



REQUEST
FOR
QUALIFICATIONS

Strategic Planning Consultant

May 2025

SECTION 1

SUMMARY OF REQUEST FOR QUALIFICATIONS (RFQ)

Overview:

In November 1998, California voters passed Proposition 10, the “California Children and Families Act of 1998.” The intention of Proposition 10 is to utilize funds, generated by taxing tobacco products, to provide increased support for the optimal development of children from the prenatal stage through age five. The importance of early childhood development is recognized and backed by significant research as being key to a child’s future success in school and aspects of physical, emotional, and cognitive development.

As evolving social norms and stronger tobacco control policies continue to drive down smoking rates statewide, First 5 faces a rapidly declining revenue base—making sustainable, long-term funding solutions more critical than ever. County-based First 5s, like First 5 Yuba, must respond by making prudent fiscal decisions that ensure investments are strategically targeted to the most pressing needs and integrated within broader service delivery systems. This approach not only maximizes impact and sustainability but also ensures every dollar is leveraged effectively. Guided by this strategic plan, First 5 Yuba will direct its investments over the next five years to create lasting, measurable outcomes for young children and families. Visit www.first5yuba.org to learn more.

INTENT OF THE REQUEST FOR QUALIFICATIONS

A. Introduction and Intent

This RFQ is designed to solicit qualifications from qualified consultants to provide strategic planning services for First 5 Yuba during fiscal year 2025/2026. The successful consultant will facilitate planning services to assist in the development of the next Strategic Plan that will guide First 5 Yuba beginning in fiscal year 2026/2027.

B. Contract Term

This RFQ solicits qualifications for strategic planning services, to begin upon execution of the contract and end on March 30, 2026, dependent on factors that may include, but are not limited to the following: proposed interventions, contractor performance and effectiveness, or availability of funds. The Commission may also consider an additional contract period(s) at a negotiated rate for an extension period if contracted services have been completed to the satisfaction of the Commission.

C. Availability of First 5 Yuba Funds

First 5 Yuba expects to fund up to a maximum of \$18,000 through this RFQ. First 5 Yuba reserves the right to fund less than this amount depending on the nature and quality of qualifications received.

SECTION 2

FIRST 5 YUBA REQUEST FOR QUALIFICATIONS (RFQ)

Bidders must adhere to the following guidelines to be considered:

- Bidders must respond to all information requests to be considered.
- Include samples and references with your qualifications (links to other documents will not be reviewed).
- A proposed scope of services with a clear implementation timeline must also be included and clearly expressed.
- A budget detailing the cost of services provided

Application Packet shall include:

1. Application Cover Sheet
2. Prior Project Experience
3. Qualifications and Staffing
4. Scope of Work/Timeline
5. Proposed Budget

Application documents can be found here:

The completed application packet must be emailed to: esummers@yuba.gov by:

Tuesday, June 10, 2025 (11:59 PM -PST)

Contact Information

For questions or concerns connected to this RFQ, please contact:

Ericka Summers, Executive Director
530-749-4877 | esummers@yuba.gov

SECTION 3

TIMELINE FOR REQUEST FOR QUALIFICATIONS

<u>ACTIVITY</u>	<u>DATE</u>
Release of Request for Qualifications (RFQ)	May 14, 2025
Closing Date for Qualifications	June 10, 2025*
Notification of Intent to Finalize Agreement with Apparent Winner/s	June 20, 2025*
Funding Recommendation/s Presented for Commission Action	June 26, 2025*
Contract term Commences for Selected Applicant/s	June 27, 2025 – March 30, 2026*

TERM AND FUNDING

The term of this agreement is for June 27, 2025 – March 30, 2026. The total contract amount will be negotiated between First 5 Yuba and the selected applicant but should not exceed \$18,000. Final contract execution with the selected applicant is dependent on the recommendation by the Executive Director and approval by the First 5 Yuba Commission.

**NOTE: All dates are a guideline and are subject to change at the discretion of First 5 Yuba.*

SECTION 4

SCOPE OF SERVICES

Strategic Planning Services and Deliverables

The Commission's next strategic plan will begin July 1, 2026, and run through June 30, 2031. The consultant will need to work closely with First 5 Yuba staff, Commissioners, key stakeholders, and community members at various points in the process. Below are the primary service components and general expectations for the Strategic Plan Consultant.

The consultant and/or agency will:

- Co-create the Strategic Planning process
 - Act as a thought partner to promote sustainable systems change, integration, and coordination in creating a whole child, whole family system of care;
- Meet with First 5 Yuba staff and Commission to review and refine:
 - the planning timeline
 - plans for community engagement
 - key decision points to be made
 - reports and data on child well-being and disparities.
- Engage the Community
 - Act as, or work with, a subject matter expert to develop and implement a plan for engaging community voice. The planning process will engage families at the grassroots level, leaders of community organizations, and other key stakeholder groups to accurately reflect the needs, opportunities, and strengths and is inclusive of all communities in Yuba County;
 - Examples of levels of community involvement may include:
 - Parent/Caregivers with a focus on parents from rural, diverse and underserved communities;
 - Key Child and Family Service Providers with a special emphasis on those who serve vulnerable children and families and are inclusive of agencies who are not current First 5 Yuba grantees;
 - Community Stakeholders include broad-based community input to explore emerging issues, partnerships, and potential for collective impact.
- Collect data and analyze existing local and state data sets to inform local needs and gaps in services
- Convene and co-facilitate meetings with staff and Commission.
 - Develop planning documents, communications, and other meeting materials that will help move through discussions and major decision points;
 - De-brief meetings/progress with staff to plan next steps and prepare for a total of five Commission meetings.

- Prepare presentations and lead discussions at key commission meetings to build the foundation and framework;
 - Synthesize community engagement information for group discussion, and seek opportunities for incorporating community voice in the process to help guide decision-making;
 - Ensure a focus on promoting racial equity and inclusion within early childhood education and social services systems;
 - Use facilitation techniques that support consensus building and conflict resolution approaches;
 - Document and summarize feedback and outcomes from meetings.
- Produce a final Strategic Plan document
 - Create the Strategic Plan document and present both a draft and a final version to the Commission;
- At a minimum, the resulting strategic plan will:
 - Provide a framework for making hard decisions and adapting to changing needs of the local community;
 - Chart a clear future pathway that defines First 5 Yuba's priorities, investments, role, and core functions;
 - Adopt strategic priorities that will have an impact on reducing disparities in outcomes for children 0-5 and their families.
- Other Requirements
 - The information contained within this RFQ is not exhaustive and includes the requirements known at this time. The Applicant will describe any additional information or components necessary to achieve the intent as outlined. Upon award, the successful Applicant must work with First 5 Yuba to develop a detailed Scope of Work to guide the system implementation.

SECTION 5

BASIS OF AWARDS, SELECTION PROCESS AND EVALUATION CRITERIA

A. Basis of Award

Funding recommendations will be made to the Applicants whose qualifications demonstrate the most qualified, responsive, and advantageous to First 5 Yuba, and are consistent with the intent of this RFQ. First 5 Yuba shall not be obligated to accept the lowest cost qualifications but will make awards in the best interests of First 5 Yuba after all factors have been evaluated.

First 5 Yuba reserves the right to reject any or all qualifications or any part thereof, to waive any informalities in the qualifications and minor irregularities, technical defects or clerical errors, to make an award on the basis of suitability, quality of services to be supplied, their conformity with the specifications and for the purposes for which they are required. False, incomplete, or non-responsive statements in connection with the qualification may be deemed sufficient cause for rejection. First 5 Yuba shall be the sole judge in making such determination.

First 5 Yuba reserves the right to cancel or discontinue the RFQ process and reject any or all qualifications in the event it determines that there is no longer a requirement for the furnishing of services, funding is no longer available for this RFQ, or it is otherwise in First 5 Yuba's best interest to cancel the RFQ process.

B. Selection Process for RFQ

A Review Committee consisting of selected personnel will be established to evaluate the qualifications. The committee may include representatives from the First 5 Yuba Commission, as well as First 5 Yuba staff, and reviewers from within and outside of Yuba County. It is the intent of the committee to select responsive Applicants whose qualifications meet desirable, minimum qualifications to initiate discussions with Applicants, and potentially enter into contract negotiations, and execute contract agreements.

Applicants will be notified in writing of their application status following completion of the review and possible interview, no later than June 20, 2025.

Applicants will be evaluated on the following criteria:

- Successful history of community engagement in planning and processes in the development of a strategic plan.
- Commitment to & experience designing a Strategic Plan with an equity focus.
- Strong facilitation skills with professionals and families alike, trauma-informed training a plus.
- Ability to simplify and synthesize information and feedback.

- Knowledge of the communities of Yuba County a plus, local footprint desired.
- Familiarity with First 5 and Proposition 10 or early childhood systems of care.
- Skill at facilitating uncomfortable conversations and managing conflict.
- Available to complete the process within the Commission timeline.
- Knowledge and experience with organizational development and change management.
- Experience with evaluation design and data analysis.

C. Information Bidders Must Provide to Be Considered

- Provide a brief history of your organization including size, locations, number of years in business
What distinguishes your organization from others?
- Staff qualifications
- Provide evidence of your commitment to diversity, equity, and inclusion in previous engagements.
- Proposed Scope of Services
- Timeline of Services
- Project Budget. Bidders will provide a proposed budget. Include resources requested in your budget that should be able to accomplish the body of work in your qualification. Please include any additional costs required to complete the project.

D. Evaluation Criteria

- **Experience of the bidder:** Evaluation of the quality and quantity of the Bidder's experience and expertise in the areas proposed, supported by references. Evaluation of the qualifications, reputation and compatibility with the needs of First 5 Yuba
- **Proposed Team:** Specific Individual(s) Responsible for Performance of Contract).
- **Proposed Approach:** Evaluation of the work to be performed to accomplish the goals outlined in the Scope of Work.
- **Capacity:** Evaluation of the Bidder's ability and commitment to the timeline for the Project.
- **Cost Effectiveness/Budget:** Hourly rate, number of hours to be devoted to the project. Budget line items and associated costs per line item must support the scope of work and be appropriate and cost-effective.

SECTION 6

RESERVATIONS

First 5 Yuba reserves the right to cancel the RFQ process at any time for any reason, even after review of all the applications, and is not responsible for any expenses incurred by an applicant in developing an application.

- First 5 Yuba reserves the right to reduce, amend, and/or rescind this RFQ at any time prior to final execution of the contract.
- First 5 Yuba is under no obligation to award a contract to the applicant that presents the lowest cost or highest yield. The selected applicant will be made based on a comprehensive evaluation of all the submitted qualifications and the best interests of First 5 Yuba as determined by the reviewers and the Executive Director.
- First 5 Yuba reserves the right to request additional information and/or clarification from any or all applicants.
- All applications become the property of First 5 Yuba.
- First 5 Yuba reserves the right to accept all or a portion of any application.
- All applications will remain confidential until a contract is negotiated. However, since First 5 Yuba is a public entity, all applications can become public, with written requests, after all successful contract negotiations.

This RFQ may be changed or canceled at any time. Additional information and/or clarification may be requested from any or all applicants. All submittals and applications become the property of First 5 Yuba and are considered public records once a contract is signed.

SECTION 7

CONTRACTING REQUIREMENTS

A. Expectations for Successful Applicants

Upon approval of funding by the First 5 Yuba Commission, the successful Applicant organization or entity will be required to enter into a performance-based contract agreement with First 5 Yuba. The qualification submitted in response to this RFQ is not a legal agreement but will be incorporated into a final contract with the County, specifically identifying the “Scope of Work” as well as the County’s and First 5 Yuba’s contract terms and conditions. All terms and conditions of the final contract will be reflective of or consistent with the terms of this RFQ and of the Applicant’s successful qualification, in all substantive respects.

B. Contract Agreement – Terms and Conditions, Statutes and Rules

The general contract terms and conditions for recipients of First 5 Yuba funding are specifically incorporated into this RFQ by reference, attached herein in the Attachments section (Attachment #3), and should be reviewed carefully by all Applicants. Any request for any modification of the contract terms and conditions must be timely stated as an exception to this RFQ, or it will be deemed to have been waived. The contract will not be binding on either the Commission or the Applicant until executed by each.

C. Non-Supplantation / Services Benefiting Children 0-5 years and their Families

As described in the attached contract terms and conditions document, Applicants shall be informed that Proposition 10 funds can only be expended for the purposes of supplementing existing levels of services and not to fund (supplant) existing levels of service. Additionally Proposition 10 funds are to be used solely for the benefit of, and/or services to, children 0-5 years of age and their families.

D. Pre-Contract Expectations

Successful Applicants may be expected to attend informational meetings, orientations, and/or trainings prior to the execution of the contract in order to prepare for implementation of contracted services.