

REQUEST FOR PROPOSAL (RFP)

For

**Statewide LISTOS Program Administration RFP**

**RFA# EP18-006**

April 17, 2019

State of California



1400 10<sup>th</sup> Street, 2<sup>nd</sup> Floor  
Sacramento, CA 95814

Written Proposals Due at the  
CaliforniaVolunteers Office  
No Later Than:

May 13, 2019

**FAXES and EMAIL WILL NOT BE ACCEPTED IN LIEU OF PROPOSALS**

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## **BACKGROUND**

California Volunteers (CV), Office of the Governor, addresses community and state challenges by investing in high impact service solutions, while leveraging public, private, and nonprofit partnerships and resources. Through AmeriCorps, Disaster Volunteering, and Community Partnerships, California Volunteers transforms small investments into big community impact.

Led by Karen Baker, State of California Chief Service Officer, California Volunteers is supported by a 25-member Commission appointed by the Governor.

Through recent legislation, AB 72 appropriates \$50 million to fund the California For All Emergency Preparedness Campaign to bolster statewide disaster resilience, of which the California Office of Emergency Services will distribute \$20 million and California Volunteers will distribute \$30 million. The California For All Emergency Preparedness Campaign empowers community-based organizations to provide emergency preparedness education and resources to California's most vulnerable populations, which can be described by social vulnerability factors, including social isolation, poverty, language barriers, and other access and functional needs and challenges. California Volunteers is looking to fund projects focused on increasing the emergency preparedness and resilience for communities and individuals throughout the state. This supports the statewide objective to reach the Campaign benchmark of engaging one million Californians in emergency preparedness.

### **Eligible Applicants**

- A nonprofit organization with 501(c)3 status and must be:
  - Registered and current in reporting with the Attorney General's Registry of Charitable Trusts.
  - Listed in good standing with both the California Secretary of State and the California Franchise Tax Board
- Have at least one-year experience managing and administering LISTOS Programs on a statewide level. This includes experience in developing state program guidance, convening state level workshops, conducting outreach to communities to establish new programs, recruiting instructors, providing technical assistance to programs, providing logistical and administrative support to programs, registering LISTOS Programs on a website established for this purpose.

## **PURPOSE OF THIS REQUEST FOR PROPOSALS**

Over the past decade, California Volunteers has served as the state lead for volunteer and donations management during disaster response and recovery. With this role, California Volunteers has actively collaborated with local communities throughout California, connecting with nonprofits, community-based organizations (CBOs), faith communities, local government, tribal government, and the corporate sector to improve resiliency and capacity in the state

LISTOS is an eight-hour grassroots basic emergency and disaster readiness public education program for Spanish-speaking populations. There are currently 30 LISTOS programs in California. The goal of this grant is to expand the number of programs to 60 and to engage 40,000+ in emergency preparedness activities. The LISTOS curriculum will be translated into the top five languages spoken in California (as identified in the 2010 census) after English and Spanish--Chinese, Vietnamese, Tagalog, Korean, and Armenian. The Applicant will coordinate

with local LISTOS Programs to support the delivery of LISTOS training, workshops, and events in these additional languages.

### **Funding Available**

A total of \$2.2 million is available to fund an Applicant to administer LISTOS at the state level with the goal to expand the number of programs in the state from 30 to 60 and to engage 40,000+ Californians in emergency preparedness. This Applicant includes the staffing of a Statewide Administration of the LISTOS Program. Applicant will provide funds to support development or enhancement of up to 30 LISTOS Programs at \$5,000 per program. In addition, up to \$1 million will be dedicated to support regional and statewide nonprofits to support grassroots preparedness and awareness campaigns, utilizing the LISTOS and California For All Emergency Preparedness Public Outreach and Education Campaign materials.

Grant funds can be used for the following:

- Staffing
- Support to local LISTOS Programs
- Leverage the support to regional and statewide nonprofit organizations
- Instructor stipends
- Travel support for program managers and instructors
- Training equipment, supplies, and materials for program
  - Examples of items that support the in-person training sessions include but are not be limited to laptops, software, projectors, portable screen, and speaker system.
- Logistical support, including facility rental for training and workshops (food is not allowed with grant funding)
- Convene LISTOS and California For All Emergency Preparedness training and workshops
- Develop Public Service Announcements and videos
- Create and maintain LISTOS website
- Print training materials
- Translate LISTOS curriculum and associated materials into the five languages most spoken languages after English and Spanish, according to census data—Chinese, Vietnamese, Tagalog, Korean, and Armenian.
  - [https://www.census.gov/data/tables/2013/demo/2009-2013-lang-tables.html?eml=gd&utm\\_medium=email&utm\\_source=govdelivery](https://www.census.gov/data/tables/2013/demo/2009-2013-lang-tables.html?eml=gd&utm_medium=email&utm_source=govdelivery)  
Targeting languages with highest number of low English proficiency
- Volunteer recognition events

LISTOS programs can use grant funding to provide for printing of training manuals and materials; instructor stipends and travel support; training equipment, supplies, and materials; logistical support for training and workshops (food is not allowed with grant funding); travel for program managers/coordinators and instructors to attend Preparedness and LISTOS training, meetings, and workshops.

## **SCOPE OF WORK**

Applicant will enhance existing and establish new LISTOS programs and establish a program to coordinate and manage all aspects of the Statewide LISTOS Program. This includes the following:

- Hire staff to manage and administer Statewide LISTOS Program.
- Develop State program guidance.
- Develop and provide technical assistance to local programs.
- Create funds to support up to \$1 million to regional or statewide nonprofit organizations, such as those focused on social services, human services, medical and health services, or education to support and coordinate emergency preparedness training and outreach to local communities.
- Create funds to support development of new LISTOS programs and the enhancement of up to 30 LISTOS Programs at a maximum \$5,000 per program.
- Develop promotional materials including Public Service Announcements (PSAs) and videos.
- Develop and maintain a LISTOS website.
- Conduct at a minimum ten Train-the-Trainer sessions and workshops.
- Hold LISTOS meetings and workshops for Program Managers and instructors.
- Expand LISTOS Programs from 30 to 60+ programs.
- Engage 40,000 Californians in emergency preparedness (see Attachment A).
- Translate LISTOS curriculum and materials into five non-English languages.
- Provide LISTOS programs with logistical and administrative support.

### **1. Administer LISTOS Program at the state level.**

- Statewide LISTOS Administrator will develop a strategy to oversee all aspects of the Statewide Program, including drafting overall statewide LISTOS guidance, holding statewide workshops, hiring program staff, promoting LISTOS through PSAs and videos, developing a website dedicated to the registration of local Programs, coordinating LISTOS Train-the-Trainer classes, and translating LISTOS materials into five languages.

### **2. Hire staff to support the Statewide LISTOS Administration Program. Staffing should, at a minimum, include positions to carry out the following functions:**

- Statewide LISTOS Program Administration
- Regional Program leads support to provide on-the-ground program development, training, and outreach. Staffing for the Regional Program Leads should take into account the primary geographic areas where LISTOS Programs currently exist-- Bay Area, Riverside/San Bernardino, and Los Angeles—as well as geographic areas for program expansion.
- Grant administration. This includes having in place the fiscal controls and accountability, and infrastructure to provide funds to nonprofit organizations.
- Additional staff or consultants as needed.

### **3. Expand LISTOS from 30 programs to 60+ programs.**

- Conduct outreach to local community leaders to establish new LISTOS programs, including Programs in the additional five languages.
- This Program expansion should include Programs in the additional five languages.

4. **Hold LISTOS meetings and workshops for Program Managers and instructors.**
  - At a minimum hold quarterly meetings with Regional Program Leads to evaluate progress toward achieving the goal to expand the LISTOS Program to 60 programs and engage 40,000+ Californians in emergency preparedness. The meetings will also address Program successes, challenges, and needed improvements.
5. **Provide technical support for current and new programs.**
  - Provide guidance, advice, and resources to support LISTOS programs. This also includes direct support through Regional Program Leads.
6. **Hold a minimum of ten LISTOS Train-the-Trainer workshops** during the grant period.
  - Schedule Train-the-Trainer workshops to train new and current LISTOS instructors on the LISTOS curriculum and on California For All Emergency Preparedness Public Outreach and Education Campaign materials and resources.
  - The Campaign will provide a one-hour preparedness curriculum (will be available in multiple languages), messaging, and advertising for this effort. The Campaign also will produce educational materials that will be available to complement LISTOS training and outreach efforts.
7. **Translate LISTOS curriculum and associated materials into the following five languages—Chinese, Vietnamese, Tagalog, Korean, and Armenian.**
  - [https://www.census.gov/data/tables/2013/demo/2009-2013-lang-tables.html?eml=gd&utm\\_medium=email&utm\\_source=govdelivery](https://www.census.gov/data/tables/2013/demo/2009-2013-lang-tables.html?eml=gd&utm_medium=email&utm_source=govdelivery) (Targeting languages with highest number of low English proficiency).
8. **Print LISTOS materials and California For All Emergency Preparedness materials.**
  - Print materials and make available to local LISTOS Programs, including the LISTOS materials in the five additional languages.
  - Printing to support the engagement of at least 40,000 Californians in LISTOS and/or California For All Preparedness programs.
9. **Provide funds to support development of up to 30 new LISTOS programs or enhancement of current Programs at \$5,000 per program.**
  - Provide up to \$5,000 funds to community sponsors to establish new or enhance existing LISTOS programs.
  - This Program expansion should include Programs in the additional five languages.
  - Costs can include instructor stipends, instructor travel, printing, logistics and administrative costs for training and workshops
  - Have the ability to serve as a fiscal sponsor for the programs.
10. **Provide up to \$1 million to regional and statewide nonprofit organizations to support and coordinate delivery of the California For All grassroots preparedness campaign.**
  - Provide funds to regional or statewide nonprofit organizations to train local communities in emergency preparedness, utilizing LISTOS and California For All Emergency Preparedness Public Outreach and Education Campaign materials for this outreach.
  - The nonprofit organizations can include but not be limited to those focused on social services, human services, medical and health services, or education to support and coordinate emergency preparedness training and outreach to local communities.
  - The nonprofit organizations can connect and build partnerships with the communities that reflect the five priority languages to provide linguistically and culturally competent

emergency preparedness training. The goal is to engage and increase outreach to the Spanish-speaking community as well as to those communities representative of the additional five languages.

- Have the ability to serve as a fiscal sponsor for the programs.

**11. Create and maintain a LISTOS website**

- Develop a LISTOS website that will serve as a registration site for all LISTOS Programs, a training calendar, a directory of local programs with contact information, and a repository for PSAs and videos and other downloadable materials for program use.

**12. Create LISTOS Public Service Announcements (PSAs) and training videos**

- Create LISTOS training PSAs and videos for potential sponsoring agencies and students and upload to LISTOS website.

**CERT and LISTOS Support for California For All Emergency Preparedness Campaign**

CERT and LISTOS Programs may be asked to partner with local community-based organizations that have been funded through another California For All Emergency Preparedness Campaign grant to conduct outreach and emergency preparedness training for vulnerable populations, utilizing the California For All Public Outreach and Education Campaign materials. These grant funds can be used to support these outreach and training efforts.

Responses to this RFA will be evaluated based on the total application, and award, if made, will be to an applicant awarded the highest points as calculated in accordance with the methodology defined in section “Selection Process of this RFA”.

**Additional Requirements and Reporting**

In addition to the above activities, the Applicant will perform the following:

**LISTOS Deliverables**

- Staffing for the administration of the Statewide LISTOS Program
- Up to ten LISTOS Train-the-Trainer workshops
- Workshops utilizing the materials and resources provided by the California For All Emergency Preparedness Public Outreach and Support Campaign
- LISTOS website that will serve as a registration site for all LISTOS Programs, a training calendar, a directory of local programs with contact information, and a repository for PSAs and videos and other downloadable materials for program use.
- Translation of LISTOS curriculum and associated materials into five languages: Chinese, Vietnamese, Tagalog, Korean, and Armenian
- Printing of LISTOS materials, including translated materials, and California For All Emergency Preparedness Public Outreach and Support Campaign materials
- LISTOS Public Service Announcements (PSAs) and videos for prospective sponsors and students
- Equipment, supplies, and materials to support local LISTOS programs

**Reporting Requirements,**

The minimum reporting requirements for the grant include the following (submitted on a quarterly basis):

1. List of new LISTOS Programs established.
2. List of LISTOS training, workshops, and events held.
3. Copies of sign-in sheets for training and workshops (form to be provided by California Volunteers)
4. Quarterly report to include highlights of funding support, technical assistance provided, training, workshops, and events.

**Quarterly Report Schedule**

Report	Report Period	Due Date
1 <sup>st</sup> Report	June 1, 2019 – September 31, 2019	October 31, 2019
2 <sup>nd</sup> Report	October 1, 2019 – March 31, 2020	April 30, 2020
3 <sup>rd</sup> Report	April 1, 2020 – June 30, 2020	July 31, 2020
4 <sup>th</sup> Report	July 1, 2020 – September 31, 2020	October 31, 2020
Final	October 1, 2020 – December 31, 2020	January 31, 2021

**KEY ACTION DATES**

Listed below are the important actions and dates and times by which the actions must be taken or completed. If the State finds it necessary to change any of these dates, it will be accomplished via an addendum to this RFP.

<u>Event</u>	<u>Date</u>
RFP available to prospective Grantees	4/17/19
Final Date for Proposal Submission	5/13/19 at 5pm
Proposal Opening and Review	5/14/19
Notice of Intent to Award	5/17/19
Proposed Award Date	5/24/19
Expected Project Start Date	6/14/19
Project End Date	12/31/2020

Expected start date is contingent upon CaliforniaVolunteers and Grantee agreement of final grant terms.

**COMPLETING AND SUBMITTING THE APPLICATION**

To simplify our review process, we ask that you comply with the format and content requirements detailed in this section. Resumes, samples of work, and letters of support are the only exceptions to this requirement. Proposals which are clear and succinct, and do not substitute length for substance, will be most favorably received.

Please submit four (4) hardcopies of your proposal. Correlate major sections of your proposal with the proposal narrative instructions below:

**PROPOSAL NARRATIVE INSTRUCTIONS** [up to 15 double-spaced pages-12pt font]

**I. Project Design / Approach (40%):**

Provide the CaliforniaVolunteers application review panel with a project plan that demonstrates a well thought out strategy (what will be done and how) to produce the required deliverables. Please address the following items in your response:

- Provide a comprehensive and cohesive approach to accomplish the scope of work;
- Identify appropriate milestones, a reasonable timeline, and schedule of deliverables to accomplish the work within the period of performance stated;
- Address potential challenges to carrying out the proposed work plan and strategies to address those issues.

**II. Qualifications (30%)**

Provide detail on the qualifications of Applicant to perform the duties outlined in your application.

- Describe Applicant's professional qualifications for the type of project; and
- Present experience in supporting partner programs, outreach to the Spanish-speaking community, program coordination

**III. Communication style (10%)**

Please provide 2 – 3 samples of past work that give evidence of quality and demonstrate in non-technical language your experience with similar projects.

**IV. Project management (10%)**

Describe your staff's ability to effectively lead and manage the project and include:

- 1) Describe your ability and staff qualifications to implement the Plan to meet Program goals and objectives within the grant performance period. Please address the following:
  - Your availability, flexibility, and willingness to meet regularly on the project;
  - Your capacity to provide updates when requested to the project leads; and
  - Your ability to adhere to a project schedule and conduct work in a timely fashion.

**V. Cost (10%) (Minimum is 10%)**

Include a breakdown of costs as part of your proposal – per milestone according to the Scope of Work, Additional Requirements and Reporting as described on pages 5-8.

**SELECTION PROCESS**

Applicants are required to submit the following items in response to this Request for Proposal:

- 1) Resume for Applicant

Responses to the RFP are due by 5:00pm Pacific Standard Time on May 13, 2019. All eligible proposals will be reviewed to determine if they meet the format requirements specified in the RFP. Those that meet the requirement will be submitted to an agency review panel that will evaluate and score each proposal independently using the criteria specified on the following page.

<b>Project Design / Approach</b>	<b>40%</b>
Provide detail on the project scope, including how the grant funding will be allocated. Describe the strategy and overall administration of a statewide program to develop, support, staff, and fund a variety of local LISTOS Programs to carry out the program goals and objectives.	
<b>Qualifications</b>	<b>30%</b>
Provide details on the qualifications of the Applicant to perform the duties outlined in your application. Provide Applicant’s resume and experience in managing grants, working with diverse communities, and managing multi-faceted projects.	
<b>Communication Style</b>	<b>10%</b>
Demonstrate the ability to effectively describe projects and how grant deliverables will be executed.	
<b>Project Management</b>	<b>10%</b>
Demonstrate the staffing and oversight support needed to effectively execute the grant and deliverables. Include program staffing roles and responsibilities and strategy to coordinate the various aspects of the Statewide Program.	
<b>Cost</b>	<b>10%</b>
Effective breakdown of how the grant funds will be allocated, including; staffing; translation of materials; technical assistance support; printing; and purchase of equipment, supplies and materials.	

The scores for each criterion, based on the above rubric, are added to get a final proposal score. The proposals receiving the highest score will be awarded the grant. Each applicant will be notified thereafter. Notice of the grant award will be given to each applicant and will be posted for a period of 5 days at [www.CaliforniaVolunteers.ca.gov](http://www.CaliforniaVolunteers.ca.gov).

The following rating sheet will be used to score applications

**RATING SHEET**

Control # \_\_\_\_\_  
 Rater # \_\_\_\_\_  
 Applicant \_\_\_\_\_  
 Funds Requested: \_\_\_\_\_

<u>CATEGORY</u>	<u>TOTAL POINTS POSSIBLE</u>
1. PROJECT DESIGN / APPROACH	40
2. QUALIFICATIONS	30
3. COMMUNICATIONS STYLE	10

4. PROJECT MANAGEMENT	10
5. COST	10
<b>TOTAL</b>	<b>100</b>

Each of the above categories contain questions assigned a point value. The point scale is divided into five columns labeled **I, II, III, IV, and V**. The Applicant's response to each question is evaluated on the following criteria:

- I. ABSENT:** The response does not address the specific question or a response was not provided.
- II. UNSATISFACTORY:** The response does not completely address the question. The information presented does not provide a good understanding of Applicant's intent, does not give the detailed information requested by the RFP, and/or does not adequately support the proposal or the intent of the Program.
- III. SATISFACTORY:** The response addresses the question and provides a good understanding of the Applicant's intent. The response adequately supports the proposal and the intent of the Program.
- IV. ABOVE AVERAGE:** The response is above average and provides a clear and detailed understanding of the Applicant's intent. The response presents a persuasive argument that supports the proposal and the intent of the Program.
- V. EXCELLENT:** The response is outstanding, with clear, detailed and relevant information. The response presents a compelling argument that supports the proposal and the intent of the Program.

	I	II	III	IV	V
<b>Project Design / Approach</b> (Maximum 40 Points) How well does the Proposal:	<b>0</b>	<b>10</b>	<b>20</b>	<b>30</b>	<b>40</b>
Describe the project scope including how the grant funding will be allocated					
<b>Qualifications</b> (Maximum 30 Points) How well does the proposal:	<b>0</b>	<b>7.5</b>	<b>15</b>	<b>22.5</b>	<b>30</b>
Describe Applicant's qualifications to serve as the project manager and carry out the duties outlined in the application.					
<b>Communications Style</b> (Maximum 10 Points) How well does the proposal:	<b>0</b>	<b>2.5</b>	<b>5</b>	<b>7.5</b>	<b>10</b>
Demonstrate the ability to effectively describe projects and how grant deliverables will be executed.					
<b>Project Management</b> (Maximum 10 Points) How well does the proposal:	<b>0</b>	<b>2.5</b>	<b>5</b>	<b>7.5</b>	<b>10</b>
Demonstrate the staffing and oversight support needed to effectively execute the grant and deliverables.					

	I	II	III	IV	V
<b>Cost</b> (Maximum 10 Points) How well does the proposal:	<b>0</b>	<b>2.5</b>	<b>5</b>	<b>7.5</b>	<b>10</b>
Effectively break down how the grant funds will be allocated, including funding support to local nonprofit organizations, staffing for Regional Program Leads, development and production of PSAs and videos, purchasing guidance and requirements.					

**SUBMISSION PROCESS**

Please remember to follow the submission requirements for the proposal, as outlined earlier in this RFP – length no longer than 15 double-spaced pages, 12 point font, with four hardcopies. Please include a title page that identifies the following:

- *Title – Statewide LISTOS Administrator RFP*
- *RFP number – RFP# EP18-006*

**DEPARTMENT CONTACT**

The project Representatives during the term of this agreement will be:

State Agency: California Volunteers	Grantee:
Name: Project Lead: Suu-Va Tai	Name:
Phone: 916.524.3964	Phone:
Email: suu-va.tai@cv.ca.gov	Email:

Direct all inquiries to:

State Agency: California Volunteers	Grantee:
Section/Unit: Finance & Administration	Section/Unit:
Attention: Kaitlin Meyer	Attention:
Address: 1400 10th Street, 2ND Floor, Sacramento, CA 95814	Address:
Phone: 916.323.7646	Phone:
Fax: 916.558.3185	Fax:

**Attachment A**

**Statewide LISTOS Program Administration Grant Engagement Activities**

One of the goals of the California for All LISTOS Program and program grants is to utilize LISTOS members to engage and prepare Californians for emergency and disaster situations.

Preparedness engagements can vary depending on the grant, organization, and audience. Programs are encouraged to list different engagement activities into their RFA applications for approval. A running list of approved engagements will also be posted on the California Volunteers website at <https://californiavolunteers.ca.gov>.

Examples of preparedness engagements include:

- Providing LISTOS training to community members
- Providing classroom-based training on emergency preparedness
- Holding a neighborhood event where participants receive preparedness information and/or training
- Providing a preparedness presentation or training to a community group, faith group, or school
- Holding an exercise or drill for LISTOS members and/or community members

Engagements are to be tracked by performing the following:

- Activities will be captured in a standard tracking platform provided by California Volunteers, including the number of people engaged in these activities (training webinars will be available after the grants are awarded).
- Community members engaged will need to be tracked on a California For All preparedness activity sign-in sheets that will be provided by California Volunteers.

Attachment B – California For All Engagement Activity Sign-in Form



California For All  
Engagement Activity Sign-in Form

Organization Name:	Date:
Event Type:	Program #:
Event Name:	

Participant Name		Participant Name	
1		17	
2		18	
3		19	
4		20	
5		21	
6		22	
7		23	
8		24	
9		25	
10		26	
11		27	
12		28	
13		29	
14		30	
15		31	
16		32	