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## FIRST ADDENDUM

### Request for Qualifications (RFQ) Strategic Planning Consultant

The First 5 Santa Cruz County Commission requests applications from individuals or firms with extensive experience in conducting multi-year strategic planning efforts for public entities. The Commission has authorized **up to \$30,000** for successful completion of this project.

The Commission reserves the right to issue an award under this RFQ to a single or multiple individuals or firms, at its sole discretion. If the Commission determines that no applicant meets the requirements of this RFQ, the Commission, at its sole discretion, reserves the right to reject all applications. The Commission may award all, or a portion thereof, of services at its sole discretion.

Qualified individuals/firms will be placed on an eligibility list, from which the Commission may select as needed for the period July 1, 2014 through June 30, 2015.

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### Timeline

RFQ Released	May 19, 2014
<b>Applications Due to First 5 by 4:00 pm</b>	<b>June 6, 2014</b>
Review of Written Submissions	by June 13, 2014
Contractor Interviews (if needed)	by June 16, 2014
Notification of Intent to Award	by June 20, 2014
Commission Authorization	June 25, 2014
Anticipated Contract Start	July 1, 2014

All dates of the Application review process are subject to change. If a significant date is changed, all known recipients of the original RFQ will be notified of the new date. In addition, information will be posted at [www.first5scc.org/strategic-plan-RFQ](http://www.first5scc.org/strategic-plan-RFQ)

**First 5 Santa Cruz County**  
**PO Box 1457, Capitola, CA 95010**  
**Telephone: (831) 465-2217**



**Request for Qualifications (RFQ)  
Strategic Planning Consultant**

**Submit questions regarding this Request for Proposals via email to David Brody at [dbrody@first5scc.org](mailto:dbrody@first5scc.org). Questions will be accepted until **June 4, 2014**, and answers will be posted on the First 5 Santa Cruz County website at [www.first5scc.org/strategic-plan-RFQ](http://www.first5scc.org/strategic-plan-RFQ) within 2 business days.**

**SECTION 1: INTRODUCTION**

The purpose of the California Children and Families First Act of 1998 (Proposition 10) is to create and implement a comprehensive, integrated system of information and services to promote, support, and optimize early childhood development and school readiness. Under the Act, each county is charged with the development of a comprehensive strategic plan guiding services and supports for children from prenatal to age five (0-5) and their parents and caregivers.

In June 2012, First 5 Santa Cruz County (First 5 SCC) adopted its current strategic plan, which describes the Commission's priorities and funding allocations for 2012-2015. For a copy of the current strategic plan, visit our web site at [www.first5scc.org/about-us/strategic-plan](http://www.first5scc.org/about-us/strategic-plan).

The purpose of this RFQ is to obtain consulting services to assist First 5 SCC in the development of a new strategic plan and long-term financial plan.

**SECTION 2: BACKGROUND**

In the five-year period between July 1, 2010, and June 30, 2015, First 5 SCC will have invested approximately twenty-two million dollars in support of the health and well-being of children birth through age five in Santa Cruz County.

This investment has supported the implementation of evidence-based or evidence-informed practices in the areas of health, school readiness, family strengthening and service integration that have realized significant outcomes for children and families.

Because of declining Proposition 10 revenue and the strategic exhaustion of First 5 SCC reserves that accumulated in the early years of the Commission's formation, First 5 SCC will have to reduce its annual expenditures by more than half in the coming 5-year period.

## **SECTION 3: TIMELINE AND DELIVERABLES**

### **Contract Timeline**

The contract will be executed on or around July 1, 2014, and remain in effect through January 2015. Additional tasks related to presenting and promoting the plan may continue through June 30, 2015.

### **Scope of Work**

The scope of work will include:

- A. Engagement with First 5 SCC staff and a small steering committee of the Commission to plan the strategic planning process and provide regular status updates;
- B. Review of First 5 SCC's current strategic plan, funded programs and evaluated results;
- C. Set up and facilitation of two or more community forums to solicit input on the Commission's goals and spending priorities in the coming five-year period;
- D. Synthesis of data from the program review and community forums;
- E. Organization and facilitation of a strategic planning retreat with the First 5 SCC Commission and staff;
- F. Presentation of an updated 5-year strategic plan and 10-year long-term financial plan for review and approval at the Commission's January 2015 meeting;
- G. Other work as mutually agreed upon between First 5 SCC and the selected vendor.

## **SECTION 4: ELIGIBILITY & APPLICATION INSTRUCTIONS**

### **Desired Qualifications**

First 5 SCC invites responses from individuals/firms with proven expertise in strategic planning and financial analysis. In addition, First SCC seeks individuals/firms with the following:

- A. Experience developing and revising strategic plans and long-term financial plans;
- B. Experience facilitating collaborative community processes;
- C. Experience building consensus among constituents with varying opinions;
- D. Experience with organizations serving young children;
- E. Expertise in early childhood development and the issues facing young children and their families;
- F. Familiarity with Santa Cruz County;
- G. Strong written and oral communication skills;
- H. Demonstrated ability to work collaboratively.

### **Proposal Submission Instructions**

- A. Use standard 8.5"x11" letter-sized paper with 1-inch margins for all documents.
- B. Use 12 point font.

C. Number all pages of your submission.

## **Proposal Elements and Scoring**

All submissions must include the following elements and follow the sequence indicated. Please note page limits where indicated. Proposals will be evaluated based on a maximum possible score of **100 points**.

### **A. Proposal Cover Letter (5 points)**

A completed cover letter including the name, title and original signature of the person authorized to bind the agreement. **(1 page limit)**

### **B. Narrative Section (45 points)**

- i. Summarize your relevant qualifications and your experience conducting strategic planning for an organization similar in size, complexity and focus to First 5 SCC. **(4 page limit)**
- ii. Describe your level of knowledge and expertise related to long-term financial planning. **(1 page limit)**

The Narrative Section will be assessed according to the degree to which the responses demonstrate the consultant/firm's depth of relevant qualifications and experience.

### **C. Proposed Scope of Work and Measurable Results (20 points)**

Describe the proposed project activities needed to complete the strategic plan and long-term financial plan, including timelines, responsible parties and deliverables. Indicate how successful completion of each deliverable will be measured. Please note that the final scope of work will be negotiated with First 5 SCC prior to contract execution.

The Scope of Work will be assessed according to the degree to which the proposed project and its activities have been well planned and clearly described as well as demonstrate an understanding of First 5 SCC's needs. **(4 page limit)**

### **D. Budget and Budget Narrative (15 points)**

Provide a project budget (not to exceed \$30,000) that includes:

- i. The personnel costs and/or hourly rate(s) for consultant(s) assigned to the project.
- ii. Other anticipated project costs. Project budgets may include no more than 10% of the total personnel/consultant costs for administrative overhead/indirect costs. Identify the specific cost factors you have included as overhead/indirect.
- iii. A separate page with a budget narrative with a brief justification for each line item.

The budget will be assessed in terms of the degree to which it is realistic, in alignment with the proposed Scope of Work, reveals a cost effective allocation of resources, adequately explains

how the amount of each line item was calculated, and identifies specific costs included as overhead/indirect. **(No page limit)**

**E. Resumes of Primary Consultant and Key Associates**

Resumes for the project lead and other key project staff and/or consultants.

**F. References and Work Samples (15 points)**

Provide at least three (3) references for previous projects that are similar in nature and scope to this project and one (1) work sample from a comparable project. **(Please limit your work sample to 10 pages maximum)**

**SECTION 5: SELECTION PROCESS**

All applications will be reviewed by a Review Committee established by First 5 Santa Cruz County. Independent, non-conflicted reviewers with particular subject matter expertise will be invited to assist in the evaluation of applications, at the sole discretion of the Commission. Potential contractors or persons affiliated with applicant organizations are not eligible to serve as reviewers for such applications. Participants on the Review Committee may not respond and may not assist others in responding to this RFQ. Based upon recommendations from the Review Committee, First 5 Santa Cruz County will make final funding decisions.

There is no guarantee that submission of a response to this RFQ will result in funding, or that funding will be allocated at the level requested. The Commission reserves the right to fund one responder, multiple responders, or none.

**Interviews**

The Review Committee may, at its sole discretion, select responders for interviews. In that event, interviews, which may be in person, or by phone or internet connection, will take place by June 11. References will be consulted.

Successful applicants will be required to enter into a contract with, and provide required insurance endorsements to, First 5 Santa Cruz County.

**Waiver of Immaterial Defect**

The Commission may waive any immaterial deviation in any Proposal. The determination as to whether a defect or deviation is material or immaterial shall be made by the Commission in its sole discretion. The waiver of any immaterial defect(s) shall not excuse a Proposal from full compliance with the contract terms if a contract is awarded.

**Appeals Process**

Applicants will be notified of the Commission's selection following the Review Committee's decision. Notification will be made by posting a Notice of Intent to Award at the Commission's offices at 4450 Capitola Rd, Capitola, CA 95010, and by sending that notice to all applicants.

Individuals, agencies and/or organizations not selected for funding have the right to file an appeal if they believe that a significant material error occurred in the Proposal's evaluation and/or selection process that had a negative effect on their consideration for funding. The following rules apply to the appeals process:

Appeals will be accepted only from organizations or government entities that submitted Proposals for funding. No third party complaints will be considered. Appeals must be submitted in writing to the First 5 Santa Cruz County Commission at the address printed on page seven of this document, before 5:00 p.m. on the fifth (5<sup>th</sup>) business day following notification.

The appeal must describe the specific alleged violation of process or procedure that serves as the basis for appeal.

The appeal must include the name, address, and telephone number of the person representing the agency or organization that is making the appeal. Commission staff will issue a final decision within ten (10) working days of receipt of the appeal.

## **SECTION 6: PROPOSAL SUBMITTAL PROCESS**

1. Interested parties must submit proposals by **4:00 pm on June 6, 2014**, in PDF format via email to Barbara Dana at [bdana@first5scc.org](mailto:bdana@first5scc.org) with a subject line "Strategic Planning RFQ."
2. An email confirmation will be sent within one business day to indicate the proposal was received prior to the deadline. **If an email confirmation is not received within one business day of the submission, it is the responsibility of the applicant to contact Ms. Dana via phone at 831-465-2213.**
3. Faxed copies will not be accepted.
4. Applicants are responsible for ensuring that proposals are received on time.
5. **No Proposals, modifications or corrections will be accepted after the deadline.**
6. This RFQ is available at [www.first5scc.org/strategic\\_plan\\_RFQ](http://www.first5scc.org/strategic_plan_RFQ).