



REQUEST FOR PROPOSAL (RFP)

Investing Early Together: Community-Based Parenting Supports, Home-Based Services, and Universal Developmental Screening & Promotion

RFP Open and Close Dates: April 28, 2025 to June 20, 2025 at 2:00 pm

RFP Lead

Phillip Thompson, cpres-bsk@kingcounty.gov

Funding:

Up to \$15,819,900.00

Proposals are hereby solicited and will be received using the links below through ZoomGrants no later than 2:00 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 and emails from Best Starts for Kids for any updates, clarifications or amendments to this RFP.

ZoomGrants link Community-Based Parenting Supports (CBPS):
https://www.zoomgrants.com/zgf/InvestingEarlyTogether_CBPS

ZoomGrants link Home-Based Services (HBS): https://www.zoomgrants.com/zgf/InvestingEarlyTogether_HBS

ZoomGrants link Universal Developmental Screening & Promotion (UDSP): link



TABLE OF CONTENTS

Contents	
I. Introduction	4
A. Funding Opportunity	4
B. Best Start for Kids	4
C. Equity, Racial and Social Justice	4
II. RFP Overview	5
D. Investment Area Overview	5
E. Characteristics of Ideal Candidates	5
F. Characteristics of Successful Programs and Projects	6
III. Strategy And Scope Overview	6
A. Strategy Overview	6
B. Scope of Work by Strategy	7
COMMUNITY-BASED PARENTING SUPPORTS (CBPS)	7
HOME-BASED SERVICES (HBS):	11
UNIVERSAL DEVELOPMENTAL SCREENING & PROMOTION (UDSP):	13
IV. Evaluation	15
A. Evaluation	15
B. Embedded Program Supports	16
V. Eligibility	17
VI. Available Funding	18
A. Available Funding	18
B. Program Budget	19
C. Funding Priorities	19
VII. RFP Process	20
A. Timeline	20
B. Questions	21
C. Information Sessions	21
D. Communication	22
VIII. Application Process	22
IX. Application Assistance	23
X. Selection Process	23



A. Rating Criteria	23
C. Review Process	24
D. Selection Process	25
E. Funding Allocation and Contract Negotiations	25
XI. List of Attachments Provided by BSK	25



I. Introduction

A. Funding Opportunity

Best Start for Kids (Best Starts) Public Health - Seattle & King County (PHSKC) and the King County Department of Community and Human Services (DCHS) are pleased to release this Request for Proposal (RFP) **Investing Early Together**.

Funding will be administered by:

- PHSKC Community Health Services (CHS) Division:
 - **Community-Based Parenting Supports (CBPS) strategy**
 - **Home-Based Services (HBS) strategy**
- DCHS Developmental Disabilities and Early Childhood Supports (DDECS) Division's:
 - **Universal Developmental Screening & Promotion (UDSP) strategy**

CBPS, **HBS** and **UDSP** strategies recognize that prenatal to five services are interconnected and complementary. In response to extensive community feedback, we are releasing this joint RFP to streamline the application process, reduce administrative burden, and provide organizations with a full and clear picture of funding to support sustainable staffing and community services.

Awarded organizations will receive separate contracts that correspond to their funded proposals. **CBPS** contracts **will begin January 1, 2026**, and run through December 31, 2027. Contracts for **HBS** and **UDSP** **will each begin July 1, 2026**, and run through December 31, 2027.

Best Starts values investing in a spectrum of organizations, from start-up programs to established and ongoing services. **Due to the limited timeframe of this funding opportunity and learnings from prior funding rounds and community engagement, this RFP prioritizes organizations who have established connections within their communities and can operate programing at the contract begin date.** However, Best Starts is investing in community leaders to further advance new ideas and approaches through our Prenatal to Five (P-5) Innovation Supports strategy. To learn more about the P-5 Innovation Supports strategy and funding opportunities please click [HERE](#).

B. Best Start 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 2022-2027.

C. Equity, Racial 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 and Indigenous people and people of color.

Equity, Racial and Social Justice (ERSJ) is an integrated part of the County's work and foundational to 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.

II. RFP Overview

A. Investment Area Overview

Best Starts for Kids' Investing Early (Prenatal to Five) area of investment supports expecting parents, babies, and very young children during their critical development years alongside their families and caregivers. **Community-Based Parenting Supports (CBPS)**, **Home-Based Services (HBS)**, and **Universal Developmental Screening & Promotion (UDSP)** are three Investing Early strategies that meet families where they are: in the home, out in community, at child care, or wherever children are cared for. Investing Early services are relationship-centered and community-led so we look to community for direction, to determine strengths and needs, assess opportunities, identify priorities, and provide customized programming.

We partner with community organizations to offer a range of robust services to King County prenatal to five families. Though each strategy focuses on a different aspect of prenatal to five supports, the approach is the same and is often interconnected, as each child and family is held in their unique context within community.

B. Characteristics of Ideal Candidates

Regardless of which strategy(ies) you are applying for, this RFP seeks partners who are rooted in the community(ies) they serve. Partners' teams will be made of culturally responsive providers. These providers will offer strengths-based services that center relationships and trust. It is critical that families' decision making, autonomy, and culture are centered and respected throughout all aspects of services.

Ideal partners will:



- Possess a deep understanding of the language, culture, lived experience, and/or ethnicity of the parents, caregivers, and families they serve.
- Uphold and center community needs and interests in all decisions and recommendations.
- Understand the local impacts of historical and current systemic racism.
- Know the landscape of resources and services available to families with young children in King County.
- Know the range of barriers families face when seeking resources and services.
- Provide direct service staff equitable compensation. Equitable pay may vary according to an organization's size, access to funding, history, and other factors. This RFP does not impose a set dollar amount to define equitable pay.

Best Starts prioritizes equity by funding organizations serving low-income families; BIPOC families; immigrant and refugee families; LGBTQIA+ families; families with disabilities; families with foster children; and families that are in rural or unincorporated King County.

C. Characteristics of Successful Programs and Projects

The purpose of this RFP is to fund programs and projects that demonstrate the following attributes:




- **Community-centered:** reflect the needs, desires, and strengths of the community they serve. Those being served play a key role in shaping and improving program implementation and design. When serving families and communities, agencies hold these families and communities as the experts.
- **Culturally Responsive:** respect and appreciate the cultures, beliefs, and languages of the individual's and family's services.
- **Promote Protective Factors:** characteristics that increase individuals' strengths mitigate risk and promote positive well-being. These characteristics include parental resilience, social connections, knowledge of parenting and child development, concrete support in times of need, and knowledge of the social and emotional competence of the child.
- **Relationship-based:** have established or established and maintained safety, consistency, and trust in relationships and partnerships through mutually accountable, transparent, responsive, and customized communication and support.
- **Strengths-based and inclusive:** uses an approach that honors the unique differences, strengths, resources, and capacity of the families served.

III. Strategy And Scope Overview

A. Strategy Overview

These Best Starts Prenatal to Five strategies provide services and supports for families, caregivers and children from the prenatal period through age 5 across King County. An overview of each of the three strategies, as well as the scope of work and budget considerations related to each strategy's services is listed below. This RFP seeks partners that will implement one or more of the following services:



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

B. Scope of Work by Strategy

COMMUNITY-BASED PARENTING SUPPORTS (CBPS)



Community-Based Parenting Supports (CBPS): provides peer-based, community-centered services and support. CBPS providers share lived experiences, culture, and/or language(s) with the caregivers they support. CBPS partners use their connection to create a supportive environment that enhances parental- encourages nurturing relationships and increases caregiver knowledge of child development and social-emotional well-being, increasing the likelihood

that all children and families have the best start in life.

Through culturally rooted providers, CBPS will offer a range of services to young children and their caregivers. CBPS defines caregivers as the “village members” who provide care and love to King County children. This includes, but is not limited to, family, friends, and neighbors.

CBPS partners will offer services in community settings and spaces where caregivers and families are comfortable gathering, such as community centers, places of worship, health care clinics, and other accessible locations for participants. Eligible organizations may submit a proposal for one or more of the following CBPS programs:

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




- **Parent-Caregiver Information and Supports:** provides King County caregivers with educational group activities that encourage nurturing relationships and increase caregiver knowledge of child development and social-emotional well-being.
- **Lactation and Perinatal Support Services (L&PSS):** provides culturally relevant educational perinatal and lactation support services. In addition, they provide professional training, technical assistance, and peer learning opportunities to build the knowledge and skills of Birthworkers.

CBPS contracts will begin January 1, 2026, and run through December 31, 2027.

CBPS - Kaleidoscope Play and Learn (KPL):

KPL partners will:


- **Host and facilitate Kaleidoscope Play and Learn Group(s):** Essential program components include child-directed play, coordinated group activities, caregiver learning, and opportunities for caregiver leadership.
- **Technical Assistance:** Work with the KPL module developer - [BrightSpark Early Learning Services](#) - to plan, implement, and improve service delivery.

Strategy: Service	Estimated Award Amounts per 24 months.
 CBPS: Kaleidoscope Play and Learn	\$50,000 to \$100,000

CBPS - Parent-Caregiver Information and Supports (PCIS)

PCIS partners will:

- **Host a series of group activities** such as workshops, classes, and support groups for caregivers to connect with their peers and learn about an array of topics. Examples include:
 - Mindfulness in parenting / positive parenting
 - Healing from past traumas
 - Understanding social-emotional development of children
 - Fostering a strong sense of identity in your child
 - Building relationships between child and parent

Strategy: Service	Estimated Award Amounts per 24 months.
 CBPS: Parent Caregiver Information and Supports	\$250,000 to \$280,000

CBPS - Lactation and Perinatal Support Services (L&PSS)

Best Starts will partner with King County organizations to provide culturally relevant, healing-centered, family-led, and strengths-based education and supports to help families have a

healthy pregnancy, delivery, post-partum recovery, and supports through the first year of their baby's life.

L&PSS Services seek partners to deliver support in one or more of the following areas, focusing on **Indigenous, Black and African American, Native Hawaiian, Pacific Islander, and Latinx** populations¹ and Birthworkers²:

FOCUS AREA:	SERVICES INCLUDE BUT NOT LIMITED TO:
<p>Lactation Support Services: Culturally relevant educational services that support caregivers throughout their feeding journey and help caregivers achieve their feeding goals³.</p>	<ul style="list-style-type: none"> • Lactation Group Activities: Host group activities such as workshops, classes, and drop-in support groups that provide caregivers with an opportunity to connect and learn with their peers. • Lactation 1-1 Supports: Peer-educators/counselors to provide lactation education to new/expecting caregivers. • Certified Lactation Counselors or International Board-Certified Lactation Consultant (IBCLC)⁴ Consultation: Clinical support services provided to caregivers as needed.
<p>Perinatal Supports Services⁵ Culturally relevant educational services that prepare people for pregnancy, childbirth, and parenting.</p>	<ul style="list-style-type: none"> • Birth Education Classes: Perinatal classes that help expecting parents prepare for the birth of their baby. • Perinatal Mental Health Supports: Educational programs that break down cultural barriers, build mental health awareness, and connect families with culturally appropriate services, as needed. • Postpartum Support: Services that are dedicated to supporting families in the postpartum period to assist with a smooth transition into parenthood. • Non-Birthing Parent Supports: Perinatal education services intended for birthing parents support system • Perinatal Group Activities: Activities that provide caregivers with an opportunity to connect with their peers and learn together. • Perinatal Substance Use: Services that provide non-judgmental support and information to families impacted by substance use.

¹ Many families in King County, especially Black, Indigenous, Latinx, and Pacific Islanders, face significant challenges on their journey, including but not limited to higher rates of Cesarean delivery, preterm birth, and infant and maternal death

²Birthworkers are trained professional that provide ongoing emotional, physical, educational support to pregnant families through before pregnancy, during pregnancy, postpartum, and first year of baby life.

³ Best Starts for Kids recognizes that traditional methods of chest feeding support have been inaccessible to many of King County's communities, which has expanded disparate rates in chest feeding duration. Chest feeding/breastfeeding is one of the most effective ways to protect child and maternal health.

⁴ The International Board-Certified Lactation Consultant (IBCLC) credential is the highest credential in the field of lactation. Healthcare professionals with this certification specializing in the clinical management of breastfeeding and lactation.

⁵ An extensive base of research supports the importance of perinatal education in achieving the best possible outcomes for pregnant individuals and babies.



	<ul style="list-style-type: none"> • Grief Support: Supports that help families navigate and process the grief in all aspects of the perinatal period.
Birthworker Professional Development: provide training, technical assistance, and peer learning opportunities to build the knowledge and skills of Birthworkers.	<ul style="list-style-type: none"> • IBCLC Certification Support: Mentorship and supervision to Birthworkers working towards their International Board-Certified Lactation Consultant (IBCLC) Certification. • Clinical Consultation: Provide tailored consultation, training, and support to Birthworkers. • Reflective Consultation: Provide a space for Birthworkers to connect with their peers and explore self-guided topics.
L&PSS Systems Coordinator: Facilitate an environment that allows King County L&PSS partners and Birthworkers to coordinate, co-learn, and thrive.	<ul style="list-style-type: none"> • Hosting Perinatal Providers Gathering: Host quarterly gatherings that bring together King County Birthworkers to collaborate, facilitate peer-learning opportunities, and celebrate their ongoing efforts. • Recommendations: Provide strategic direction, policy and implementation recommendations that will allow this work to further grow. • Resource Sharing: Identify resources, workshops, trainings, and other relevant materials and share with King County Birthworkers and L&PSS partners. • Pilot Birthworkers Retention⁶: coordinate with Best Starts for Kids to consult on the implementation of a retention bonus pilot program for about 15 to 25 King County Birthworkers. Retention bonus funds and will be separate from this award amount.

Applicants interested in becoming a L&PSS partner will submit a proposal to implement a project OR a program. In addition, applicants can apply to become a Systems Coordinator.

PROPOSED TYPES	DEFINITION:	Estimated Award Amounts per 24 months.
Project	<p>Short term, time-limited project with a clear start and end date aimed at creating something new or continue something you are already doing.</p> <p>A project may be, but is not limited to, a singular focus on one of the focus areas (Lactation, perinatal, or Birthworker professional development).</p>	\$60,000 to \$100,000
Program	<p>A program is a set of related L&PSS projects managed together to aim for a bigger goal.</p> <p>A program may focus on two or more areas (Lactation, perinatal, or Birthworker professional development).</p>	\$250,000 to \$800,000

⁶ A one-time financial incentive offered to Birthworkers to encourage them to stay in their current position for a specified period in efforts to combat high turnover in the field.



Systems Coordinator	Host quarterly gatherings and help create an environment that allows King County Birthworkers to coordinate, co-learn, and thrive. Only one organization will be awarded for this body of work.	\$100,000 to \$140,000
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HOME-BASED SERVICES (HBS):



Home-Based Services (HBS): provides ongoing, voluntary, relationship-based support in the places where families live. Home visitors deliver information, resources, and social connections to support healthy births, positive parenting, health education, child development, safe home environments, and school readiness. There are many different home visiting programs or models

nationwide and in King County, each with different focus populations, program components, and intended outcomes.

HBS recognizes a continuum of home-based services programming recognizing a spectrum of different types of evidence. Nationally-Implemented Models (NIM) include those 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. On the other side of the continuum, Community-Designed Models (CDM) are those 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. By supporting programs rooted in evidence across the home-based services continuum, HBS partners meet the range of needs across in King County.

An organization can apply for a single type of program model or multiple types of program models. Those interested in applying must propose one or more of the following program models.

HBS Nationally-Implemented Models (NIM). Best Starts offers NIM model-specific program supports to build readiness and improve program fidelity and quality over time. Proposed NIM must meet the following Program Characteristics, as well as Research and Evaluation Characteristics.

ELEMENT:	DESCRIPTION:
Program Characteristics	<ul style="list-style-type: none"> Program has a theory of change or logic model that connects service activities to outcomes. Program has a formal manual or training guide that specifies the core activities of the program and describes how to administer it OR the program has documented guidance that specifies the core activities of the program.



	<ul style="list-style-type: none"> Program appears in a national registry of evidence-based interventions.
Research and Evaluation Characteristics	<p>Program model is “evidence-based,” “evidence-informed” or “research-based”:</p> <ul style="list-style-type: none"> At least two randomized controlled trials in typical practice settings have evaluated the model’s effectiveness and found the practices of the proposed program model to be successful in measures related to Best Starts outcomes and indicators. See Section IV. <i>Evaluation</i> for a list of outcomes and indicators. OR At least one study utilizing some form of control or comparison group has established the program model’s efficacy in improving parenting and child wellbeing in measures related to the Best Starts outcomes and indicators. See Section IV. <i>Evaluation</i> for a list of outcomes and indicators.


HBS Community-Designed Models (CDM). At Best Starts, “evidence” includes community-based expertise, such as experience, knowledge and local client data. Proposed CDM programs must meet the Foundational Principles, Model Requirements, and Core Components listed below, either directly or in partnership with another agency or program.

ELEMENT:	DESCRIPTION:
Foundational Principles: a set of values that serves as the foundation for your approach to the work.	<p>All proposed programs should meet and demonstrate at least 2 of the following principles:</p> <ul style="list-style-type: none"> Support responsive relationships between children and caregivers. Strengthen core life skills for children and/or caregivers. Promote and support healthy early childhood development. Promote healthy birth outcomes. Reduce sources of stress in the lives of children and families.
Model Requirements:	<p>Proposed programs must meet the following minimum requirements:</p> <ul style="list-style-type: none"> Setting: At least 60% of the home-based service activities must be delivered in a home setting or safe space as identified by the family. Relationship-Based: Families are positively impacted by the ongoing relationship between the home visitor and caregiver, and the caregiver and child. Program Focus: At least 60% of the home-based service activities should focus on the child and caregiver(s) or broader kin group. We encourage



	<p>applicants to include program activities that gather community and build social support networks.</p> <ul style="list-style-type: none"> • Frequency: There is no minimum meeting frequency requirement.
<p>Core Components: the most important elements that make up a program and inform your work—and that make your program unique and distinct.</p>	<ul style="list-style-type: none"> • The proposal must identify and describe the core components that will be implemented in the proposed program. • Core components may include, but are not limited to: <ul style="list-style-type: none"> ○ types of activities ○ staffing qualifications or requirements ○ policy or practice guidelines ○ assessments and/or screenings administered, ○ use of specific curricula or program materials. • This RFP does not require the use of any particular core component. However, in the program description, applicants are required to describe their core components.

Contracts for **HBS** will begin **July 1, 2026**, and run through December 31, 2027.

HOME-BASED SERVICES (HBS):			
Strategy	Jul to Dec 2026	Jan to Dec 2027	Total (18 months)
<p>HBS</p> 	Up to \$2,246,500.00	Up to \$4,614,350.00	<p>Up to \$6,860,850.00</p> <p>Estimated awards will range from \$300,000 - \$430,000 per 18 months.</p>

UNIVERSAL DEVELOPMENTAL SCREENING & PROMOTION (UDSP):



Universal Developmental Screening & Promotion (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, child care or early learning settings –and in a wide variety of other

community settings. When families have a concern about a child's development, a referral to early supports such as Early Support for Infants and Toddlers (ESIT) and timely connections may have a big impact on family wellbeing, children's progress, and later success in school and life.

All UDSP programs will partner with families to increase interest in and access to developmental information, screening, and referrals for young children and to destigmatize developmental differences. Programs will offer culturally rooted and culturally responsive services that include:

- Developmental education, monitoring, and/or screenings,
- Referrals with warm connections when additional developmental supports are needed,
- Strategies to reduce stigma, promote belonging, and address misconceptions about developmental delays, disabilities, and mental health concerns.

Applicants must select at least one of the following services for their proposed UDSP program:


SERVICE:	DESCRIPTION:
Parent Champions (Prenatal to 5 years old):	<p>Parents are compensated to provide Developmental Promotion to peers in their communities. Programs will select, train, and support parent(s)/caregiver(s) to provide developmental education, monitoring, and/or screening to peers in the environments best suited for their communities and peers. Parents/caregivers will have opportunities to advise, co-create, or lead program creation or implementation and to participate in professional development alongside program staff.</p>
Learning Opportunities and Developmental Screenings (Prenatal to 5 years old)	<p>Programs will provide screenings and design customized learning opportunities.</p> <p>Approaches to early parenting practices and early childhood development are greatly influenced by the family's culture. Learning Opportunities will cover development-focused topics embedded within the cultural context of the focus population.</p> <p>Screenings will be provided in the families' preferred language and adapted ensure culturally responsive and strength-based approaches. Learning opportunities and screenings will be:</p> <ul style="list-style-type: none"> • Strengths-based and promote Parents/Caregivers as the experts on their children. • Delivered using content and activities that are rooted in audience's culture and/or values and practices. • Community-informed through an intentional process to gather and use community input; and • Responsive to all language preferences and learning needs of the audience. • Engage families in developmental and social-emotional screenings that honor the families' culture and are completed in their preferred language.



	<ul style="list-style-type: none"> • Reduce stigma associated with developmental delays, disabilities and mental health concerns. • Facilitate warm connections to supportive services as necessary. <p>Learning Opportunities include, but are not limited to: discussion groups, coaching and/or mentoring, peer learning, coffee/teatime discussions; in-person, virtual, or hybrid.</p>
Focused Supports for 3- to 5-Year-Olds	<p>Design programming that bridges the service gap that 3, 4, and 5-year-olds often experience.</p> <p>Key activities of this focus are:</p> <ul style="list-style-type: none"> • Offering developmental screening unless the child already has a diagnosed delay or disability, • Facilitating warm connections to relevant developmental supports and services, • Partnering with local Child Find or Early Childhood Special Education programs, to ease a family's experience navigating such services, and • Informing families of their rights, building awareness about supports and resources, and promoting advocacy skills.

Contracts for **UDSP** will begin **July 1, 2026**, and run through December 31, 2027.

UNIVERSAL DEVELOPMENTAL SCREENING & PROMOTIONS (UDSP):

Strategy	Jul to Dec 2026	Jan to Dec 2027	Total (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 .

IV. Evaluation

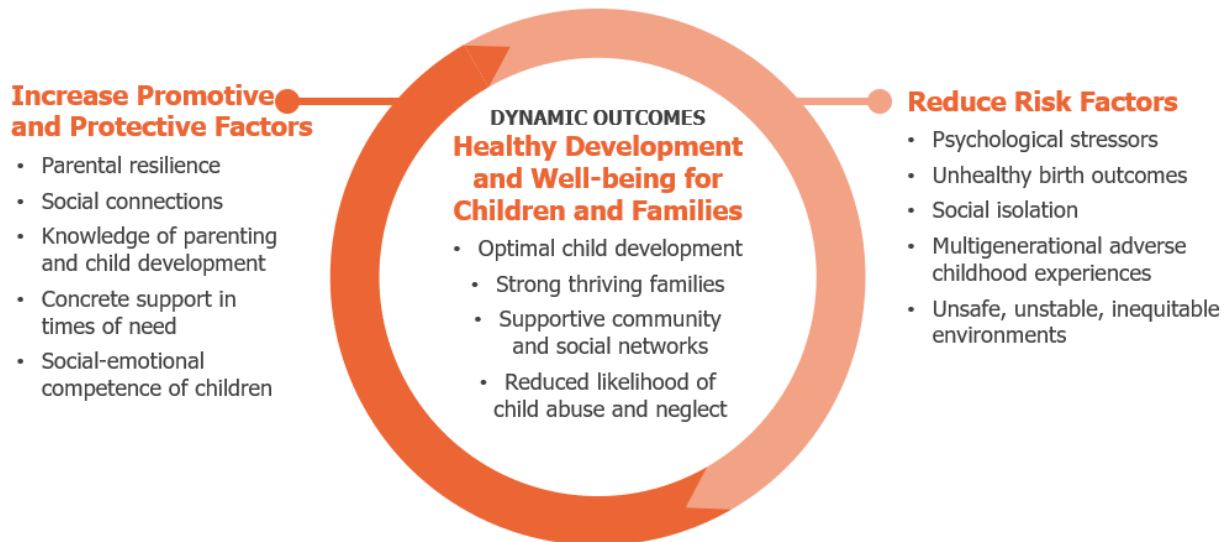
A. Evaluation

Best Starts aims to ensure babies are born healthy and are provided with a strong foundation for lifelong health and well-being. We focus on improving health outcomes by mitigating risk and increase families' health, safety and social/emotional well-being.

This RFP strives to achieve the following outcomes:



- **Parental resilience:** Caregivers have strategies such as mindfulness and cultural traditions to help them respond to stresses, trauma, and adverse experiences.
- **Social Connections:** Caregivers have stronger relationships with their child(ren), fellow caregivers, and other members of the community.
- **Knowledge of parenting and child development:** Caregivers understand how children develop and how they can support the development of their child in preparation for school-readiness.
- **Concrete supports:** Caregivers have access to the supports and resources they need in a timely manner and understand how to access and navigate support systems. Resources can include but are not limited to basic needs supplies and external and internal referrals.
- **Knowledge of social-emotional competence of child:** Caregivers understand their child's social and emotional wellbeing. Caregivers can help children name how they are feeling, communicate what they need, and regulate their emotions.



Not all proposed programs are designed to meet all the indicators. In addition, if the proposal is funded, Best Starts will collaborate with the awardee to develop an evaluation plan based on the indicators outlined above. The awardee will be required to collect and report on the data identified in the evaluation plan for the purpose of learning and improvement.

B. Embedded Program Supports

Capacity-Building Support

Programs may receive capacity-building support 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 to reach effective and equitable outcomes. 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, 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.

V. Eligibility

- A. **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.
- B. **Programs:** Organizations can propose a single scope of work or multiple scopes of work in any area of this RFP. 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.

Note: If you are applying for multiple strategies, please be sure to complete ALL proposals using the ZoomGrants links found on the cover page of this RFP.

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

Eligibility requirements for all areas of this RFP include:

- Proposed programs serve expecting family and/or families with children up to age five.
- Proposed programs and services are provided within King County

- D. **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.

VI. Available Funding

A. Available Funding


Approximately \$15,819,900.00 is available through Best Starts to support the work described in this RFP.

CBPS contracts will begin **January 1, 2026**, and run through December 31, 2027. Contracts for **HBS** and **UDSP** will each begin **July 1, 2026**, and run through December 31, 2027.

COMMUNITY-BASED PARENTING SUPPORTS (CBPS)


Strategy	Jan to Dec 2026	Jan to Dec 2027	Total (24 months)
	Up to \$2,507,813.00	Up to \$2,563,237.00	Up to \$5,071,050.00
	Estimated Award Amounts per 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):

Strategy	Jul to Dec 2026	Jan to Dec 2027	Total (18 months)
	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.



UNIVERSAL DEVELOPMENTAL SCREENING & PROMOTIONS (UDSP):

Strategy	Jul to Dec 2026	Jan to Dec 2027	Total (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 .

Considerations:

- Any contract awarded as a result of this procurement is contingent upon the availability of funding.
- Certificate of business insurance that meets the requirements found at the following links are required for contracting:
 - [DCHS contract insurance requirements - King County, Washington](#)
 - [PHSKC Insurance requirements - King County, Washington](#)
- PHSKC and DCHS reserve the right to not award all funds advertised in this RFP.
- Applicants are expected to **estimate** and develop a **sample budget** covering proposed goals, activities, and outcomes. See Section *VIII. Application Process*

B. Program Budget

All proposals will complete and attach a **sample budget per proposed program/project (service)** which will include all costs for implementation covering proposed goals, activities, and outcomes.

Proposals must consider the following while completing the budget:

- Costs are reasonable and justified;
- Budget is complete and aligns with proposed activities;
- Thriving wages intentionally address racial wage inequities and positional wage disparities and are a strategy for retaining and recruiting staff;

C. Funding Priorities

In alignment with the Best Starts Equity and Social Justice framework and values, this RFP will prioritize organizations that:

- Demonstrate being **Reflective of Communities Served** in King County. This includes:
 - Organizations and staff that are reflective of the lived experience and values of the proposed focus community, and have deep relationships with it.
 - Staff that serve in management and leadership roles should be 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.

- Demonstrate a history of being **Connected to Community Served** in King County. This includes:
 - Organization must be deeply connected to and in relationship with proposed focus community.
 - Organization must have regular processes for engaging and soliciting community input on approach, strengths, needs, and services.
- 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.
 - Organization must demonstrate clear staffing plans, including practices to hire, onboard and support staff wellbeing.

VII. 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.

Request for Proposal (RFP) open date	April 28, 2025
Proposal Information Sessions Session 1: Monday, May 19, 2025 (2pm – 3pm) Session 2: Wednesday, June 4, 2025 (10am – 11am)	May 19, 2025 June 4, 2025
Final day to initiate request for free technical assistance	June 13, 2025
Final day to submit questions via ZoomGrants	June 13, 2025, by 2:00pm
Applications due (by invitation only)	June 20, 2025, by 2:00pm
Responses reviewed	July 2025
Interviews with applicants (if applicable) <i>King County reserves the right to conduct interviews as needed to make award determinations.</i>	July 21-25, 2025 <i>Invitations July 18</i>
Notification of selected and non-selected applicants	September 2025
Anticipated program/contract start dates	CBPS: January 1, 2026



HBS: July 1, 2026

UDSP: July 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 (listed on RFP's title page) directly to avoid a late submission.

Applicants are encouraged to complete their proposals 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 Sessions

Two RFP information sessions are scheduled to be held at the dates and times indicated in the schedule. The location of the RFP information sessions will be via Zoom. Applicants should attend; however, attendance is not mandatory.

PHSKC will only adhere to the PHSKC-written answers to questions. Questions arising at the RFP information sessions or in subsequent communication with the RFP Lead will be documented and answered in written form. A copy of the questions and answers will be posted as an RFP addendum or amendment on ZoomGrants, respectively. Applicants are responsible to check ZoomGrants for any posted addendums or amendments to this RFP.

RFP Information sessions:

Session 1: Monday, May 19, 2025 | 2:00 pm to 3:30 pm

Meeting URL:

<https://kingcounty.zoom.us/j/81860469100?pwd=z14ha1bsxV5aOaVuQFb5ZcbOoM7Ucb.1>

Meeting ID: 818 6046 9100

Meeting Passcode: 891159

Session 2: Wednesday, June 4, 2025 | 10:00 am to 11:30 am

Meeting URL:

<https://kingcounty.zoom.us/j/86398402278?pwd=IRUXcWxuT9wfYD7faaKfCVLtQ4tBsV.1>

Meeting ID: 863 9840 2278

Meeting Passcode: 971577

Interviews (for clarification purposes, by invitation only):

July 21 – July 25

**Meeting links will be shared on July 18, with the invitation, during RFP screening*

D. Communication

1. RFP Communication

All proposal documents will be uploaded through ZoomGrants, as described in Section VIII. *Application 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 applicant 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.

VIII. Application Process

RFP Proposal applications are hereby solicited and will be received using the links above through ZoomGrants no later than 2:00 p.m. on Friday, June 20, 2025. 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 RFP Lead as noted on this RFP.

Complete application packages will include the following:

- Complete answers to all Narrative Questions **(scored)**
- Complete answers to Summary Question (unscored)
- Answer to zip code question on ZoomGrants (unscored)



- Complete budget template (unscored)
 - See Attachment B for budget template worksheet
- Signed Terms and Agreement (unscored)
 - See Attachment A for Acceptance of Terms document

IX. Application Assistance

Application assistance (also known as technical assistance or TA) is free and available to support organizations in applying to this RFP. The main purpose of technical assistance 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:

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

See Attachment C and D in the ZoomGrants library and/or the [Best Starts website](#) for the list of TA consultants and their contact information. Organizations wishing to access application assistance should email the consultant they choose 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.

We encourage you to only contact one TA consultant at a time and allow them 24 hours to respond before contacting any other TA consultants.

X. Selection Process

A. 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 the required information requested in the RFP. Only responsive proposals that meet the threshold requirements will be evaluated by the designated review panel. Any applicant who does not meet the stated qualifications or any proposals 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 process for choosing awardee(s) will include evaluation of the narrative and accompanying documents and potentially interviews.

The eligibility and prioritization criteria that will be used during the evaluation process can be found in Section V. *Eligibility* and VI.C *Funding Priorities* as well as *Attachment H*. 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.

C. Review Process

The RFP review panel may consist of King County staff, external subject matter experts, evaluators, community members, advisory board members, participants with past or current lived experience, and members or designees of the King County Council (who will serve as nonvoting members). Best Starts for Kids values the perspectives of community members, including those with lived experience. All efforts will be made to include a minimum of 2 individuals representing the community. Following application review, applicants may be asked to participate in an interview with the review panel prior to final scoring of applications.

During the RFP Proposal applications, the RFP review panel will score each application based on the rating criteria described in Section V. *Eligibility* and VI.C *Funding Priorities* as well as *Attachment H* of this RFP and create a ranking of applications based on highest to lowest scoring. The reviewer's scores will be a factor used by the RFP review panel to develop

recommendations on the selection of awardees, along with factors such as geographic areas and population served. King County also reserves the right to serve as a its own reference.

D. 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 applications for award, and it will execute contracts based upon the final selections.

E. 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 application 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 application has been reached between the applicant and the County.

XI. List of Attachments Provided by BSK

- A. Acceptance of Terms and Conditions (required submission)**
- B. Unsourced SAMPLE Budget (required submission)**
- 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)