



REQUEST FOR PROPOSAL: HELP ME GROW

RFP Release Date: **June 16, 2025**

Due Date: **July 18, 2025 by 2:00 p.m.**

RFP Lead **Phillip Thompson, cpres-bsk@kingcounty.gov**

Funding: **Up to \$3,748,600.00 from Best Starts for Kids Levy**

[Submitting a Proposal](#) Proposals are hereby solicited and will be received using the link below through ZoomGrants no later than 12:00 p.m. on the due date noted above. The services procured through this RFP shall be provided in accordance with the following and the attached instructions, requirements and specifications. Applicants are responsible for regularly checking ZoomGrants for any updates, clarifications or amendments to this RFP.

Submit proposals through ZoomGrants at:

<https://www.zoomgrants.com/zgf/HMGKC>

TABLE OF CONTENTS

Contents	
I. Introduction	3
A. Best Starts for Kids	3
B. Investment Area.....	3
C. Equity and Social Justice	3
II. RFP Overview.....	4
A. Purpose Statement	4
B. Help Me Grow King County (HMGKC) Background	5
C. The Request	6
III. Eligibility	8
IV. Available Funding	8
A. Desired Qualifications	9
V. RFP Process.....	10
A. Timeline	10
B. Questions	10
C. Information Session (not-mandatory)	11
D. Communication.....	11
VI. Proposal Process.....	12
VII. Application Assistance	12
VIII. Selection Process	13
1. Rating Criteria	13
2. Review Process.....	14
3. Selection Process.....	15
4. Funding Allocation and Contract Negotiations	15
IX. Glossary of Terms.....	15
X. RFP and Contract Terms	17
A. RFP Terms	17
B. Contract Terms	18
XI. List of Attachments	21

I. Introduction

Best Start for Kids (Best Starts) Public Health - Seattle & King County (PHSKC) is pleased to release this Request for Proposal (RFP) for the Help Me Grow King County (HMGKC) Strategy¹ with funding from Best Starts for Kids.

A. Best Starts for Kids

Best Starts is King County's community-driven initiative to support every baby born and child raised in King County to be happy, healthy, safe, and thriving. Initially approved by voters in 2015 and in place since 2016, Best Starts invests in comprehensive supports for children, youth, young adults, and families and caregivers, catalyzing strong starts in early childhood, and sustaining those gains as children progress to adulthood. Best Starts was renewed by voters in August 2021. Implementation of Best Starts is guided by the Best Starts Implementation Plan, approved by the King County Council in November 2021 for Levy 2022-27.

As King County works to ensure all children thrive, this RFP seeks community-based organizations to implement HMGKC services, connecting families—especially those facing systemic barriers—to culturally and linguistically rooted services and resources.

B. Investment Area

Best Starts for Kids' Investing Early (prenatal to 5 years old) investment area supports pregnant individuals, babies, and very young children during their critical developmental years and their caregivers by providing robust services and resources that meet families where they are: home, community, childcare, or wherever children are cared for.

Help Me Grow King County (HMGKC) is a Best Starts Investing Early strategy, focused on ensuring that babies are born healthy and are given a strong foundation for a happy, healthy life. An adaptation of the HMG National system model², HMGKC supports families by connecting them to the resources they need—**when, where, and how they need them**. This strategy is rooted in the values of **self-determination, strength, and resilience** and is implemented in partnership with HMG Washington (HMGWA)³ and local community-based organizations.

C. Equity and Social Justice

For many in our region, King County is a great place to live, learn, work and play. Yet we have deep and persistent inequities - especially by race and place - that in many cases are getting worse and threaten our collective prosperity. In 2020 Executive Constantine [declared racism as a public health crisis](#) and set forth policy priorities to bolster King County's commitment to being intentionally anti-racist and accountable to Black, Indigenous People, and People of Color. Equity and Social Justice (ESJ) is an integrated part of the County's work and foundational to

¹ Help Me Grow King County One-pager [\[LINK\]](#)

² **HMG National System Model** is a national model designed to support families and their children by connecting them to what they need, when and how they need it [\[LINK\]](#)

³ **HMGWA** is a network of communities across Washington that work together to create a resource grid of community services and supports. HMG listens to families, links them to services, and provides ongoing support [\[LINK\]](#). HMGKC is a sub-affiliate of HMGWA.

the work of Best Starts. Our goal is to ensure that all people, regardless of who they are and where they live, have the opportunity to thrive, with full and equal access to opportunities, power, and resources.

For all Best Starts-funded programs, we seek to support community-led and community-informed organizations that are reflective of and embedded in the communities they serve across all aspects of their leadership and service. We further seek to support organizations that recognize and address the disparities that exist in our communities, particularly agencies that serve low-income families, families of color, immigrant, and refugee families, LGBTQ families, families with disabilities, families with foster children, and those geographically isolated – furthering Best Starts’ commitment to equity

Applicants may be asked to demonstrate an understanding and a commitment to the principles of equity and social justice as shown through their staffing and their board, services tailored to community need and commitment to social justice and continuous improvement. One aspect of this work includes understanding – at both a program and system level – structural and institutional racism as it plays out for individuals served through Best Starts-funded services, and the disparate impacts on individuals’ collective experiences and outcomes compared to the population as a whole.

More information about King County’s ESJ work is available at:
<https://kingcounty.gov/elected/executive/equity-social-justice.aspx>

II. RFP Overview

A. Purpose Statement

The Help Me Grow King County (HMGKC) strategy ensures that families—especially those facing systemic barriers—can access community-rooted and linguistically responsive support for their children to thrive during the prenatal to five period.

HMGKC community partners provide warm connections⁴ to services and resources, ensuring that families receive direct support—not just referrals—to navigate systems effectively. This means trusted community organizations walk alongside parents and caregivers to connect them with what they need in a relational, culturally rooted, and accessible way.

This funding will support community-based organizations that are deeply connected to the families they serve and the King County community. These partners will:

- Lead a team to provide warm connections to essential services and resources within the community.
- Collaborate with other awarded HMGKC partners, the HMGKC Network Design Group⁵, and Best Starts HMGKC staff to strengthen coordination across providers and ensure no family falls through the cracks.

⁴ **Warm Connections** is a process of linking a parent or caregiver to a service or resource. Instead of providing a parent or caregiver a referral to pursue on their own, HMGKC partners pursue the service along with the parent and caregiver.

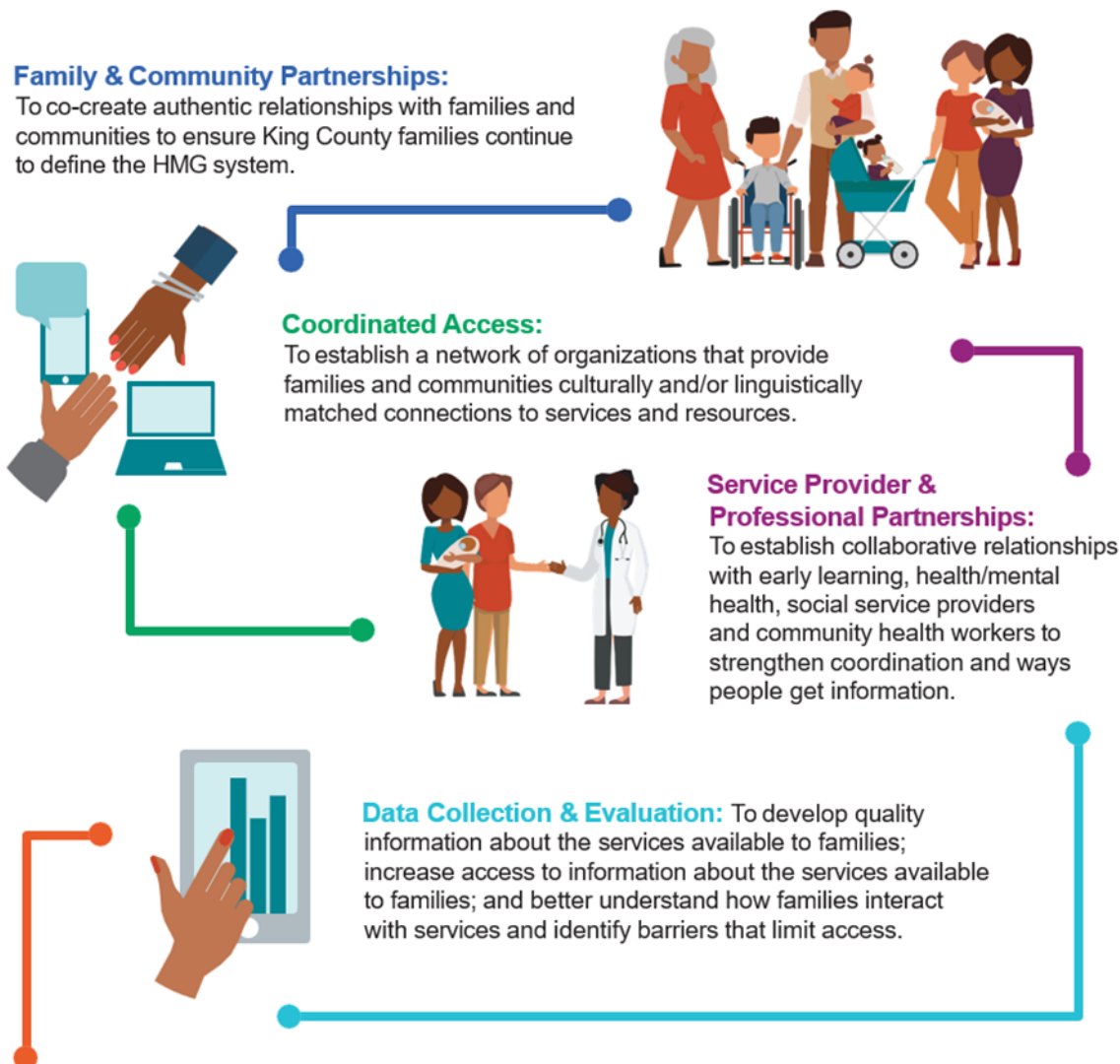
⁵ **HMGKC Network Design Group** is a group of individuals representing groups and/or organizations that will provide recommendations and guidance to continue developing an infrastructure for the Help Me Grow King County network.

- Use community-driven insights to inform service delivery, ensuring programs are rooted in families' lived experiences, cultures values, and linguistically matched.
- Support data collection and evaluation efforts to inform how families access and experience services, helping to improve equity in early childhood systems.

This strategy prioritizes families who experience barriers due to race, language, income, immigration status, and other systemic inequities in King County. By working with organizations rooted in these communities, HMGKC ensures that all families—regardless of barriers and background—have what they need to raise happy, healthy, safe, and thriving children.

B. Help Me Grow King County (HMGKC) Background

HMGKC centers equity and community-driven solutions, adapting the national model to reflect the diverse needs, cultures, and strengths of families across King County. The strategy is built on four core components:



C. The Request

This RFP seeks to invest in **HMGKC Family Connection Partners**, community-based organizations that connect families, parents, and caregivers to the services and resources they need. Rather than simply giving families referrals, partners will ensure families receive direct, **culturally and linguistically matched support** to access the resources they need and how they need them.




1. Scope of Work

Required Service Elements & Expectations

Each funded Family Connection Partner must:

- **Lead a team of HMGKC Connectors:** Each partner will hire (if needed) or assign staff who will work directly with caregivers, parents, families, and community-based organizations to provide services. We acknowledge that this can look different depending on the organization and respect community's organizational programming structure. These connectors should reflect the communities they serve, offering culturally and linguistically matched support. Partners will have the opportunity to adjust and/or hire for these new positions if needed.

HMGKC Connectors *must* implement warm connections; they may also include other elements as shown in the table below:

Element	Required	Optional
 Warm Connections ⁶	X	
 Care Coordination ⁷		X
 Developmental Promotion ⁸		X

This RFP will prioritize programs that focus on providing warm connections as the foundation for the Help Me Grow work. Any other elements applicants choose to include should be provided in addition to the warm connections they will provide.

Applicants may propose new or existing connection programs.

- **Collaborate to strengthen the HMGKC Coordinated Access network:** Although HMGKC does not currently have a unified referral and resource platform in place, the

⁶ **Warm Connections** is a process of linking a parent or caregiver to a service or resource. Instead of providing a parent or caregiver a referral to pursue on their own, HMGKC partners pursue the service along with the parent and caregiver.

⁷ **Care Coordination** refers to one-on-one support for families, parents, and caregivers to assess needs; co-creating detailed plans to address needs; conducting periodic check ins; tracking progress, and when necessary, collaboratively adjusting the plan.

⁸ **Developmental Promotion** is a range of activities that educate families on the importance of early childhood growth and learning and empower parents to notice, address, and celebrate their child's attainment of milestones. May include providing information about developmental screenings, conducting developmental screenings, or connecting families to follow up services after screenings.

HMGKC Network Design Group, Best Starts HMGKC staff, and partners will work collaboratively to identify, adapt, and align existing tools to serve as a coordinated access resource. Rather than creating something new, this approach will build on what is already in use while examining what has worked, and what hasn't, with attention to King County's unique cultural and historical contexts. The goal is not to replicate other systems, but to understand what made them effective in their own settings. See Attachment G. Coordinated Access Network.

Partners will engage in meetings with other service providers (at least four times a year, for two to four hours) to share best practices, celebrate successes, identify system gaps, and improve service coordination. Active participation includes helping create a "no wrong door" experience for families and community-based organizations—whether through shared systems or individual contact methods. Partners are also expected to remain rooted in addressing emergent needs as they arise, ensuring families can access prevention and promotion services.

- **Collect and Use Data for Learning & Improvement:** Data Collection and Evaluation is a core component of the national and local HMG model. Best Starts evaluators will work with HMGKC Family Connection Partners to collect and evaluate program data as well as help identify the supports they may need. Best Starts offers tailored capacity-building supports to facilitate data collection and evaluation activities, as applicable.

2. Focus Population(s)

This RFP prioritizes organizations that serve expectant and current parents, caregivers of children birth to five years old, as well as families facing systemic barriers in accessing early childhood services.

Best Starts prioritizes equity by funding agencies that serve low-income families; BIPOC families; immigrant and refugee families; LGBTQIA+ families; families with disabilities; and families with foster children.

3. Outcomes

This RFP strives to strengthen promotive and protective factors while reducing risk factors to achieve desired outcomes, as illustrated in Chart 1: Best Starts for Kids Investing Early (Prenatal to Five) Theoretical Framework⁹. These outcomes are measured through program performance¹⁰ and population-level indicators.¹¹ See Chart 1 for

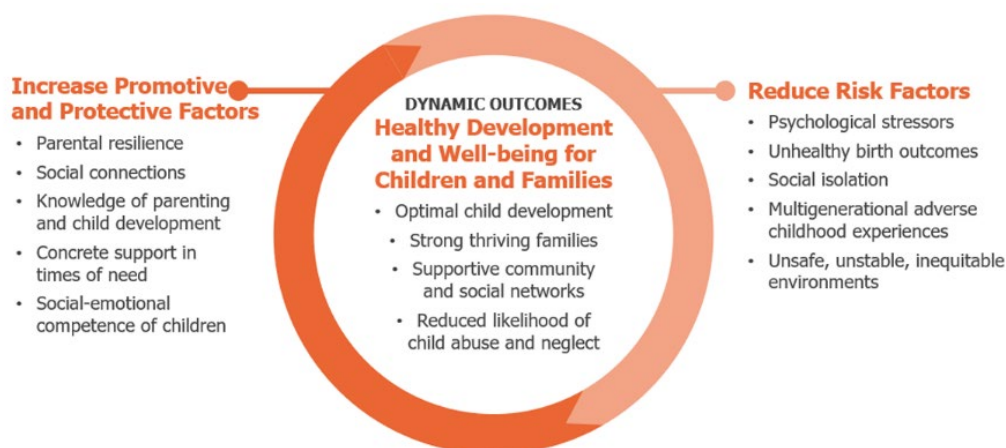
⁹ The *Center for the Study of Social Policy* (n.d.) defines **protective factors** as conditions that increase the health and well-being of children and families, making positive outcomes more likely. These factors act as buffers, helping parents manage stress and effectively care for their children. On the other hand, **risk factors** increase the likelihood of negative outcomes for children and families. These can include factors such as poverty, lack of social support, and exposure to violence, which can contribute to stress and hinder a family's ability to provide a nurturing environment for their children.

¹⁰ Performance measures, learnings, system changes, and investments are updated annually and reported in the Best Starts for Kids Dashboard.

[\[LINK\]](#)

¹¹ Best Starts indicator provide important information about the health and well-being of King County children, youth, families, and communities. [\[LINK\]](#)

Chart 1. Best Starts for Kids Investing Early (Prenatal to Five) Theoretical Framework



III. Eligibility

This request is open to nonprofit organizations, community-based organizations, tribes, tribal organizations, and public or governmental agencies serving communities in King County. Small nonprofits and community-based organizations are strongly encouraged to apply.

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

IV. Available Funding

Approximately **\$3,748,600.00** is available through the Best Starts for Kids to support the work described in this RFP. **Contracts will begin January 1, 2026, and run through December 31, 2027.** This RFP aims to **award between 4-6 applicants.**

Applicants may request a maximum of **\$650,000.00** for a two-year contract. Exact award amounts will be determined and negotiated with selected applicants at the time of contract negotiations. Funds should be aligned with the proposed strategies outlined in the application.

Considerations:

- Any contract awarded as a result of this procurement is contingent upon the availability of funding.
- PHSKC reserves the right to not award all funds advertised in this RFP.
- Applicants are expected to estimate and develop a **two (2) year budget** substantiating proposed goals, activities, and outcomes. Awarded partners will be asked to submit an updated budget each award year and should consider the Best Starts Provider Inflation Policy in budget adjustments (2.7% increase in 2027).

Best Starts will prioritize applications with a **plan for equitable compensation.** Recognizing that compensation structures vary based on an organization's size,

funding, and history, this RFP will not impose a set wage amount. Instead, applicants must demonstrate a plan for staff retention that includes:

- a. Paying an equitable wage.¹²
- b. Providing incentives such as bonuses and scheduled performance-based raises.
- c. Offering benefits, which may include but not limited to: Health, dental, and vision insurance; Paid time off (PTO); Retirement plans; Flexible schedules; and Professional development opportunities.
- d. Offer resources to support mental health, well-being, and retention of a diverse workforce.

A. Desired Qualifications

This RFP will prioritize applicants that:

- Demonstrate how they are **rooted in and accountable to the communities they serve** in King County. This includes:
 - Organization and staff that are reflective of the lived experience and values of the proposed focus community and have deep relationships with it.
 - Staff in management and leadership roles that are reflective of the proposed focus community alongside direct service providers. Organizational oversight, such as the Board of Directors, should also be reflective of the proposed focus community.
 - Programming that centers the cultural norms, traditions, language, and values of families and communities they serve.
- Demonstrate a history of **connection to the community they serve** in King County. This includes:
 - Ongoing relationship with the proposed focus community rooted in trust and mutual respect.
 - Regular processes for engaging the community to understand strengths, needs, and services.
 - Established partnerships with other community-based organizations and systems to provide seamless, coordinated support for families.
- Demonstrate **readiness to serve**. This includes:
 - Organization must demonstrate experience serving the proposed community including delivering services that successfully provide emotional, physical, and/or informational support.
 - An understanding of barriers to access (e.g., financial, logistical, systemic, cultural) and a demonstrated ability to provide responsive support.
 - Organization must demonstrate clear staffing plans, including practices to hire, onboard and support staff wellbeing.
 - Strong knowledge of local resources and the ability to serve as trusted navigators.

¹² **Equitable wage** is the concept of compensating employees who have similar job functions with comparable pay, regardless of their gender, race, ethnicity, or other status. Employers must weigh other factors such as employees' work experience and education, the responsibilities of the position, and the organization's long-term financial stability.

V. RFP Process

A. Timeline

The following timeline represents the tentative schedule of the entire RFP process, from solicitation to program implementation. The dates listed here are subject to change. Applicants are responsible for monitoring ZoomGrants for any changes prior to the submittal deadline.

RFP Release	June 16, 2025
Information Session A. See Section C for more information.	June 26 th , 2025 10:00 a.m. – 11:30 a.m.
Information Session B. See Section C for more information.	June 30 th , 2025 2:00 p.m. – 3:30 p.m.
Final day to initiate request for technical assistance	July 2, 2025
Final day to submit questions via ZoomGrants	July 2, 2025
Proposals due	July 18, 2025 by Noon
Review process	July 22 nd - August 14 th , 2025
Interviews with applicants (if applicable) <i>King County reserves the right to conduct interviews as needed to make award determinations.</i>	The week of August 18 th - 22 nd
Notification of selected and non-selected applicants	September 2025
Anticipated program/contract start date	January 1, 2026

B. Questions

Interested parties may submit questions in writing prior to the date and time indicated in the RFP schedule through the Contact Admin tab in ZoomGrants. The PHSKC response to all questions received will be posted as an RFP addendum on ZoomGrants.

If potential Applicants experience technical difficulties with ZoomGrants leading up to the due date, please email your Proposal to the RFP Lead directly to avoid a late submission.

Applicants are encouraged to complete their applications early to avoid any difficulties or errors in submission. PHSKC is not responsible for any technical difficulties that an applicant may experience, and late submissions may result in rejection of proposal.

C. Information Session (not-mandatory)

A proposal information session is scheduled to be held at the date and time indicated in the schedule: Session A on June 26th, 2025, from 10—11:30am, Session B on June 30th, 2025, from 2—3:30pm. The information sessions will be held via Zoom with the following access information:

Session A: Thursday, June 26th, 2025 | 10:00 am to 11:30 am

Meeting URL: <https://kingcounty.zoom.us/j/88094009874>

Meeting ID: 880 9400 9874

Meeting Passcode: 439501

Session B: Monday, June 30th, 2025 | 2:00 pm to 3:30 pm

Meeting URL: <https://kingcounty.zoom.us/j/88509228376>

Meeting ID: 885 0922 8376

Meeting Passcode: 560683

All prospective Applicants should attend; however, attendance is not mandatory.

PHSKC will only be adhere to the PHSKC -written answers to questions. Questions arising at the pre-proposal conference or in subsequent communication with the RFP Coordinator will be documented and answered in written form. A copy of the questions and answers will be posted as an RFP amendment on ZoomGrants. applicants are responsible to check ZoomGrants for any posted amendments to this RFP.

D. Communication

1. RFP Communication

All RFP documents will be uploaded through ZoomGrants, as described in Section VI. Proposal Process, below.

The RFP Lead is the sole point of contact for this procurement. All communication regarding the subject matter of this opportunity between the applicants and PHSKC upon release of this RFP must be through ZoomGrants or the RFP Lead, as follows:

Phillip Thompson

RFP Lead

cpres-bsk@kingcounty.gov

Any other communication will be considered unofficial and non-binding on King County. Applicants are to rely on written statements issued by the RFP Lead. Communication directed to parties other than the RFP Lead on this opportunity may result in disqualification of the applicant.

2. Applicant Communication

Unless otherwise requested, letters and other communications about this RFP will be issued to the e-mail address noted in the proposals created within ZoomGrants. If other personnel should be contacted via e-mail in the evaluation of this proposal, or to be notified of evaluation results, please complete the information in the area provided in ZoomGrants.

VI. Proposal Process

Responses are hereby solicited and will be received using the link below through ZoomGrants no later than 12:00 p.m. on the due date noted on this RFP. Responders are responsible for regularly checking ZoomGrants for any updates, clarifications or amendments.

Note: Applicants bear the risk that technical difficulties may result in late or undelivered applications. Therefore, applicants are encouraged to submit materials through ZoomGrants on a timely basis, and to reach out to ZoomGrants as noted on this RFP early in the process if encountering technical difficulties. If the issue cannot be addressed through ZoomGrants, then reach out to the procurement lead as noted on this RFP.

Submit proposals through ZoomGrants at:

<https://www.zoomgrants.com/zgf/HMGKC>

Complete application packages will include the following:

- Complete answers for Summary and General Question (unscored)
 - See Attachment B for Application Information Request
- Complete answers for all Narrative Questions (scored)
 - See Attachment B. for Application Information Request
 - See Section VIII. Selection Process for more information about rating criteria
- Complete 2-year Budget Template (unscored)
 - See Attachment C. for Budget Template
- Signed Terms and Agreement (unscored)
 - See Attachment A. for Acceptance of Terms document

VII. Application Assistance

Application assistance (also known as technical assistance) is available to support organizations in applying to this RFP. The main purpose of this opportunity is to eliminate linguistic, cultural and other barriers that might prevent organizations from seeking government funding. Application assistance is **free of charge**.

Technical assistance consultants can:

- a. Assist in determining appropriate fit between your proposal and this funding opportunity.
- b. Provide guidance on how best to answer questions.
- c. Support your application development, including editing and budget review.
- d. Consultants are not grant writers but can support you in explaining your proposal in the most clear and concise way.

See Attachment D or visit [Best Starts website](#) for a list of TA consultants and their contact information. Organizations wishing to access application assistance should email the consultants directly. We encourage you to reach out to a TA consultant as early as possible. We cannot guarantee TA consultant availability within 5 business days of the deadline (the RFP's closing date). Assistance in languages other than English is available; let a TA consultant know your language need and Best Starts will try to accommodate.

Please contact only one TA consultant at a time and allow them 24 hours to respond before contacting any other consultants. Each organization should only work with one TA consultant at a time.

Best Starts Capacity-Building Services

Once the contract is finalized, Best Starts grantees may receive free capacity building services from Best Starts-contracted consultants. The goal of Best Starts capacity building is to support grantees' program and organizational development, implementation, and sustainability while being rooted in community strengths, needs, and values. Consultants provide resources and training along with individualized, responsive, and ongoing coaching and support. Best Starts capacity building consultants can also help Best Starts grantees create tools and build skills needed to meet Best Starts contract requirements. Categories of Best Starts capacity building support include board development, data & evaluation, equity & social justice, finance, human resources, IT, legal, marketing, needs assessment, and organizational development.

Innovation Support:

Programs may receive Innovations Support from Best Starts' Innovation Support Team. The goal of Best Starts Innovation Supports is to support grantees' program and programmatic development, implementation, and sustainability while being rooted in community strengths, needs, and values to reach effective and equitable outcomes. Consultants provide resources and training along with individualized, responsive, and ongoing coaching and support. Best Starts Innovation Support Team can also help Best Starts grantees create tools and build skills needed to meet Best Starts contract requirements. Categories of Best Starts Innovation Support include designing or adapting theories of change, evaluation plans, practice profiles, and program implementation materials.

VIII. Selection Process

1. Rating Criteria

Responsive proposals will be reviewed strictly in accordance with the requirements stated in this RFP and any addenda issued.

All proposals received by the stated deadline will be reviewed by the RFP Lead to ensure that the proposals contain all of the required information requested in the RFP. Only responsive proposals that meet the threshold requirements will be evaluated by the PHSKC designated review panel. Any applicant who does not meet the stated qualifications or any proposal that does not contain all the required information may be rejected as incomplete.

The RFP Lead may, at their sole discretion, contact the applicant for clarification of any portion of the applicant's proposal. Applicants should take every precaution to ensure that all answers are clear, complete, and directly address the specific requirements.

Proposals will be reviewed and evaluated by a review panel. The selection process will include evaluation of the narrative responses and accompanying documents, and potentially, interviews.

Applicants will be required to complete the following sections.

Section	Description – This section assesses...
Application Summary	Basic organizational and program information, including service area and key contact details. This section is not scored but helps reviewers understand geographic focus.
General Questions	The applicant's current services, service regions, and types of support currently provided. This section is not scored but helps assess alignment.
Narrative Questions	The organization's connectedness to and rootedness in the community, readiness to implement the program and staffing plan, and ability to adapt based on community feedback.
Budget	Financial justification for the proposed program, staffing structure (FTEs), and alignment between proposed costs and program activities. This section is not scored but helps evaluate fiscal clarity and program feasibility.

The eligibility and prioritization criteria that will be used during the evaluation process can be found in **Attachment B. Application Information Request**. RFP review panel members will assign scores. Applicants can score up to 100 points; the scores are defined as:

Score	Description	Definition
0	No value	The proposal does not address any component of the requirements, or no information was provided.
20	Below Average	The proposal only minimally addresses the requirement and the applicant's ability to comply with the requirements or simply has restated the requirements.
50	Average	The proposal shows an acceptable understanding or experience with the requirement. Sufficient detail to be considered as meeting minimum requirements.
80	Above Average	The proposal is thorough and complete and demonstrates firm understanding of concepts and requirements, and the ability to execute them.
100	Excellent	The proposal has provided an innovative, detailed, and thorough response to the requirements, and clearly demonstrates a high level of experience with or understanding of the requirements.

2. Review Process

Review panels may consist of King County staff, external subject matter experts, evaluators, community members, advisory board members, participants with lived experience, and members or designees of the King County Council (who will serve as nonvoting members). PHSKC values the perspectives of community members, including those with lived experience. All efforts will be made to include a minimum of 2 individuals representing community. Following

application review, applicants may be asked to participate in an interview with the review panel prior to final scoring of proposals.

The RFP review panel will score each proposal based on the rating criteria described in **Section VIII. 1. Rating Criteria**, of this RFP and create a ranking of proposals based on highest to lowest scoring. The reviewer's scores will be a factor used by the RFP rating panel to develop recommendations on the selection of proposals to the County along as well as factors such as geographic areas and population served. King County also reserves the right to serve as its own reference.

3. Selection Process

Final selection of awardees will be made by King County division and department directors based upon recommendations from the review panel and based upon equity and geographic considerations to ensure services are responsive to funding priorities and community need. The PHSKC reserves the right to make such selections based on the best interests of King County, and as a result, may not select the highest scoring or lowest cost proposals for award, and it will execute contracts based upon the final selections.

4. Funding Allocation and Contract Negotiations

PHSKC anticipates that requests for funding from the pool of selected applicants may exceed the total dollar amount of funding available through this RFP. If this occurs, the County reserves the right to enter discussions with applicants to assess if proposed services and activities can be scaled to match the dollar amount offered by the County. If the proposal is not scalable, or the applicant rejects the dollar amount offered by the County, the County reserves the right, to withdraw the funding offer to the applicant, and enter discussions with other high-ranking RFP applicants. Contract negotiations and development will begin when a funding amount for each proposal has been reached between the applicant and the County.

IX. Glossary of Terms

A list of general procurement and contract definitions can be found here: [Contract Glossary](#). All other definitions specific to this RFP are as follows:

Care Coordination refers to one-on-one support for families, parents, and caregivers to assess needs; co-creating detailed plans to address needs; conducting periodic check-ins; tracking progress, and when necessary, collaboratively adjusting the plan.

Community refers to a group of people who may share the same race, ethnicity, nationality, language, sexual orientation, or geographic location.

Community-Based Organization (CBO) is a public or private organization that is representative of a community (or significant segments of a community) and is committed to a community's health, well-being, and empowerment, and/or provides human services to individuals in the community.

Contractor is a term used within the King County PHSKC Boilerplate Agreement, signifying the entity awarded funding in consideration for the performance of certain services and as described in the resulting contract.

Culturally and Linguistically Matched Supports refers to programs that are designed to be responsive to the cultural backgrounds, traditions, values, and needs of the communities they serve.

Culturally Rooted is a practice of ensuring a service or program is founded upon the cultural norms, traditions, and values of a specific community.

Developmental Promotion is a range of activities that educate families on the importance of early childhood growth and learning and empower parents to notice, address, and celebrate their child's attainment of milestones. May include providing information about developmental screenings, conducting developmental screenings, or connecting families to follow up services after screenings.

Equitable Wage is the concept of compensating employees who have similar job functions with comparable pay, regardless of their gender, race, ethnicity or other status. Employers must weigh other factors such as employees' work experience and education, the responsibilities of the position, and the organization's long-term financial stability.

Equity means giving everyone what they need to be successful as opposed to equality which means treating everyone the same.

Help Me Grow King County Connectors are trusted community members who work directly with families and organizations to provide warm connections to essential services. They offer culturally and linguistically matched, relationship-based support to ensure families receive the care they need.

Help Me Grow King County Network Design Group is a group of individuals representing groups and/or organizations that will provide recommendations and guidance to continue developing an infrastructure for the Help Me Grow King County network.

Help Me Grow National a system model that utilizes and builds on existing resources in order to develop and enhance a comprehensive approach to early childhood system-building in any given community. Successful implementation of the Help Me Grow model requires communities to identify existing resources, think creatively about how to make the most of existing opportunities, and build a coalition to work collaboratively toward a shared agenda. national hat connects young children and their families to appropriate services.
(<https://helpmegrownational.org/>)

Help Me Grow Washington Help Me Grow Washington is a network of communities across Washington that work together to create a resource grid of community services and supports. Help Me Grow listens to families, links them to services and provides ongoing support. The Help Me Grow Washington network represents an ever-growing, powerful coalition of communities and individuals invested in an ambitious and resourceful early childhood system that optimally serves all families and children. HMGKC is a sub-affiliate of HMGWA.

Racial Equity is the condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, how one fares. When we use the term, we are thinking about racial equity as one part of racial justice, and thus we also include work to address root causes of inequities

not just their manifestation. This includes elimination of policies, practices, attitudes and cultural messages that reinforce differential outcomes by race or fail to eliminate them¹³.

Warm Connections link a parent or caregiver to a service or resource. Instead of providing a parent or caregiver a referral to pursue on their own, HMGKC Connectors pursue the service alongside the parent and/or caregiver.

ZoomGrants is an online application portal where applicants can access and view RFP information and submit bids for programs/services outlined in the RFP.

X. RFP and Contract Terms

A. RFP Terms

i. Revisions to the RFP

If PHSKC determines in its sole discretion that it is necessary to revise any part of this RFP, an addendum to this RFP will be posted on ZoomGrants. For this purpose, the published questions and answers and any other pertinent information will also be provided as an addendum to the RFP and will be placed on ZoomGrants.

PHSKC also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

ii. Cost to Propose

PHSKC will not be liable for any costs incurred by the applicant in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related in any way to this RFP.

iii. No Obligation to Contract

This RFP does not obligate PHSKC to enter into any contract for services specified in this proposal.

iv. Rejection of Proposals

PHSKC reserves the right, at its sole discretion, to reject any and all proposals received without penalty and not to issue any contract as a result of this RFP.

v. Acceptance Period

Proposals must provide one hundred twenty (120) calendar days for acceptance by PHSKC from the due date for receipt of proposals.

vi. Best and Final Offer (BAFO)

¹³ <https://www.racialequitytools.org/glossary> (link from King County site: <https://kingcounty.gov/elected/executive/equity-social-justice/tools-resources/Racial-Justice.aspx>)

PHSKC reserves the right to use a BAFO before awarding any contract to further assist in determining the successful Applicants. Terms of the BAFO will be communicated by the RFP Coordinator.

vii. Award

Final selection of awardees may be made by King County division and department directors based upon final calculations and recommendations from the RFP review panel. PHSKC will execute contracts based upon the final selections.

PHSKC intends to award one or more contracts to potential Applicants. The RFP Coordinator will notify all Applicants in writing of the acceptance or rejection of their RFP. Written notification will be sent via email to the email address(s) submitted on the cover sheet.

viii. Protest

King County has a process in place for receiving protests / Appeals based upon the RFP or contract awards. The protest / Appeal procedures are available at <http://www.kingcounty.gov/depts/finance-business-operations/procurement/for-business/do-business/protest.aspx>.

B. Contract Terms

i. King County Boilerplate

Organizations awarded through this procurement process will contract with King County PHSKC. Funded organizations will be required to meet baseline requirements, including insurance, equal employment opportunity, record keeping, and more. See a sample of the department's standard services contract boilerplate with terms and conditions [here](#).

A contract may be negotiated with the applicants(s) whose proposal would be most advantageous to King County in the opinion of the PHSKC, all factors considered.

The contents of the selected applicant's proposal shall become contractual obligations if a contract ensues.

A contract between the selected applicant(s) and King County shall include the contract instrument, the original RFP as issued by King County, the response to the RFP, and any other documents mutually agreed upon. The contract must include, and be consistent with, the specifications and provisions stated in the RFP.

ii. Equity and Social Justice

In order to effectively operate and provide services within a culturally responsive framework, an organization shall intentionally consider equity and integrate it into its values and principles, decisions and policies. King County expects funded organizations to incorporate an equity lens in their service delivery models and administration in order to challenge systemic and structural inequality, reduce prejudice and racism, and advance equity. As part of this effort, organizations will be asked to provide individual-level demographic information (including zip codes) to inform analysis and

understanding of barriers created by institutional racism. See **Section X.B.iv. Data Collection and Reporting** below.

iii. Performance Measurement and Evaluation

The primary purpose of performance measurement and evaluation is to use data to inform ongoing work, understand which activities are effective and why, and support shared and transparent responsibility for your programs' success. Another key purpose is to comply with initiative reporting requirements and offer transparency to the public about the programs we fund and their outcomes. If awarded funds through this RFP, there is an expectation that awardees will collect data aligned with the goals of this RFP.

Best Starts will work in partnership with funded organizations to develop a performance measurement and evaluation plan for funded programs. The plan will include key performance measures, type of data collection (individual identifiable or deidentified client-level, aggregate, and/or qualitative data), additional external evaluation activities if applicable, and quality improvement activities.

Part of the process of developing performance measurement plans will be conversations about program goals and how to know if participants are "better off". What change is your program trying to create and why? What will tell us when program adjustments are necessary? How will we know that the adjustments are working?

Performance measures are developed in partnership by the funded organization with King County and are informed by the program's model and purpose. As programs grow and evolve within the award period, King County staff will be available to make any necessary adjustments to the evaluation plan in collaboration with the funded organization. Programs which set performance targets may collect baseline data in advance of target-setting.

Partners that are awarded funding will be asked to provide input for an existing evaluation framework that answers three questions using the following measures:

- | | |
|---|--|
| How much did we do?
(applicable measures are requested) | 1. # of unique caregivers (including demographics)
2. # of unique children (including demographics)
3. # of children who received a developmental screening
4. # of interactions (calls, conversations, appointments, etc.)
5. # of referrals made by type of referral
6. # of community events/trainings hosted
7. # of community event/training participants |
| How well did we do it?
(choose at least one aspect of satisfaction) | 8. % of caregivers satisfied with services and supports from the HMG program in terms of: language match/linguistic accessibility, culture match/cultural responsiveness, financial accessibility/cost, transportation accessibility/location, time it took/wait time, feeling respected, or feeling confident about next steps |
| Is anyone better off?
(choose at least one measure) | 9. % of caregivers who report their needs were met
10. % linked to referral service (confirmed contact/appointment with referred services) |

11. % improvement in protective factors (Concrete support in times of need, social connections, knowledge of parenting/caregiving & child development, parent/caregiver resilience, parent/practitioner relationship)

iv. Data Collection and Reporting

Data collection types detailed in the evaluation plan may include:

1. Individual-Level Data

When appropriate for the program model, individual-level data will be reported by the funded program and will typically be reported semiannually.

Individual-level data elements may include individual demographics (including age, gender, race/ethnicity, and zip codes), basic information about services provided, survey information from regular times during program participation (for example at program entry and exit), and individual outcomes. Individual-level data is typically reported through King County's Client Outcomes Reporting Engine, also known as CORE.

2. Aggregate-Level Data

When appropriate for the program model, aggregate-level data will be reported by the funded program and will typically be reported quarterly.

Aggregate-level data may include demographics (including age, gender, race/ethnicity, and zip codes), basic information about services provided, and outcome information of those services.

3. Qualitative Data

When appropriate for the program model, qualitative data (such as from focus groups, open-ended surveys and questionnaires, and interviews) may be reported by the funded program.

4. Narrative Reports

Funded organizations will also submit annual narrative reports to share information about successes, challenges, system change efforts and other requested information.

v. Public Records Act

1. Washington State Public Records Act (RCW 42.56) requires public organizations in Washington to promptly make public records available for inspection and copying unless they fall within the specified exemptions contained in the Act or are otherwise privileged.

2. All submitted proposals and RFP materials become public information and may be reviewed by anyone requesting to do so at the conclusion of the RFP, negotiation, and award process. This process is concluded when a signed contract is completed between the County and the selected applicant.
3. Proposals submitted under this RFP shall be considered public documents and with limited exceptions, proposals that are recommended for contract award will be available for inspection and copying by the public.

If an applicant considers any portion of his/her proposal to be protected under the law, the applicant shall clearly identify on the page(s) affected such words as “CONFIDENTIAL,” “PROPRIETARY” or “BUSINESS SECRET.” The applicant shall also use the descriptions above in the following table to identify the effected page number(s) and location(s) of any material to be considered as confidential. If a request is made for disclosure of such portion, the County will review the material in an attempt to determine whether it may be eligible for exemption from disclosure under the law. If the material is not exempt from public disclosure law, or if the County is unable to make a determination of such an exemption, the County will notify the applicant of the request and allow the applicant ten (10) days to take whatever action it deems necessary to protect its interests. If the applicant fails or neglects to take such action within said period, the County will release the portion of the proposal deemed subject to disclosure. By submitting a proposal, the applicant assents to the procedure outlined in this paragraph and shall have no claim against the County on account of actions taken under such procedure. Please notify the County of your needs through the Contact Admin tab in ZoomGrants and reference the table information below

Type of Exemption	Beginning Page / Location	Ending Page / Location

vi. American with Disabilities Act

King County complies with the Americans with Disabilities Act (ADA). Applicants may contact the RFP Coordinator to receive materials for this RFP in alternative formats, such as Braille, large print, audio tape, or computer disc.

vii. Language Accessibility

Upon request, this RFP can be made available in other languages.

XI. List of Attachments

Please reference the **ZoomGrants Library** for the following attachments:

- A. Acceptance of Terms and Conditions **(Require submission)**
- B. Application Information Request (Application Summary, General Questions, Narrative Questions) **(Required Submission - Questions will be completed in ZoomGrants)**
- C. Budget Template **(Required Submission)**

- D. Technical Assistance for Applying for Funds (Resource)
- E. Technical Assistance for Applying for Funds_ Spanish (Resource)
- F. Help Me Grow King County Core Components (Resource)
- G. Help Me Grow King County Coordinated Access Network (Resource)
- H. King County standard contract example