



**ALAMEDA COUNTY EARLY CARE & EDUCATION (ECE)  
WORKFORCE DEVELOPMENT TASK FORCE RESEARCH AND FACILITATION  
REQUEST FOR QUALIFICATIONS**

**Application Deadline: Thursday, June 30 at 5:00PM**

**APPLICATION INFORMATION:**

1. Completed applications should be emailed to:  
**Michele Rutherford**  
**[michele.rutherford@first5alameda.org](mailto:michele.rutherford@first5alameda.org)**
2. Applications must be received by e-mail by **Thursday, June 30, 2022 at 5:00PM**  
**APPLICATIONS RECEIVED BY MAIL OR FAX WILL NOT BE ACCEPTED**
3. All applicants will be notified by July 8, 2022.

If you have any questions, please contact Christine Hom at [christine.hom@first5alameda.org](mailto:christine.hom@first5alameda.org) or (510) 227-6915.

## SECTION 1: INTRODUCTION

First 5 Alameda County (First 5) is a public agency that serves children, families, and early childhood providers; we advocate for, and in partnership with, communities in Alameda County to ensure children get the best start in life. The mission of First 5 is to work in partnership with the community to ensure an early childhood system that promotes optimal health and development, narrows disparities, and improves the lives of children from birth to age five and their families. First 5 is in a unique position to partner with public and private organizations to serve the needs of children and families in Alameda County and to create stronger, more integrated and sustainable systems.

First 5 has approved a strategic plan for a comprehensive system of early intervention services for children 0 to 5 years of age and families in Alameda County. A key component of the First 5 Strategic Plan is to: provide quality improvement supports for centers, family child care (FCC) providers, and family, friend, and neighbor (FFN) providers and funds community-based programming for those children who are not in a licensed early educational setting. (2022-27 Strategic Plan, page 35).

Please review the application materials for scope of work, application instructions and the criteria for selection.

Interested individuals and organizations should submit their qualifications to: Michele Rutherford at [michele.rutherford@first5alameda.org](mailto:michele.rutherford@first5alameda.org)

## SECTION 2: BACKGROUND

Alameda County's stability and prosperity rely on our children growing into healthy, productive adults. Science tells us that the period from birth to age five is the most critical window of opportunity to have a positive impact on a child's future. Early childhood development, community and family conditions, and lifelong health are deeply intertwined. The environments we create and the experiences we provide for young children and their families affect not just the developing brain, but also many other physiological systems, including cardiovascular function, immune responsiveness, and metabolic regulation. All of these individual systems are responsible for our lifelong trajectory, including educational achievement and physical, mental, and financial well-being. In short, early childhood outcomes create the fabric of our communities.

**What We Do:** First 5 builds and invests in an equity-centered early childhood system that prioritizes children and families who have been underserved due to racist and classist policies, setting every child on a path for success. First 5 has a track record of more than 20 years of achievement in partnering across sectors to create a focused, coordinated early childhood system that narrows disparities and promotes the health and well-being of children, families, caregivers, and communities. Refer to the FY 2022-27 F5AC Strategic Plan for description of agency investments.

**Statement of Need:** There are multiple efforts to recruit, train, and support the development of Early Care and Education (ECE) workforce members, but these efforts are disparate, fragmented, and often unknown to key stakeholders and those who might access the opportunities. COVID-19 further decimated the availability of qualified staff in early care and education settings which was already a crisis prior to the pandemic. In addition, Transitional Kindergarten (TK) and expansion of Universal Pre-K (UPK) increases demand on the pipeline of qualified teachers and staff available and prepared to teach and care for children 0-5.

*NOTE - This effort is not intended to address the overarching issue of wages and compensation, which is known and requires advocacy and strategies.*

First 5 Alameda County (F5AC) is proposing to fund a consultant to staff a specially formed ECE Workforce Development Task Force of the ECE Planning Council to conduct workforce analysis, facilitate cross-sector policy and program design discussions to support fund development activities when appropriate.

**Priority Goals of the investment:**

- Increase knowledge and coordination of ECE workforce development strategies in Alameda County
- Develop recommendations and a prioritized workplan that can increase and inform investments and partnerships in service to developing, scaling, and utilizing existing and future resources
- Secure additional resources to increase the number of ECE teachers in Alameda County

### **SECTION 3: SCOPE OF WORK AND REQUIREMENTS**

#### **CONTRACT ACTIVITIES**

The selected contractor will:

- 1. Complete a landscape assessment of ECE Workforce funding opportunities and efforts, including but not limited to:**

**Funding**

- New funding introduced primarily through California Department of Education TK/UTK funding
- Existing funding, including current and possible investors from traditional workforce, such as CalWORKs, the Workforce, Innovation, and Opportunity Act (WIOA), and local economic development efforts
- Philanthropy

**Secondary Education opportunities e.g., current, developing, and areas for exploration**

- Educational programs and pipelines to support access to credentialing and degrees e.g., adult education, community college, undergraduate

### **Workforce Development Programming**

- Prior and existing programming that might be expanded or scaled (i.e., DLL, Mentorship, Apprenticeship, CCIP)
  - Identification of best and promising practices
- 2. Develop a matrix of workforce requirements across the ECE system, to include Centers, Family Child Care, State Contracted Title 5 Centers, Head Start, and Transitional Kindergarten**
  - 3. Prioritize Recommendations and Coordination of Efforts: Based on the landscape assessment, existing infrastructure, sector needs and resource opportunities, make prioritized recommendations for action at the federal, state, and local level**
    - Recommendations should include estimates of resources needed and the time frame for completion of activities for optimal positioning and impact
  - 4. Work with First 5 staff to facilitate a process to produce the above deliverables, including working with First 5 to plan meeting agendas, as well as providing drafts and proposed documents for review between meetings**

### **Proposed Structure:**

To accomplish the above, the consultant will work with First 5 leadership to plan and execute the effort to successfully complete the deliverables.

- 1) Consultant will research background documents relevant to ECE Workforce Development Landscape including, but not limited to ECE Master Plan, Child Development Matrix, First 5 Draft Landscape of Workforce Development Funding, UTK/UPK Workforce strategies promoted for LEA Plans.
- 2) First 5 will identify key stakeholders to be interviewed individually and/or in focus groups. Anticipated 10 – 15 interviews/focus groups. Interview questions to be jointly developed.
- 3) Consultant will conduct and summarize key interviews/focus groups.
- 4) Consultant will develop initial landscape to be shared with ECE Workforce Development Task Force.
- 5) Consultant will, with support of the ECE Planning Council staff and First5, develop the Task Force meeting materials and slide decks, agenda, and presentation of recommendations and findings for further vetting and feedback from the Task Force. Anticipated series of 5-7 Task Force meetings.
- 6) Task Force of approximately 20-25 key stakeholders will be seated by First 5 with input from the ECE Planning Council.

- 7) To support the effectiveness of the Task Force, the Contractor will:
- Convene invited Task Force community stakeholders, identified by First 5 and the ECE Planning Council, representing formal and informal workforce development including, but not limited to: CCIP, Apprenticeship programs, higher education, Workforce Investment Board, Alameda County Social Services Agency (SSA)-Workforce Development, Child Care Providers Union, Alameda County Office of Education (ACOE), and others key community representatives and stakeholders.
    - The ECE Workforce Development Task Force will be co-chaired by key community leaders, (TBD)
    - ECE Workforce Development key stakeholders will be identified and seated with diverse representation demographically as well as diverse representation from ECE, Workforce Development, Secondary Education fields, and public system partners.
  - Produce above outlined deliverables e.g., landscape assessment and recommendations, building on previous community planning facilitated by the Planning Council in 2017-18
  - Facilitate discussions regarding recommendations and investment strategies
  - Present finalized work products to Task Force for feedback and engagement for further action
  - Meet approximately 5-6 times over a 5-7 month period for 1.5 – 2.5 hours per meeting
    - The meetings with seated members will likely be held online, but may include in-person meetings depending on the status of the COVID-19 pandemic.

#### **CONTRACT REQUIREMENTS AND QUALIFICATIONS**

1. Contractor will assign an individual or small team as the lead contact to First 5 to carry out the contract activities identified above.
2. Contractor must have experience conducting similar work and a demonstrated track record. An understanding of and/or experience with First 5s is desirable.
3. **Travel** – It is expected that the contractor will provide agency automobile insurance coverage or will require individual automobile insurance coverage if travel is necessary.
4. **Orientation** – Contractor’s key staff assigned to the project will receive an overview and orientation to First 5.
5. **Meeting Requirements** – Contractor’s key staff assigned to the project will meet with staff from First 5.
6. **Oversight** – On-going contract oversight will be provided by First 5.

## SECTION 4: TIMELINE AND FUNDING

### CONTRACT TIMELINE

The term of the contract will be jointly determined by First 5 and selected entity.

### FUNDING

Contractor payments will be made based on actual approved expenses and satisfactory work performance of identified deliverables.

## SECTION 5: APPLICATION INSTRUCTIONS

### APPLICATION INSTRUCTIONS

Interested applicants should submit their qualifications in the following proposal format - no more than five (5) pages (twelve-point font).

1. **Qualifications & Experience** – Describe the entity’s qualifications to successfully fulfill the obligations of the contract including your relevant and related experience to the scope of work provided.
2. **Approach** – Describe your recommended approach (workplan) and timeline to providing activities listed, including the roles of key staff assigned to the project.
3. **Costs** – Please complete the attached budget form and explain your proposed budget in a brief narrative including estimated amounts of time to carry out contract activities. Specifically, detail staff to be assigned to project, respective hourly rates, and submit staff resumes. It is assumed that the costs will include the salary and benefits for dedicated staff and related expenses. Costs should be reasonable and well justified.

### OTHER REQUIRED INFORMATION:

1. Please provide a minimum of two (2) client references with contact information of which similar work was conducted.
2. Interviews with selected applicant(s) will occur before final contract is awarded in early July 2022 if necessary.

## SECTION 6: PROJECT BUDGET

### PROJECT BUDGET

1. Please provide a budget of your proposed expenses using the form included at the end of this packet.
2. Please provide a narrative description of your budget request. (1-page limit)

## SECTION 7: SELECTION CRITERIA & SELECTION PROCESS

### SELECTION CRITERIA

The criteria by which each response will be judged are as follows:

1. **Applicable experience** – The extent to which the applicant demonstrates a depth of relevant experience in facilitating planning processes similar to this proposed scope (i.e., ECE workforce planning).
2. **Applicable approach** – The extent to which the applicant describes an approach and workplan to ensure the success of the needs outlined in this document.
3. **Demonstration of understanding** – The extent to which the applicant communicates an understanding of the mandate of Proposition 10 and of the unique requirements of First 5.
4. **Fit with First 5 Alameda County** – The degree to which the applicant’s approach and values are consistent with that of First 5.
5. **Cost** – Should be reasonable and well justified.

### SELECTION PROCESS

All applications will be reviewed by an internal staff committee. Applicants selected for the second phase of the application process may be invited for an interview. References will be consulted.

## SECTION 8: OTHER INFORMATION

1. No response will be considered for award unless submitted in full, delivered on or before the date specified in this RFQ.
2. Specifications are carefully prepared describing the services desired. An addendum will be issued to all applicants, if necessary, stating revisions, deletions, or additions to be made to the specifications.
3. Solicitation of qualifications in no way obligates First 5 to purchase any or all of the described goods or services prior to bid award by the First 5 Commission or CEO.
4. First 5 shall require indemnification on behalf of itself and Alameda County entities with any agencies or individuals into which it enters into agreements. In addition, First 5 requires all contractors to provide evidence of both workers compensation and general liability insurance, with First 5 listed as additional insured.



**ALAMEDA COUNTY EARLY CARE & EDUCATION (ECE)**  
**WORKFORCE DEVELOPMENT TASK FORCE RESEARCH AND FACILITATION**  
**PROPOSED BUDGET**

BUDGET LINE ITEMS	Proposed Budget
<b>PERSONNEL EXPENSES</b> <i>(List position, FTE % on project, rate)</i>	
<b>Total Salaries</b>	-
Personnel Benefits	
<b>PERSONNEL EXPENSES SUBTOTAL</b>	-
<b>GENERAL EXPENSES</b> <i>(Include brief description)</i>	
Printing	
Office Supplies	
Consulting Services <i>(List hourly unit cost, # of hours, term)</i>	
Miscellaneous/Other items	
<b>GENERAL EXPENSES SUBTOTAL</b>	-
<b>SUBCONTRACTORS</b> <i>Requires First 5 prior approval; List separately, if more than one subcontractor</i>	
<b>SUBCONTRACTORS SUBTOTAL</b>	-
<b>SUBTOTAL OF DIRECT EXPENSES*</b>	
<i>Sum of totals for Personnel, General and Subcontractors</i>	-
<b>ADMINISTRATIVE/INDIRECT EXPENSES</b>	
<i>Maximum 15% of Direct Expenses*</i>	
<b>TOTAL BUDGET</b>	-