Investing Early Together

Information Session

June 4, 2025

King County

Best Starts for KIDS

AGENDA

Best Starts Background

Strategy Background/Scope of Work

Target Audience: Eligibility Requirements & Funding Priorities

RFP Timeline and Funding

Application(s) and Narrative Questions in ZoomGrants

RFP Library and Attachments

Best Starts Resources

VISION

Happy, Healthy, Safe and Thriving

We want to see babies born healthy, kids thrive, and young people grow up to be happy, healthy, successful adults.

INVESTMENT AMOUNTS FOR 2.0 LEVY (2022 – 2027)

Child Care – ~$200M

Capital Projects – up to $50M

TA/ Capacity Building – ~$10M

Homelessness Prevention - ~ $22M

Investing Early (P-5) – 50% of remaining levy

Sustaining the Gain (5-24) – 37% of remaining levy

Communities Matter – 8% of remaining levy

Data and Evaluation – 5% of remaining levy

ICON	STRATEGY	SERVICES
	Community-Based Parenting Supports (CBPS)	Kaleidoscope Play and Learn (KPL)
		Parent-Caregiver Information and Supports (PCIS)
		Lactation and Perinatal Support Services (L&PSS) • L&PSS Programs/Projects and • Systems Coordinator
	Home-Based Services (HBS)	Nationally-Implemented Models (NIM)
		Community-Designed Models (CDM)
	Universal Developmental Screening & Promotion (UDSP)	Parent Champions (P-5)
		Learning Opportunities and Developmental Screenings (P-5)
		Focused Supports for 3- to 5-year-olds

COMMUNITY-BASED PARENTING SUPPORTS

Who: Pregnant Individuals, parents, caregivers, and children up to the age of five.

What: Peer-based support (Providers who share lived experience, culture, and language):

- Basic needs supply distribution
- Play and learn groups
- Caregiver classes, workshops, and support groups
- Lactation and perinatal support
- Birth workers professional development

Where: Community Settings (Healthcare clinic, community centers, library, etc.)

APPLY TO

Kaleidoscope Play and Learn (KPL):

- Uses the **Kaleidoscope Play and Learn model:** a promising practice to brings families together to learn about early learning and healthy development while singing, reading, and playing together.

Parent-Caregiver Information and Supports (PCIS):

- Provide King County caregivers with educational group activities that encourage nurturing relationships and increase caregiver knowledge of child development and social emotional well-being

L&PSS PROJECT PROGRAM

Lactation Support Services

- Culturally relevant educational services that support caregivers throughout their feeding journey and help caregivers achieve their feeding goals.

Perinatal Support Services

- Culturally relevant educational services that prepare people for pregnancy, childbirth, and parenting.

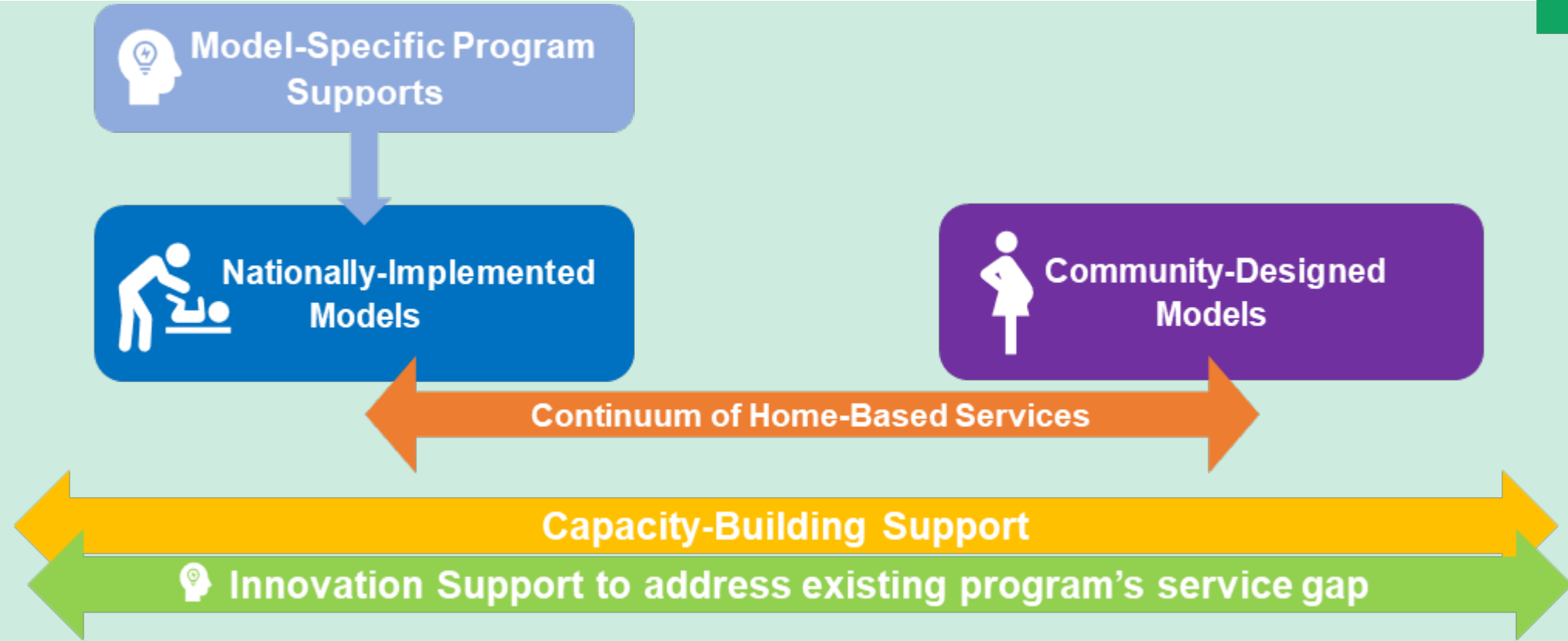## Birthworkers Professional Development

- Provide training, technical assistance, and peer learning opportunities to build the knowledge and skills of birthworkers.

L&PSS SYSTEMS COORDINATOR

System Coordination

- Host quarterly gatherings and help create an environment that allows King County Birthworkers to coordinate, co-learn, and thrive.

HOME-BASED SERVICES (HBS)

Model-Specific Program Supports

Nationally-Implemented Models

Community-Designed Models

Continuum of Home-Based Services

Capacity-Building Support

Innovation Support to address existing program's service gap

Example NIMs: Parent as Teachers, ParentChild+, Community-Based Doula Program, Early Head Start.

Example CDMs: LEAP, Somali Centering Motherhood, Birth Doulas, Indigenous Birthkeepers, Pilimakua Family Connections Program, ELFS, Sheeko Sheeko, among others.

APPLY TO

Community-Designed Model programs (CDM):

- Programs that were designed and implemented locally using "community-defined evidence" or "practice-based evidence" that resonates with or meets the unique strengths and goals of a specific King County community.

Nationally-Implemented Model programs (NIM):

- Programs that were developed to be replicated with academic definitions of "evidence-based", "evidence-informed", or "research-based" programming to meet the strengths and goals of diverse prenatal to five communities.

UNIVERSAL DEVELOPMENTAL SCREENING AND PROMOTION (UDSP)
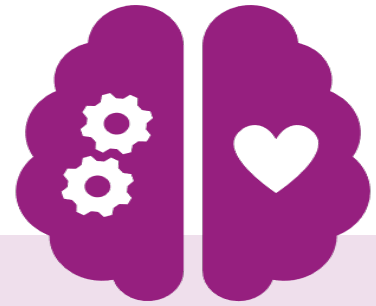
UDSP provides information, training, tools, and connections among early childhood providers to ensure **all families have a deep understanding of their child's development** and that **all King County children receive culturally appropriate, high-quality developmental screening throughout early childhood.**

Through warm, relational approaches, families are supported and connected with a wide range of growth and wellbeing resources. **UDSP promotes the delivery of services in ways that are most accessible to families.** Practices are culturally rooted, informed by families and delivered in preferred languages.

Early childhood providers **promote belonging, by making efforts to celebrate milestones, reduce stigma, and address misconceptions about developmental delays, disabilities, and mental health concerns**. UDSP activities may be offered in locations where children and families already engage - for example, in health care, childcare or early learning settings –and in a wide variety of other community settings.

Service Options, select 1 or more:
1. **Parent Champions (P-5 years)**
2. **Learning Opportunities and Developmental Screening (P-5 years)**
3. **Focused Supports for 3-5 Year Olds**

UDSP SERVICES

Parent Champions (P-5 years)

- Parents are compensated to *co-create* & provide Developmental Promotion to peers in their communities.

Learning Opportunities and Developmental Screenings (LODS)

- Programs will provide screenings and design customized learning opportunities that cover *development-focused topics embedded* within cultural context

Focused Supports for 3- to 5-Year-Olds (FS35)

- Design programming that *bridges the service gap* that 3, 4, and 5-year-olds often experience.

QUESTIONS

Focus: Strategy and Services of the Work

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Eligibility Criteria

Investing Early (Prenatal to Five) area of investing funding is limited to:

- Programs serve families with a pregnant individual and/or families with children up to age five.

- Programs and services are provided within King County

WHO IS THIS RFP FOR?

*RFP = REQUEST FOR PROPOSAL

Organization Types: This announcement is open to not-for-profit organizations, community-based organizations, tribes and tribal organizations, schools and school districts, and public or governmental agencies serving communities in King County. Small non-profits and community-based organizations are encouraged to submit proposals.

Partnerships: Partnerships are eligible to apply. One organization must agree to serve as the lead and contract administrator.

Ineligible Programs: The following **HBS – Nationally-Implemented Models** are not eligible for this RFP.

- **Nurse-Family Partnership (NFP)** is not eligible for this RFP. Best Starts has invested in the expansion of NFP delivered through Public Health: Seattle & King County.
- **ParentChild+ (PC+)** is not eligible for this RFP. Best Starts has invested in a cohort of PC+ delivered through a partnership between Best Starts for Kids, United Way of King County, and City of Seattle.

PARTNER CHARACTERISTICS

Culturally Responsive

Relationship-based

Strengths-based and Inclusive

Community Centered

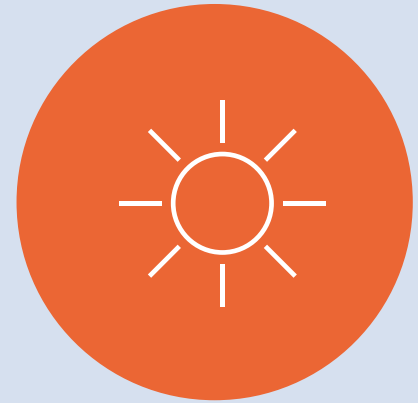**Ready to Implement**

FUNDING PRIORITIES

REFLECTIVE   CONNECTED   READY

QUESTIONS

Focus: Eligibility and Priority

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RFP TIMELINE (PART 1)

RFP release	April 28, 2025
Online info session	
Session 1: **Monday, May 19, 2025** (2:00 pm – 3:30 pm)	May 19, 2025
<mark>Session 2: **Wednesday, June 4, 2025** (10:00 am – 11:30 am)</mark>	June 4, 2025
Final day to submit questions via ZoomGrants	June 13, 2025 by 2:00 p.m.
Final day to initiate request for technical assistance	June 13, 2025
Proposals due	**June 20, 2025 by 2:00 p.m.**

RFP TIMELINE (PART 2)

Responses reviewed	July, 2025
Interviews with applicants (if requested by review panel)	July 21-25, 2025 Invitations sent by July 18
Notification of selected and non-selected applicants	September, 2025
Contract negotiations with selected applicants	Fall, 2025

Anticipated program/contract start dates

CBPS: January 1, 2026

HBS: July 1, 2026

UDSP: July 1, 2026

CONTRACTING TIMELINE.

2025

April 28: RFP opens

June 20: RFP closes

June –July: Panel Review and Recommendations

July 21-25: Interviews for applications needing clarification

September: Award notifications

2026

January 1: CBPS contracts start

July 1: HBS, UDS contracts start

2027

December 31: Close of BSK 2.0 levy

FUNDING OVERVIEW

Funding Total :
15,813,900.00

Funding request limits

COMMUNITY-BASED PARENTING SUPPORTS (CBPS)

Strategy	Jan to Dec 2026	Jan to Dec 2027	Total (24 months)
CBPS	Up to $2,507,813.00	Up to $2,563,237.00	**Up to $5,071,050.00**

Portfolio	Estimated Award Amounts 24 Months
Kaleidoscope Play and Learn	$50,000 to $100,000
Parent Caregiver Information and Supports	$250,000 to $280,000
Lactation and Perinatal Support Services - Projects	$60,000 to $100,000
Lactation and Perinatal Support Services- Programs	$250,000 to $800,000
Lactation and Perinatal Support Services- Systems Coordination	$100,000 to $140,000

HOME-BASED SERVICES (HBS): AND
UNIVERSAL DEVELOPMENTAL SCREENING & PROMOTION (UDSP):

Strategy	Jul to Dec 2026	Jan to Dec 2027	Total (18 month)
HBS	Up to $2,246,500.00	Up to $4,614,350.00	**Up to $6,860,850.00** Estimated awards will range from $300,000 - $430,000 per **18 months**.
UDSP	Up to $1,290,000.00	Up to $2,598,000.00	**Up to $3,888,000.00** Estimated awards will range from $50,000- $250,000 per **18 months**.

QUESTIONS

Focus: Timeline and Funding Amounts

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APPLICATIONS: WHAT TO EXPECT

- **ZoomGrants (3 separate links)**
- A few multiple choice questions
- Primarily longer answer responses, deeper and more focused questions
- Focus on priority areas: **Reflective – Connected – Ready**
- Interviews when clarification is needed.

  Note: Review panelists will score applications alongside similar applications.

ZOOMGRANTS LINKS

Strategy	Link
CBPS	https://www.zoomgrants.com/zgf/InvestingEarlyTogether_CBPS
HBS	https://www.zoomgrants.com/zgf/InvestingEarlyTogether_HBS
UDSP	https://www.zoomgrants.com/zgf/InvestingEarlyTogether_UDSP

APPLICATION TIPS!

Organizations can propose a single scope of work or multiple scopes of work in any area of this RFP. Consider <u>what is reasonable and feasible for your agency</u>, scopes of work can overlap. For example:

- *Scenario 1:* Submission of a proposal for **CBPS – Kaleidoscope Play and Learn** and a proposal for **CBPS – Parent Caregiver Information and Supports**.

- *Scenario 2:* Submission of a proposal for **UDSP – Parent Champions** and a proposal for **HBS – Nationally-Implemented Model**.

- *Scenario 3:* Submission of a proposal for **HBS – Community-Designed Model**, a proposal for **CBPS – Parent Caregiver Information and Supports**, and a proposal for **UDSP – Focused Supports for 3- to 5- Year Olds**.

- *Scenario 4:* Submission of a proposal for **HBS – Community-Designed Model** only.

Reminder to utilize all applicable links if applying to multiple strategies. Questions will mirror each other.

APPLICATION TIPS!

Due to branching limitations in ZoomGrants, <mark>applicants will have to select/write in "N/A" for the Services they are applying for in each strategy</mark> within the ZoomGrants "Program" tab.

Example: "Program" tab

Section: CBPS: Kaleidoscope Play and Learn (CBPS-KPL)

1. If you are applying for CBPS: Kaleidoscope Play and Learn: Is the proposed CBPS-KPL program currently being implemented at your organization?

If you are not applying for CBPS: Kaleidoscope Play and Learn (CBPS-KPL) select N/A.

- *Yes*
- *No*
- *N/A (if not applying for CBPS-KPL)*

2. Please share a description of the CBPS: KALEIDOSCOPE PLAY AND LEARN proposed program. [If you are not applying for CBPS-KPL funding WRITE IN: NA]

Including: Core components, activities and/or services of programming/project. Frequency of services. Intended outcomes. Implementation timeline. Who is currently served. Who do you propose to serve? Why is this project/program a good fit?
[Narrative box, 5000 characters]

APPLICATION TIPS!

1 question is unique per strategy.
CBPS and HBS are found in the "Organization" tab, UDSP in the "Program" tab.

Organization tab (1x per strategy proposal)

Question for: **Community-Based Parenting Supports (CBPS)** and **Home-Based Services (HBS)**

- Please share a story that best represents your organization, program and/or community. This can be written in the space provided OR attached as a file. **Please do NOT do both.**

- Please note, attached files must be limited to a 2-page document , 5-minute audio file **or** 5-minute video file.

Program tab (1x per proposed service)

Question for: **Universal Developmental Supports & Promotion (UDSP)** is write in:

- How does this program reduce stigma and address misconceptions about developmental differences in early childhood?

APPLICATION TIPS!

CBPS Systems Coordinator scope of work question:

- Answer all the prompt questions

HBS: Additional Model programs (HBS-Add On) questions:

- ONLY to allow space in the RARE case an organization wishes to submit a 2nd CDM or NIM proposal
- Add On N/A: "completed question" due to platform limitations

Thank you for your time and consideration!
Click "I'm done with narrative questions!"

ATTACHMENTS LIBRARY

A. **Acceptance of Terms and Conditions (required submission)**

B. **Unscored SAMPLE Budget (required submission per proposed service)**

C. Technical Assistance for Applying for Funds (resource)

D. Technical Assistance for Applying for Funds - Spanish (resource)

E. Glossary of Terms (resource)

F. RFP and Contract Terms (resource)

G. Frequently Asked Questions (resource)

H. Narrative Questions (resource)

I. King County Standard Contract Example (resource)

APPLICATION TIPS

- Required Document upload: Signed copy of **Acceptance of Terms and Conditions**

- Use **Attachment H: Narrative Questions** (Word Doc) to draft responses prior to ZoomGrants submission

- Use Documents section to upload supporting documents (budget is required for all, **CBPS**+**HBS** have optional upload question)

- There is a document upload section in tab "Organization" for the optional **CBPS**+**HBS** submission question

- There is a document upload section in tab "Program" for the budget upload (one per proposed service)

- If something is attached in the wrong document tab, it's okay!

BUDGET TIPS (PART 1)

- Sample budgets are required and unscored

- It is the same template (**Attachment B**), please attach in all relevant ZoomGrant links.

- Applicants are expected to **estimate** and develop a **sample budget** covering proposed goals, activities, and outcomes. Consider:

- Costs are reasonable and justified

- Budget is complete and aligns with proposed activities

- Thriving wages intentionally address wage inequities and positional wage disparities

BUDGET TIPS (PART 2)

- Applicants are encouraged to budget *at true cost*

- If multiple individuals or orgs are applying as partnership, please detail in budgets

- **Attachment B**: SAMPLE Budget in Excel is provided as a planning tool

USE OF AI

Responses that provide specific, detailed examples may be rated more favorably. King County reserves the right to adjust scores if similar responses are frequently found in separate proposals.

If you choose to use Artificial Intelligence (AI) for any part of your proposal, make sure you review and edit any responses provided to ensure a **clear** description of your **specific experience** and how it relates to this RFP.

QUESTIONS

Focus: Zoom Grants, Narrative Questions, Attachments

GENERAL TIPS

- Panelists are a diverse audience and aim to be **responsive to community voice**. Recommend examples that showcase the work.

- Responses that **provide specific, detailed examples** may be rated more favorably.

- **Answer every part** of every question. Use N/A options, as applicable.

- Character limit on each Narrative Question is 5,000. Using all available characters is not required.

- Carefully review the rubric (included with questions in **Attachment H**)

- Interviews, for the purpose of clarification, will be offered during the week July 21-25. Invitations will go out on July 18.

CONTRACT STANDARD TERMS AND CONDITIONS

STANDARD TERMS AND CONDITIONS

1. **Contract Services and Requirements, and Incorporated Statement of Works**

   The Contractor shall provide services and meet the requirements included in these Standard Terms and Conditions and in the attached Statement of Work, Statement of Work(s), or attachments each of which is incorporated herein by this reference:

2. **Contract Term**

   The terms of this Contract shall become effective on the date of last signature and shall terminate on $contract_end_date, unless extended or terminated earlier, pursuant to the terms and conditions of the Contract. Contracted services, as described in the attached Statement of Work may be compensated as outlined below beginning on $service_period_start_date, (the "Service Period Start Date").

3. **Compensation and Method of Payment**

   A. Compensation:

   The County shall compensate the Contractor for satisfactory completion of the services and requirements as specified in this Contract and its attached Statement of Work.

   B. Invoicing:

   The Contractor shall submit invoices and all accompanying reports as specified in the attached Statement of Work, including its final invoice and all outstanding reports. The County shall endeavor to make payment not more than 30 days after a complete and accurate invoice is received.

   C. Final Invoice:

   The Contractor shall submit its final invoice and all outstanding reports as specified in this Contract and its attached Statement of Work. If the Contractor's final invoice and reports are not submitted as required, the County will be relieved of all liability for payment to the Contractor of the amounts set forth in the final invoice or any later invoice.

   D. Reimbursement for Travel:

   The Contractor shall not be reimbursed for travel unless otherwise specified within a Statement of Work.

Be sure to **read the Standard Terms and Conditions** to get an understanding of what you will be agreeing to if you are awarded a contact.

PROOF OF INSURANCE

Contractors upload their Certificate of Insurance (COI) and Additional Insured Endorsement to their provider profile in Agiloft, which is King County's contract management system. The COI and Additional Insured Endorsement are typically two separate documents.

RFP LEAD

FINAL DAY TO ASK A QUESTION OR ACCESS TA SERVICES: June 13, 2pm

RFP LEAD- Phillip Thompson cpres-bsk@kingcounty.gov

FREE TA

Technical assistance consultants can:

- Determine fit
- Guidance
- Support application development, including editing and budget review.
- Consultants are **not grant writers**

Thank you!

Final questions

King County
Best Starts for KIDS