Report for non-profits/ Current Audited Financial Statements for for-profit entities
20. Signed Standard Language Document
21. Safe-Child Standards Description of your agency's implementation of the standards (no more than 2 pages)

\* Standard forms for RFP's are available at:

[www.nj.gov/dcf/providers/notices/](http://www.nj.gov/dcf/providers/notices/) Forms for RFP's are directly under the Notices section.

Standard DCF Annex B (budget) forms are available at:

<http://www.state.nj.us/dcf/providers/contracting/forms/>

\*\* Treasury required forms are available on the Department of the Treasury website at

<http://www.state.nj.us/treasury/purchase/forms.shtml>

Click on Vendor Information and then on Forms.

Standard Language Document,-the Contract Reimbursement Manual and the Contract Policy and Information Manual.

Applicants may review these items via the Internet at [www.nj.gov/dcf/providers/contracting/manuals](http://www.nj.gov/dcf/providers/contracting/manuals)

## C. Requests for Information and Clarification

Applicants shall not contact the Department directly, in person, or by telephone, concerning this RFP. Applicants may request information and/or assistance from [DCFASKRFP@dcf.state.nj.us](mailto:DCFASKRFP@dcf.state.nj.us) until the Bidders Conference. Inquiries will not be accepted after the closing date of the Bidders Conference. Questions may be emailed in advance of the Bidders Conference to [DCFASKRFP@dcf.state.nj.us](mailto:DCFASKRFP@dcf.state.nj.us).

DCF will provide eligible applicants additional and/or clarifying information about this initiative and application procedures at the technical assistance meeting indicated below. All prospective applicants must attend a Bidders Conference and participate in an onsite registration process in order to have their applications reviewed. **Failure to attend the Bidders Conference will disqualify individuals, agencies, or organizations from the RFP process.**

Inclement weather will not result in the cancellation of the Bidders Conference unless it is of a severity sufficient to cause the official closing or delayed opening of State offices on the above date.

In the event of the closure or delayed opening of State offices, the Bidders Conference will be cancelled and then held on an alternate date.

**Question and Answer:**

DCF will provide eligible applicants additional and/or clarifying information about this initiative and application procedures through a time-limited electronic Question and Answer Period. Answers will be posted on the website at: <http://www.state.nj.us/dcf/providers/notices/>

Questions must be submitted in writing via email to: [DCFASKRFP@dcf.state.nj.us](mailto:DCFASKRFP@dcf.state.nj.us).

All inquiries submitted to this email address must identify, in the Subject heading, the specific RFP for which the question/clarification is being sought.

Written questions must be directly tied to the RFP. Questions should be asked in consecutive order, from beginning to end, following the organization of the RFP. Each question should begin by referencing the RFP page number and section number to which it relates.

All other types of inquiries will not be accepted. **Applicants may not contact the Department directly, in person, or by telephone, concerning this RFP.** Inquiries should only be addressed for technical support through [DCFASKRFP@dcf.state.nj.us](mailto:DCFASKRFP@dcf.state.nj.us). Inquiries will not be accepted after the closing date of the Question and Answer Period. Written inquiries will be answered and posted on the DCF website as a written addendum to the RFP.

**EXHIBIT A**  
**MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE**  
**N.J.S.A. 10:5-31 et seq. (P.L. 1975, C. 127)**  
**N.J.A.C. 17:27**  
**GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE**  
**CONTRACTS**

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, the contractor will ensure that equal employment opportunity is afforded to such applicants in recruitment and employment, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Such equal employment opportunity shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

The contractor or subcontractor will send to each labor union, with which it has a collective bargaining agreement, a notice, to be provided by the agency contracting officer, advising the labor union of the contractor's commitments under this chapter and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time and the Americans with Disabilities Act.



The contractor or subcontractor agrees to make good faith efforts to meet targeted county employment goals established in accordance with N.J.A.C. 17:27-5.2.

The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, and labor unions, that it does not discriminate on the basis of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions.

In conforming with the targeted employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The contractor shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents:

Letter of Federal Affirmative Action Plan Approval

Certificate of Employee Information Report

Employee Information Report Form AA302 (electronically available at [www.state.nj.us/treasury/contract\\_compliance](http://www.state.nj.us/treasury/contract_compliance)).

The contractor and its subcontractors shall furnish such reports or other documents to the Department of Children and Families, the Division of Purchase & Property, CCAU, EEO Monitoring Program as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Department of Children and Families, the Division of Purchase & Property, CCAU, EEO Monitoring Program for conducting a compliance investigation pursuant to **Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.**

**EXHIBIT B**

TITLE 10. CIVIL RIGHTS  
CHAPTER 2. DISCRIMINATION IN EMPLOYMENT ON PUBLIC WORKS

*N.J. Stat. § 10:2-1 (2012)*

§ 10:2-1. Antidiscrimination provisions

Antidiscrimination provisions. Every contract for or on behalf of the State or any county or municipality or other political subdivision of the State, or any agency of or authority created by any of the foregoing, for the construction, alteration or repair of any public building or public work or for the acquisition of materials, equipment, supplies or services shall contain provisions by which the contractor agrees that:

a. In the hiring of persons for the performance of work under this contract or any subcontract hereunder, or for the procurement, manufacture, assembling or furnishing of any such materials, equipment, supplies or services to be acquired under this contract, no contractor, nor any person acting on behalf of such contractor or subcontractor, shall, by reason of race, creed, color, national origin, ancestry, marital status, gender identity or expression, affectional or sexual orientation or sex, discriminate against any person who is qualified and available to perform the work to which the employment relates;

b. No contractor, subcontractor, nor any person on his behalf shall, in any manner, discriminate against or intimidate any employee engaged in the performance of work under this contract or any subcontract hereunder, or engaged in the procurement, manufacture, assembling or furnishing of any such materials, equipment, supplies or services to be acquired under such contract, on account of race, creed, color, national origin, ancestry, marital status, gender identity or expression, affectional or sexual orientation or sex;

c. There may be deducted from the amount payable to the contractor by the contracting public agency, under this contract, a penalty of \$ 50.00 for each person for each calendar day during which such person is discriminated against or intimidated in violation of the provisions of the contract; and

d. This contract may be canceled or terminated by the contracting public agency, and all money due or to become due hereunder may be forfeited, for any violation of this section of the contract occurring after notice to the contractor from the contracting public agency of any prior violation of this section of the contract.

No provision in this section shall be construed to prevent a board of education from designating that a contract, subcontract or other means of procurement of goods, services, equipment or construction shall be awarded to a small business enterprise, minority business enterprise or a women's business enterprise pursuant to P.L.1985, c.490 (*C.18A:18A-51 et seq.*).

## Exhibit C -- Integration of the Protective Factors and the Standards for Prevention

**A. Consider how your program/model addresses the five Protective Factors.** Check ALL of the protective factors that are addressed by your program/model. Then, briefly expand on each protective factor in the accompanying section:

Protective Factors:	Key Program Characteristics / Strategies (bullets are acceptable)
Social & Emotional Development of Children, Parent-Child Interaction; Nurturing and Attachment	
Knowledge of Parenting and Child Development	
Parental Resilience	
Social Connections	
Concrete Supports in Times of Need	

**B. Consider how your agency and/or program model addresses the Standards for Prevention.** Check ALL of the standards that are addressed by your agency and or program. Then, briefly expand on at least two standards in each section:

<b>Conceptual Standards</b>	
Family Centered:	
Community Based:	
Culturally Sensitive & Competent:	
Early Start:	
Developmentally Appropriate:	
Participatory:	
Strengths-Based:	
<b>Practice Standards</b>	
Flexible and Responsive:	
Partnership Approaches:	
Informal & Formal Supports:	
Universally Available & Voluntary:	
Comprehensive & Integrated:	
Easily Accessible:	
Duration & Intensity:	
<b>Administrative Standards</b>	
Sound Program Structure, Design & Practices:	
Committed & Caring Staff:	
Data Collection & Documentation:	
Measures Outcomes & Conducts Evaluation:	
Adequate Funding & Long Range Plan:	
Participants & Community as Collaborators:	

**Exhibit D – Budget Spreadsheet** (12-month operational budget and start-up budget)

<b>BUDGET CATEGORIES 12-Month Budget</b>	<b>TOTAL COSTS</b>	<b>DCF Funding request</b>	<b>Cash or In-Kind Funds</b> <small>note sources below*</small>	<b>Request for Start-Up Funds</b>
A. Personnel - Salary (hours/week)				
Fringe (% rate)				
B. Consultants & Professional Fees				
C. Materials & Supplies				
D. Facility Costs				
E. Specific Assistance to Clients				
F. Other				
G. Gen. & Adm. (G&A) Costs				
H. Total Operating Costs				
I. Equipment				
J. Total Cost				
<b>K. Revenue (deduct)*</b>	( )	n/a	n/a	
<b>L. Funding Request</b>		n/a	n/a	

The budget request shall indicate the Agency’s total proposed budget for delivery of the service(s) reduced by the other sources of funding (Line K). If applicable, indicate the sources of leveraged funding and the dollar amounts for each below:

*Other Sources of Funding for this Program: (Specify These)				
Other Funding Amounts:	0	0	0	

## **Exhibit E – CCYC Project Coordinator – Sample Job Description**

**Job Summary:** Provides leadership and works closely with the local CCYC Steering Committee and general membership to address the needs of families in early care and education, social service or health programs in communities and schools. Oversees the day-to-day work of the council. Specific responsibilities include:

- Build strong relationships with parents, families and other community stakeholders in the county
- Ensure stakeholder investment and participation in the council, and/or related workgroups/activities- conduct outreach and make personal visits, when necessary
- Be a resource and facilitate links for parent-child health, family support, and early childhood education
- Facilitate the process to develop a CCYC *Early Childhood Plan* in collaboration with local stakeholders, and in consultation with other state or regional partners
- Establish a project timeline to ensure that key tasks are identified, assigned and addressed/completed. Provide regular status reports, updates and revisions as needed
- Review and assess the progress of the council in reaching goals, performance targets, and benchmarks; and participate in local evaluation activities
- Work with parents and other community stakeholders to assess leadership training or other special training needs to support the work of the council
- Prepare bi-monthly reports and updates to the CCYC Steering Committee and general members
- Communicate with designated state-level staff at DCF and NJ Council for Young Children, as needed

### **Qualifications:**

*Education:* HS diploma required; additional training/courses in related fields preferred; graduation from an accredited college/university preferred

#### *Special Requirements*

- Valid driver's license
- Resident of the county
- Bilingual in Spanish, or other language, as determined by population needs
- Excellent reading and writing skills
- Computer skills/use of basic software (MS Word, MS Excel)
- Critical thinking and problem solving skills – thinking out of the box
- Professionalism, business-minded, leadership qualities and skills
- Strong organizational skills
- Understands basic budgeting
- Able to complete assignments independently; and work productively in collaborative situations

#### *Communication and Interpersonal Skills*

- Positive attitude – friendly outgoing and caring
- Believes in, and committed to people; empathetic to the needs of parents/caregivers of children
- Not judgmental; good listener – objective – open to new ideas
- Ability to bring diverse people together for the common goal – team builder
- Easily engages in conversation with people; comfortable in speaking in front of groups of people
- Willing to learn and apply new concepts
- Ability to convey complex concepts or finding in easily understood language

#### *Knowledge and Experience*

- Experience in outreach or working with residents at the local level – preferably in the county
- Experience working with children and families; knowledge of local resources and school districts
- Experience working across cultures
- Experience in running meetings or making presentations; or coordinating a community program

**Salary Range:** To be determined (estimated at \$48,000 with benefits)

**Work Hours:** To be determined - 1.0 FTE (could be 1 Full time or 2 Part time)