



# **NEW YORK STATE PARENTING EDUCATION PARTNERSHIP**

## **Request for Proposals**

**Grant Procurements**

**(On-Line Submission Required)**

**March 2023**

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## 1. Introduction and Background

### 1.1 Purpose of the Request for Proposal

The NYS Office of Mental Health (OMH), in collaboration with NYS Office of Children and Family Services (OCFS)\*, announces the availability of funds to support the statewide work of the New York State Parenting Education Partnership ([NYSPEP](#)).

The NYS Parenting Education Partnership (NYSPEP) is a professional organization comprised of and for individuals engaged in or interested in parenting education. Membership in this statewide, cross-systems partnership includes parenting educators, parents, students, leaders who provide services to parents and families, and those who fund, support and advocate for parenting education, at local and state levels in New York.

NYSPEP's vision is that all children will grow up in nurturing families with parents (caregivers) that have the knowledge, skills and confidence to promote their healthy development. NYSPEP's [mission](#) is to promote and improve parenting education, in order to enhance parenting skills, knowledge and behavior. To achieve this mission and vision, NYSPEP actively promotes the importance of universal parenting education as foundational for supporting children's healthy social-emotional development, supports cross systems efforts to deliver quality, evidence-based parent education programs across New York State.

OMH continues to prioritize our commitment to the health and well-being of the youngest New Yorkers. The goal is to promote an intentional focus on prevention activities by identifying and implementing evidence-based and data-informed preventive practices.

OMH supports parenting education as a core component of a comprehensive strategy to strengthen family and community approaches to healthy child development. Research supporting parenting education indicates that: "Behavioral and cognitive-behavioral group-based parenting interventions are effective and cost-effective for improving child conduct problems, parental mental health and parenting skills in the short term" (Evidence-Based Child Health Journal, 2013).<sup>i</sup> Research also shows that parent education strengthens families and reduces the risk of maltreatment and that effective program characteristics include 'qualified staff' and 'parent partnership.'<sup>ii</sup>

This funding opportunity is intended to support the implementation of activities that are identified by the NYSPEP Steering Committee to accomplish NYSPEP's mission and goals as outlined in the NYSPEP Logic Model. The awardee will serve as the Fiscal Agent for NYSPEP funding, will provide administrative staffing, and will ensure the completion of the projects and deliverables planned by the Steering Committee to strengthen the delivery of quality parenting education.

One award will be made in an amount of up to \$2 million for a five-year contract. Annual funding for each of the five years will be up to \$400,000, depending upon the availability of appropriations.

*\* Federal Community-Based Child Abuse Prevention (CBCAP) program funding is being used in this RFP. This funding is designed to implement primary and secondary prevention and to support community-based programs with the goal of preventing child abuse/maltreatment and/or preventing the recurrence of child abuse/maltreatment; and improving outcomes for families at risk of or experiencing child abuse and/or maltreatment. CBCAP is authorized as part of the Child Abuse Prevention and Treatment Act (CAPTA) and has a rich history of promoting efforts to support families and prevent child maltreatment. CAPTA emphasizes support for community-based efforts to develop, operate, expand, enhance, and coordinate initiatives, programs, and activities to prevent child abuse and neglect.*

## **1.2 Target Population/Eligibility Criteria**

Membership in this statewide, cross-systems partnership includes parenting educators, parents, students, leaders who provide services to parents and families, and those who fund, support and advocate for parenting education, at local and state levels in New York.

## **2. Proposal Submissions**

### **2.1 Designated Contact/Issuing Officer**

OMH has assigned an Issuing Officer for this project. The Issuing Officer or a designee shall be the sole point of contact regarding the RFP from the date of issuance of the RFP until the issuance of the Notice of Conditional Award. To avoid being deemed non-responsive, an applicant is restricted from making contact with any other personnel of OMH regarding the RFP. Certain findings of non-responsibility can result in rejection for a contract award. The Issuing Officer for this RFP is:

Amanda Szczepkowski  
Contract Management Specialist 2  
New York State Office of Mental Health  
Contracts and Claims  
44 Holland Avenue, 7<sup>th</sup> Floor

Albany, NY 12229  
[Amanda.szczepkowski@omh.ny.gov](mailto:Amanda.szczepkowski@omh.ny.gov)

## 2.2 Letter of Intent

Agencies interested in responding to this Request for Proposal **must** submit a Letter of Intent to Bid to the OMH Issuing Officer by April 12, 2023. The Letter of Intent to Bid shall be non-binding.

Please email the letter of intent to the Issuing Officer:

[Amanda.szczepkowski@omh.ny.gov](mailto:Amanda.szczepkowski@omh.ny.gov)

## 2.3 Key Events/Timeline

RFP Release Date	3/1/2023
Letter of Intent to Bid Due	4/12/2023
Questions Due	3/15/2023
Questions and Answers Posted on Website	3/29/2023
Proposals Due by 2:00 PM EST*	4/19/2023
Anticipated Award Notification	5/10/2023
Anticipated Contract Start Date	7/1/2023

\*OMH strongly advises that applicants do not wait until the last day/last few hours to complete and submit applications/proposals to Grant RFPs. Exceptions will not be considered or made for an applicant who cannot complete their proposal/application by the due date and time of the RFP.

## 2.4 Disposition of Proposals

All proposals submitted by the due date and time become the property of OMH. Any proposals not received by the due date and time do not get reviewed and are excluded from consideration.

## 2.5 Eligible Agencies

Eligible applicants are public, private, for-profit and not-for-profit agencies with 501(c)(3) incorporation operating in New York State that have demonstrated experience providing and/or supporting delivery of quality parenting education.

Please be advised that all questions regarding Eligibility will be responded to through the official posting of the Questions and Answers. No questions about Eligibility will be responded to either individually or prior to the posting of the Q&As.

## **2.6 RFP Questions and Clarifications**

All questions or requests for clarification concerning the RFP shall be submitted in writing to the Issuing Officer by e-mail to [Amanda.szczepkowski@omh.ny.gov](mailto:Amanda.szczepkowski@omh.ny.gov) by 4:00 PM EST on the “Questions Due” date indicated in section 2.3 and will be limited to addressing only those questions submitted by the deadline. No questions can be submitted or will be answered after this date. No questions will be answered by telephone or in person.

The questions and official answers will be posted on the OMH website by March 29, 2023.

## **2.7 Addenda to Request for Proposals**

In the event that it becomes necessary to revise any part of the RFP during the application submission period, an addendum will be posted on the OMH website, the Grants Gateway and the NYS Contract Reporter.

It is the applicant’s responsibility to periodically review the OMH website, the NYS Contract Reporter and Grants Gateway to learn of revisions or addendums to this RFP. No other notification will be given.

## **2.8 Disqualification Factors**

Following the opening of bids, a preliminary review of all proposals will be conducted by the Issuing Officer or a designee to review each proposal’s submission for completeness and verify that all eligibility criteria have been met. Additionally, during the proposal evaluation process, evaluators will also be reviewing eligibility criteria and confirming that they have been met. During the course of either of these review processes, proposals that do not meet basic participation standards will be disqualified, specifically:

- Proposals from applicants that do not meet the eligibility criteria as outlined in 2.5; or
- Proposals that do not comply with bid submission and/or required format instructions as specified in 2.10 or
- Proposals from eligible not-for-profit applicants who have not completed Vendor Prequalification, as described in 2.10, by the proposal due date of 2:00 PM EST on April 19, 2023.

## **2.9 Grants Gateway Requirement**

Pursuant to the New York State Division of Budget Bulletin H-1032, dated June 7, 2013, New York State has instituted key reform initiatives to the grant contract process which require not-for-profits to register in

the [Grants Gateway](#) and complete the Vendor Prequalification process in order for proposals to be evaluated and any resulting contracts executed.

Proposals received from eligible not-for-profit applicants who have not been Prequalified by the proposal due date of 2:00 PM EST on 4/19/19 cannot be evaluated; therefore, such proposals will be disqualified from further consideration.

**Please do not delay in beginning and completing the prequalification process. The State reserves five (5) days to review submitted prequalification applications. Prequalification applications submitted to the State for review less than 5 days prior to the RFP due date and time may not be considered. Applicants should not assume their prequalification information will be reviewed if they do not adhere to this timeframe.**

## **2.10 Instructions for Bid Submission and Required Format**

Each proposal submission through the Grants Gateway is required to contain:

- Operating Budget (Appendix B)
- Budget Narrative (Appendix B1)

**All applicants must be registered with the New York State Grants Gateway System (GGS) and all Not-for-Profit agencies must be prequalified prior to proposal submission.**

**If you are not already registered:**

Registration forms are available at the GGS website:

<https://grantsmanagement.ny.gov/register-your-organization>

Include your SFS Vendor ID on the form; if you are a new vendor and do not have a SFS Vendor ID, include a Substitute for W-9 with your signed, notarized registration (also available from the website).

All registration must include an Organization Chart in order to be processed. When you receive your login information, log in and change your password.

If you are an applicant, and have problems complying with this provision, please contact the GGS help desk via email: [Grantsgateway@its.ny.gov](mailto:Grantsgateway@its.ny.gov) -- OR -- by telephone: 1-518-474-5595.

**How to Submit a Proposal**

Proposals must be submitted online via the Grants Gateway by the date and time posted on the cover of this RFP. Tutorials (training videos) for use of the Grants Gateway (and upon user log in):



**You must use Microsoft Edge to access the Grants Gateway. Using Chrome or Firefox causes errors in the Work Plan section of the application.**

To apply, log into the Grants Gateway as a Grantee, Grantee Contract Signatory or Grantee System Administrator and click on the View Opportunities button under View Available Opportunities. To get started, in the Search Criteria, enter the Grant Opportunity name provided on the cover page of this RFP, select the Office of Mental Health as the Funding Agency and hit the Search button. Click on the name of the Grant Opportunity from the search results grid and then click on the APPLY FOR GRANT OPPORTUNITY button located at the bottom left of the Main page of the Grant Opportunity.

In order to access the online proposal and other required documents such as the attachments, you MUST be registered and logged into the NYS Grants Gateway system in the user role of either a “Grantee” or a “Grantee Contract Signatory” or a “Grantee System Administrator”.

The ‘Grantee’ role may ONLY Initiate and Save changes to the application such as add/update information to forms, upload documents while the user logged in as a ‘Grantee Contract Signatory’ or a ‘Grantee System Administrator’ role can perform all the tasks of Grantee role and in addition, can SUBMIT the application to the State. When the application is ready for submission, click the ‘Status Changes’ tab, then click the ‘Apply Status’ button under “APPLICATION SUBMITTED” before the due date and time.

For further information on how to apply, and other information, please refer to the Vendor User Manual document.

Reference materials and videos are available for Grantees applying to funding opportunities on the NYS Grants Gateway. Please visit the Grantee Documents section on Grants Management website.

Late proposals will not be accepted. Proposals will not be accepted via fax, e-mail, hard copy or hand delivery.

#### Helpful Links

Some helpful links for questions of a technical nature are below.

Grants Reform Videos (includes a document vault tutorial and an application tutorial) on

YouTube: <http://www.youtube.com/channel/UCYnWskVc7B3ajjOVfOHL6UA>

(Technical questions)

Grants Team Email (Proposal Completion, Policy and Registration questions): [grantsgateway@its.ny.gov](mailto:grantsgateway@its.ny.gov) or by phone at 518-474-5595.

## **2.11 Instructions for completing the Workplan and Objectives in NYS Grants Gateway**

The Workplan Overview Form will be used to create the Work Plan portion of the contract. Some of the information requested will be duplicative of information provided earlier in the application. Be sure to follow the guidance provided below.

The Work Plan Period should reflect the anticipated contract period. Contracts will be approved for a five-year term.

The Project Summary section should include a high-level overview of the project as instructed.

The Organizational Capacity section should include the information requested regarding staffing and relevant experience of staff and any applicable consultants to be involved in undertaking the proposed project. The Objectives and Tasks section should identify grantee-defined objectives and tasks that are relevant to the completion of the proposed project. To get started, add your first Objective Name and Description and then click the [SAVE] button at the top of the page. After hitting Save, a field for the Task Name and Task Description will show under the Objective box. Complete both fields and hit the [SAVE] button at the top of the page. After entering the Task information and clicking Save, you will now see a box for the Performance Measure information and a box to enter a second Task. Enter a Performance Measure Name and select the Performance Measure Data Capture Type from the dropdown box. The type you choose from the dropdown will show on the screen for you to complete. Once you've entered the name, data capture type and the text/integer/or date as applicable, click the [SAVE] button at the top of the page.

For Performance Measure Name restate the Objective then enter the narrative requested in the box below. Performance Measures are also grantee-defined and should reflect some measurable benchmark(s), as required by the RFP. Once entered, click Save. You may continue to add Objectives, Tasks and Performance Measures up to and including the max amount allowed by the state.

The online Workplan is essentially an outline/summary of the work associated with the Project(s) described in the sections above. Please note that if an application is selected for award, the Workplan will be subject to change and can be updated during the contract development/negotiation process.

Applicants should refer to Section 5.2.4 Grantee Defined Workplan of the 'Grantee User Guide' ([Click here for Grants Gateway: Vendor User Guide](#)) for detailed instructions on how to complete the Workplan.

### 3. Administrative Information

#### 3.1 Reserved Rights

OMH reserves the right to:

- Reject any or all proposals received in response to the RFP that are deemed non-responsive or do not meet the minimum requirements or are determined to be otherwise unacceptable, in the agency's sole discretion;
- Withdraw the RFP at any time, at the agency's sole discretion
- Make an award under the RFP in whole or in part;
- Disqualify and applicant whose conduct and/or proposal fails to conform to the requirements of the RFP;
- Seek clarifications and revisions of proposals for the purposes of assuring a full understanding of the responsiveness to this solicitation requirements;
- Use proposal information obtained through the state's investigation of an applicant's qualifications, experience, ability or financial standing, and any material or information submitted by the applicant in response to the agency's request for clarifying information in the course of evaluation and/or selection under the RFP;
- Prior to the bid opening, direct applicants to submit proposal modifications addressing subsequent RFP amendments;
- Prior to the bid opening, amend the RFP specifications to correct errors or oversight, supply additional information, or extend any of the scheduled dates or requirements and provide notification to potential bidders via the OMH website, Grants Gateway and the New York State (NYS) Contract Reporter;
- Eliminate any non-material specifications that cannot be complied with by all of the prospective applicants;
- Waive any requirements that are not material;
- Negotiate any aspect of the proposal with the successful applicant in order to ensure that the final agreement meets OMH objectives and is in the best interests of the State;
- Conduct contract negotiations with the next responsible applicant, should the agency be unsuccessful in negotiating with the selected applicant;
- Require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of an applicant's proposal and/or to determine an applicant's compliance with the requirements of the solicitation;

- Cancel or modify contracts due to insufficiency of appropriations, cause, convenience, mutual consent, non-responsibility, or a “force majeure”;
- Change any of the scheduled dates stated in the RFP.

### **3.2 Debriefing**

OMH will issue award and non-award notifications to all applicants. Non-awarded applicants may request a debriefing in writing requesting feedback on their own proposal, within 15 business days of the OMH dated letter. OMH will not offer debriefing to providers who are awarded a team. OMH will not offer ranking, statistical, or cost information of other proposals until after the NYS Office of the State Comptroller has approved all awards under this RFP. Written debriefing requests may be sent to the Designated Contact, as defined in Section 2.1.

### **3.3 Protests Related to the Solicitation Process**

Protests based on errors or omissions in the solicitation process, which are or should have been apparent prior to the deadline for receipt of all written questions for this RFP, must be filed prior to the deadline for questions. In the event an applicant files a timely protest based on error or omission in the solicitation process, the Commissioner of OMH or their designee will review such protest and may, as appropriate, issue a written response or addendum to the RFP to be posted on the OMH website in the RFP section. Protests of an award decision must be filed within fifteen (15) business days after the notice of conditional award or five (5) business days from the date of the debriefing. The Commissioner or their designee will review the matter and issue a written decision within twenty (20) business days of receipt of protest.

All protests must be in writing and must clearly and fully state the legal and factual grounds for the protest and include all relevant documentation. The written documentation should clearly state reference to the RFP title and due date. Such protests must be submitted to:

New York State Office of Mental Health  
Commissioner Ann Marie T. Sullivan, M.D.  
44 Holland Ave  
Albany, NY 12229

### **3.4 Term of Contracts**

The contracts awarded in response to this RFP will be for a five-year term. Selected applicants awarded a contract under this RFP will be required to adhere to all terms and conditions in OMH’s Master Grant Contract.

OMH reserves the right to change the contract term for the first year so that it is more or less than 12 months in order to align the contract dates

with OMH's contract cycle (NYC Providers - July 1 through June 30; Rest of State Providers – January 1 through December 31).

### **3.5 Minority and Women Owned Business Enterprises**

OMH recognizes its obligation to promote opportunities for maximum feasible participation of certified minority and women-owned business enterprises (MWBEs) and the employment of minority group members and women in the performance of OMH. OMH expects that all contactors make a good-faith effort to utilize Minority and/or Women Owned Business Enterprises (M/WBE), on any award resulting from this solicitation in excess of \$25,000 for commodities and services or \$100,000 for construction.

With respect to MWBEs, each award recipient must document its good faith efforts to provide meaningful opportunities for participation by MWBEs as subcontractors and suppliers in the performance of the project to be described in each grant disbursement agreement, and must agree that OMH may withhold payment pending receipt of the required MWBE documentation. The directory of MWBEs can be viewed at <https://ny.newnycontracts.com>. For guidance on how OMH will determine a contractor's "good faith efforts", refer to 5 NYCRR §142.8. In accordance with 5 NYCRR § 142.13, each award recipient acknowledges that if it is found to have willfully and intentionally failed to comply with the MWBE participation goals set forth herein and in its grant disbursement agreements, such finding constitutes a breach of contract and OMH may withhold payment from the award recipient as liquidated damages.

Such liquidated damages shall be calculated as an amount equaling the difference between: (1) all sums identified for payment to MWBEs had the award recipient achieved the contractual MWBE goals; and (2) all sums paid to MWBEs for work performed or material supplied under the grant disbursement agreement.

By applying, an Applicant agrees to demonstrate its good faith efforts to achieve its goals for the utilization of MWBEs by submitting evidence thereof in such form as OMH shall require. Additionally, an Applicant may be required to submit the following documents and information as evidence of compliance with the foregoing:

A. An MWBE Utilization Plan, which shall be submitted in conjunction with the execution of the grant disbursement agreement except as otherwise authorized by OMH. Any modifications or changes to the MWBE Utilization Plan after the execution of the grant disbursement agreement must be reported on a revised MWBE Utilization Plan and submitted to OMH.

OMH will review the submitted MWBE Utilization Plan and advise the award recipient of OMH acceptance or issue a notice of deficiency within 30 days of receipt.

B. If a notice of deficiency is issued, the award recipient will be required to respond to the notice of deficiency within seven (7) business days of receipt by submitting to OMH, a written remedy in response to the notice of deficiency. If the written remedy that is submitted is not timely or is found by OMH to be inadequate, OMH shall notify the award recipient and direct the award recipient to submit within five (5) business days, a request for a partial or total waiver of MWBE participation goals. Failure to file the waiver form in a timely manner may be grounds for disqualification of the bid or proposal.

OMH may refuse to enter into a grant disbursement agreement, or terminate an existing grant disbursement agreement resulting from this solicitation, under the following circumstances:

- a. If an award recipient fails to submit a MWBE Utilization Plan;
- b. If an award recipient fails to submit a written remedy to a notice of deficiency;
- c. If an award recipient fails to submit a request for waiver; or,
- d. If OMH determines that the award recipient has failed to document good faith efforts

The award recipient will be required to attempt to utilize, in good faith, any MBE or WBE identified within its MWBE Utilization Plan, during the performance of the project. Requests for a partial or total waiver of established goal requirements may be made at any time during the term of the project, but must be made no later than prior to the submission of a request for final payment under the grant disbursement agreement.

Each award recipient will be required to submit a Quarterly MWBE Contractor Compliance & Payment Report to OMH over the term of the project, in such form and at such time as OMH shall require, documenting the progress made toward achievement of the MWBE goals established for the project.

### **3.6 Participation Opportunities for New York State Certified Service-Disabled Veteran Owned Business**

Article 17-B of the New York State Executive Law provides for more meaningful participation in public procurement by certified Service-Disabled Veteran-Owned Business (SDVOB), thereby further integrating such businesses into New York State's economy. OMH recognizes the need to promote the employment of service-disabled veterans and to ensure that certified service-disabled veteran-owned businesses have opportunities for maximum feasible participation in the performance of OMH contracts.

In recognition of the service and sacrifices made by service-disabled veterans and in recognition of their economic activity in doing business in New York State, applicants are expected to consider SDVOBs in the fulfillment of the requirements of the Contract. Such participation may be as subcontractors or suppliers, as proteges, or in other partnering or supporting roles.

OMH hereby establishes an overall goal of 0% for SDVOB participation, based on the current availability of qualified SDVOBs. For purposes of providing meaningful participation by SDVOBs, the Applicant/Contractor would reference the directory of New York State Certified SDVOBs found at <https://ogs.ny.gov/Veterans>. Additionally, following any resulting Contract execution, Contractor would be encouraged to contact the Office of General Services' Division of Service-Disabled Veterans' Business Development to discuss additional methods of maximizing participation by SDVOBs on the Contract.

It would be required that "good faith efforts" to provide meaningful participation by SDVOBs as subcontractors or suppliers in the performance of a resulting awarded Contract as documented.

### **3.7 Equal Opportunity Employment**

By submission of a bid or proposal in response to this solicitation, the Applicant/Contractor agrees with all terms and conditions of Master Contract for Grants, Section IV(J) – Standard Clauses for All New York State Contracts including Clause 12 – Equal Employment Opportunities for Minorities and Women. The Contractor is required to ensure that it and any subcontractors awarded a subcontract over \$25,000 for the construction, demolition, replacement, major repair, renovation, planning or design of real property and improvements thereon (the "Work"), except where the Work is for the beneficial use of the Contractor, undertake or continue programs to ensure that minority group members and women are afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status. For these purposes, equal opportunity shall apply in the areas of recruitment, employment, job assignment, promotion, upgrading, demotion, transfer, layoff, termination, and rates of pay or other forms of compensation. This requirement does not apply to (i) work, goods, or services unrelated to the Contract; or (ii) employment outside New York State.

The Applicant will be required to submit a Minority and Women-Owned Business Enterprises and Equal Opportunity Policy Statement, to the State Contracting Agency with their bid or proposal. To ensure compliance with this Section, the Applicant will be required to submit with the bid or proposal an Equal Opportunity Staffing Plan (Form # to be supplied during contracting process) identifying the anticipated work force to be utilized on the Contract. If awarded a Contract, Contractor shall submit a Workforce Utilization Report, in such format as shall be required by the Contracting State Agency on a monthly or quarterly basis during the term of the contract. Further, pursuant to Article 15 of the Executive Law (the "Human Rights Law"), all other State and Federal statutory and constitutional and non-discrimination provisions, the Contractor and sub-contractors will not discriminate against any employee or applicant for employment status because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status, or domestic violence victim status, and shall also follow the requirements of the Human Rights Law with regard to non-discrimination on the basis of

prior criminal conviction and prior arrest. Please Note: Failure to comply with the foregoing requirements may result in a finding of non-responsiveness, non-responsibility and/or a breach of the Contract, leading to the withholding of funds, suspension or termination of the Contract or such other actions or enforcement proceedings as allowed by the Contract.

### **3.8 Sexual Harassment Prevention Certification**

State Finance Law §139-l requires applicants on state procurements to certify that they have a written policy addressing sexual harassment prevention in the workplace and provide annual sexual harassment training (that meets the Department of Labor's model policy and training standards) to all its employees. Bids that do not contain the certification may not be considered for award; provided however, that if the applicant cannot make the certification, the applicant may provide a statement with their bid detailing the reasons why the certification cannot be made. A template certification document is being provided as part of this RFP. Applicants must complete and return the certification with their bid, or provide a statement detailing why the certification cannot be made.

### **3.9 Bid Response**

Neither the State of New York or OMH shall be responsible for the costs or expenses incurred by the applicant in preparation or presentation of the bid proposal.

### **3.10 Acceptance of Terms and Conditions**

A bid, in order to be responsive to this solicitation, must satisfy the specifications set forth in this RFP. A detailed description of this format and content requirements is presented in Section 2.10 of this RFP.

### **3.11 Freedom of Information Requirements**

All proposals submitted for OMH's consideration will be held in confidence. However, the resulting contract is subject to New York State Freedom of Information Law (FOIL). Therefore, if an applicant believes that any information in its bid constitutes a trade secret or should otherwise be treated as confidential and wishes such information not be disclosed if requested, pursuant to FOIL (Article 6 of Public Officer's Law), the applicant must submit with its bid, a separate letter specifically identifying the page number(s), line(s), or other appropriate designation(s) containing such information explaining in detail why such information is a trade secret and formally requesting that such information be kept confidential. Failure by an applicant to submit such a letter with its bid identifying trade secrets will constitute a waiver by the applicant of any rights it may have under Section 89(5) of the Public Officers Law relating to the protection of trade secrets. The proprietary nature of the information designated confidential by the applicant may be subject to disclosure if ordered by a court of competent jurisdiction. A request that an entire bid be kept confidential is not advisable since a bid



cannot reasonably consist of all data subject to a FOIL proprietary status.

### 3.12 NYS and OMH Policies

The applicant/contractor must agree to comply with all applicable New York State and OMH policies, procedures, regulations and directives throughout the Term of the contract.

## 4. Evaluation Factors and Awards

### 4.1 Evaluation Criteria

All proposals will be rated and ranked in order of highest score based on an evaluation of each applicant's written submission as well as OMH internal reviews.

The Evaluation will apply points in the following categories as defined in Section 6:

<b>Technical Evaluation</b>	<b>Points</b>
Agency Organization and Qualifications	5
Program Structure	10
Commitment to Equity and the Reduction of Disparities	10
Professional Development for Parenting Educators	15
Support for Parenting Educator Credential	15
Working with Community Coalitions	15
Website	10
Outreach, Engagement and Promotion	10
Data Collection and Reporting	5
Budget	25
<b>Total Proposal Points</b>	<b>125</b>

For a detailed description of evaluation criteria for the Technical Evaluation and the Financial Assessment components, see Section 6 (Proposal Narrative).

### 4.2 Method for Evaluating Proposals

Designated staff will review each proposal for completeness and verify that all eligibility criteria are met. A complete proposal shall include all required components as described in Section 2.10. If a proposal is not complete or does not meet the basic eligibility and participation

standards as outlined in Section 2.5, the proposal will be eliminated from further review. The agency will be notified of the rejection of its proposal within 10 working days of the proposal due date.

Proposals will be conducted in two parts: Technical Evaluation and Financial Assessment. The technical evaluation committee, consisting of at least three evaluators, will review the technical portion of each proposal and compute a technical score. A financial score will be computed separately based on the operating budget and budget narrative submitted.

Evaluators of the Technical Evaluation component may then meet to discuss the basis of those ratings. Following the discussion, evaluators may independently revise their original score in any section. Once completed, final Technical Evaluation scores will then be recalculated, averaged, and applied to the final Financial Assessment score to arrive at final scores.

Any proposal not receiving a minimum score of 80 will be eliminated from consideration.

In case of a tie in the scoring process, the proposal with the highest score on the Support for Parenting Educator Credential (Section 6.5) of the Proposal Narrative will be ranked higher.

### **4.3 Process for Awarding Contracts**

#### **4.3.1 Initial Awards and Allocations**

Proposals will be ranked, and one award made to the applicant with the highest score.

#### **4.3.2 Contract Termination and Reassignment**

There are a number of factors that may result in the contract being reassigned. This includes, but is not limited to, failure to meet program deliverables or poor performance outcomes. A contractor will be provided notification if there is need for reassignment.

To reassign the contract, OMH will go to the next highest ranked proposal.

### **4.4 Award Notification**

At the conclusion of the procurement, notification will be sent to successful and non-successful applicants. All awards are subject to approval by the NYS Attorney General and the Office of the State Comptroller before an operating contract can be finalized.

## 5.1 Introduction

As noted in Section 1.1, this funding is to support NYSPEP's work and to enhance and expand activities as identified by the Steering Committee to advance NYSPEP's mission and goals. The awardee will serve as the fiscal agent for NYSPEP funding, provide administrative support and staffing and support the work of the NYSPEP Executive and Steering Committee and the workgroups that are created by the Steering Committee to meet the expansion of NYSPEP activities and the deliverables.

### ***Background***

In 2007, Prevent Child Abuse New York (PCANY) and the Council of Children and Families (CCF) co-founded NYSPEP, the only parenting educator coalition in NYS. The NYS Office of Mental Health, the New York State Office of Children and Family Services' Children and Family Trust Fund (OCFS), and the NYS Education Department (SED) joined PCANY and the CCF as "conveners" to support the coalition. These partners and community stakeholders commit staffing resources to support NYSPEP activities, who actively participate in and support the New York State Parenting Education Partnership (NYSPEP).

### **NYSPEP Structure:**

- NYSPEP Conveners – NYSPEP's Conveners provide leadership, State Agency support and connection between NYSPEP's work and State Agency initiatives. The Conveners meet with the Executive Committee of the Steering Committee at least annually, and between annual meetings as needed
- Steering Committee - NYSPEP's work is guided by a [Steering Committee](#) which makes and approves major operational decisions. This group is charged with the development and implementation of strategic action plans directly or by approval of Workgroup plans. The Steering Committee meets at least quarterly with at least two of the meetings being held in person.
- Executive Committee - The Steering Committee's Executive Committee is empowered to make and implement operational decisions on behalf of the Steering Committee. The Executive Committee meets monthly to make operational decisions and coordinate NYSPEP projects and operations.
- [NYSPEP Workgroups](#) are charged with developing plans and carrying out activities to accomplish NYSPEP's goals. The definition of active Workgroups is from time to time revised in accord with NYSPEP's current priorities and projects.

Further information about NYSPEP’s structure and organization can be found in the [NYSPEP Steering Committee Orientation Information](#). At all levels of NYSPEP’s structure, the experience, knowledge and expertise of parenting educators from across NYS is critical to informing and implementing strategies to support parenting educators and delivery of quality parenting education.

## **5.2 Objectives and Responsibilities**

### **A. Program Structure**

1. The awardee must be prepared to continue current NYSPEP services and activities, as outlined in Section 5.2, starting July 1, 2023.
2. Staffing - The awardee will establish a staffing structure sufficient to meet the deliverables with clearly delineated staff roles and responsibilities to support each component of NYSPEP activities.

Either through direct staffing or subcontracts, the applicant must have demonstrated experience in:

- Delivery and/or support of delivery of evidence-based parenting education.
- Facilitation of networking and collaboration across systems and sectors and ability to engage diverse stakeholders.
- Data collection, measurement, and evaluation.
- Managing budgets for a grant contract.

At a minimum, staffing must include the following:

- a. 1 FTE NYSPEP Coordinator dedicated to this project who will oversee all aspects of the project and who is solely dedicated to development, implementation and enhancement of NYSPEP activities.
  - b. 1 FTE Parenting Educator Credential Coordinator who will be responsible for the credential application process, work with the Credential Workgroup, and support next steps prioritized by the Steering Committee to promote NYSPEP Parenting Educator Credential and the importance of quality parenting education throughout NYS. Further information related to promotion of the NYSPEP Parenting Educator Credential can be found in Section 5.2.C A credentialed NYSPEP Parenting Educator is preferred in this position.
3. Support of NYSPEP Executive, Steering Committee and Workgroups

- a. The awardee, in conjunction with NYSPEP Co-Chairs, will be responsible for adhering to the [NYSPEP Operating Principles](#).
- b. The awardee will be responsible for support of the Executive and Steering Committees work including scheduling NYSPEP Convener, Executive Committee and Steering Committee meetings, providing background materials in a timely manner, providing meeting minutes to all members of the committees within one week of each meeting and maintaining meeting minutes in an accessible location for Steering Committee members. The awardee will be responsible for maintaining an up-to-date and accurate list of the members of each committee and posting the list on the NYSPEP website.
- c. The awardee will work with the Steering Committee to establish strategies to engage and support the participation of parenting educators, parents and caregivers in the NYSPEP Executive Committee, Steering Committee and Workgroups. This must include but is not limited to strategies such as: stipends for meeting attendance, travel allowances and/or scholarships to NYSPEP training events. The Steering Committee approved list of strategies must be submitted for approval to OMH and OCFS.
- d. The awardee will work with the Steering Committee to institute a strategy for annual collection of feedback directly from parenting educators on their needs and how NYSPEP can best support quality parenting education. The awardee will be responsible for implementing the approved strategy and the feedback will be provided to the Steering Committee April 1, of each contract year, to inform their planning for the following year.

## **B. Professional Development for Parenting Educators**

NYSPEP is a valued provider of training opportunities to support professional development. NYSPEP's professional development focuses on topics associated with effective parenting education, aligns with the Parenting Educator Credential Competencies, and supports attainment of the Credential. Training has been offered through a menu of opportunities including:

- [Strong Roots Trainings](#) - These one-day training are hosted annually in communities across the state, emphasize a topic to

strengthen parenting educators' practice and offer a range of evidence-based parenting approaches.

- [Webinars](#) – These free training opportunities are recorded and stored on the NYSPEP website. Topics build on the theme of the Strong Roots events and are developed with input from parenting educators and community coalitions partners.
- [Training Institute](#) . Designed to promote research-to-practice and emerging issues for parenting education practitioners, this annual one-day event includes training and opportunities for networking, practice in Community Café strategies, education about NYSPEP activities and promotion of the Parenting Educator Credential.

1. The awardee will be responsible for implementing the Steering Committee's plan to support professional development for parenting educators throughout New York State.

In collaboration with the Steering Committee, and workgroups established by the Steering Committee, the awardee will annually develop a menu of trainings that are available at no/low cost and include a blend of in-person and live webinar events that are accessible across the state. This plan must be submitted for approval by OMH and OCFS. A minimum of two slots must be set aside at each training event for OMH and OCFS attendees.

- a. In Year 1, the menu of trainings must include a minimum of 4 Webinars, 1 one-day Training Institute and 4 one-day Strong Roots Trainings. The Strong Roots Trainings must be held in locations throughout the state, in alignment with the five OMH regions, and may be co-hosted with selected Community Coalitions. The plan for training must be submitted for OMH and OCFS approval November 30, 2023.
- b. In years 2-5, the awardee will collaborate with the Steering Committee, and workgroups established by the Steering Committee, to develop the plan for a menu of trainings to be held that year. The plan will be submitted for approval to OMH and OCFS by May 1 of the preceding year.

The NYSPEP Plan for Professional Development for Parenting Educators must minimally include the following details:

- i. Number of trainings to be held
- ii. Training format
- iii. Topics
- iv. Credential competencies which are supported by the training

- v. Timeline with deadlines for implementation and promotion of each training
- vi. Plan for collaboration with communities and organizations for any trainings which will be co-hosted
- vii. Regions in which the trainings will be held
- viii. Plan to ensure training materials meet OMH accessibility guidelines
- ix. Budget which includes costs committed to each training
- x. Evaluation plan

2. The awardee will work with the Steering Committee and Professional Development Workgroup to prioritize and implement strategies to encourage participation in professional development activities. These strategies include but are not limited to collaboration with partners to provide CEUs for parenting educators, collaboration with the ASPIRE Registry, and provision of stipends to support parenting educator participation.

**C. Parenting Educator Credential –**

NYSPEP has established professional standards for parenting educators, through the Parenting Educator Credential core competencies. This credential defines the knowledge and skills required to provide high quality parenting education services. The NYS Parenting Educator Credential has been in place since 2012 and has been awarded to over 100 applicants across service sectors resulting in an increase of parenting educators who have:” met the knowledge, skills and ethical standards necessary to provide quality parenting education programs.” ([Report of Landscape Analysis: Parenting Education in New York State](#))

NYSPEP’s Steering Committee and Credential Workgroup have completed the following work to support further development of NYSPEP’s Credential system:

- In February 2021, NYSPEP hosted a virtual “Summit on Workforce Quality for Parenting Education in New York State” to discuss parenting education in NYS. The result of this was the [“Report: NYSPEP Summit on Workforce Quality for Parenting Education in NYS”](#) which identifies recommendations for elevating parenting education and supporting parenting educators across NYS.
- Worked with a consultant who completed and submitted the [“Report of Landscape Analysis: Parenting Education in New York](#)

[State” in November 2022](#). The report provides recommendations to further acceptance and use of the NYSPEP Parenting Educator credential as a “designation of credibility and recognition of quality.” These recommendations will guide NYSPEP’s further work to support the professional development of parenting educators and the delivery of quality parenting education.

- Worked with a marketing consultant to develop the “[NYSPEP Parenting Educator Credential: Sustained Outreach Plan](#).” The recommendations in this report will guide NYSPEP’s ongoing work to market the credential to parenting educators.

Together these reports provide comprehensive information on the landscape of parenting education and educators and a framework for advancing the NYSPEP Parenting Educator Credential as a foundation of knowledge and skills for parenting educators in NYS. The awardee will be responsible for supporting the credential process and for implementing recommendations from the above reports as prioritized by the Steering Committee. This work will include at a minimum the following components:

1. Responsibility for administration of the credential process including but not limited to the following tasks:
  - a. Work with the Credential Workgroup to create a yearly calendar for tasks related to the credential.
  - b. Broad promotion of the Credential application to support a workforce of qualified parenting educators that are racially and ethnically representative of the primary population groups in NYS.
  - c. Ensure that the credential application meets OMH accessibility guidelines.
  - d. Work with the Credential Workgroup and obtain approval from the Steering Committee to set the fee for credential applications.
  - e. Establish a separate account for application fees.
  - f. Implement the plan developed by the Credential Workgroup and approved by the Steering Committee for use of the Credential fees.
  - g. Process credential applications.
  - h. Coordinate the application review process.
  - i. Support of the Credential Workgroup which includes but is not limited to attending workgroup meetings and working with the workgroup chairperson to ensure completion of priority tasks and outline and prioritize next steps.



- j. Other tasks as identified by the Credential Workgroup chairperson.
- 
- 2. Implementation of strategies that are developed by the Credential Workgroup and approved by the Steering Committee to support credential applicants. These supports must include but are not limited to:
    - a. Establishing a process for providing mentoring of those applying for the credential.
    - b. Webinars to explain the credential process.
    - c. Development of E-learning/webinar opportunities that support the credential.
    - d. Stipends for mentors who are assisting credential applicants.

Other strategies may be developed in collaboration with the Credential Workgroup and Steering Committee such as development of a course to support those who wish to earn the credential.

- 3. The awardee will work with the Steering Committee and Credential Workgroup to prioritize and implement the recommendations outlined in the "[Report on Parenting Education in NYS \(2021\)](#)" the "[Report of Landscape Analysis: Parenting Education in New York State](#)" and the "[NYSPEP Parenting Educator Credential: Sustained Outreach Plan.](#)"
- 4. The awardee will further support the value and expertise of the credential through the utilization of NSYPEP credentialed parenting educators as workshop presenters, mentors and consultants.

#### **D. Working with Communities**

Through the [Community Coalitions Project](#), NYSPEP has broadened its reach throughout New York State to support quality parenting education. The goal of this effort is to intentionally build connections between the NYSPEP network, and its system of resources, and selected community initiatives, parenting educators and parent representatives. Each year NYSPEP works with several community coalitions to increase recognition of the value of universal and quality parenting education, provide professional development, improve coordination of parenting education, support engagement with families, and work together to assess need and effectiveness of parenting education. Specifically, selected Community Coalitions partner with NYSPEP in the following:

- Hosting NYSPEP [Strong Roots Trainings](#) - As described above, these one-day training events, which are hosted annually in communities across the state, emphasize a topic to strengthen parenting educators' practice and offer a range of evidence-based parenting approaches. NYSPEP's work with community coalitions to host trainings has broadened the reach of these professional development opportunities.
- Host [Community Cafes](#) - Community Café initiatives have been supported by NYSPEP and its member agencies since 2012. Community Cafés are meetings in local communities that are focused on conversations among parents and agencies, based on the Protective Factors Framework. NYSPEP partners with selected Community Coalitions to co-host trainings and support Community Cafes to engage parents, reinforce parent engagement and to address barriers to participation in evidence-based parenting learning opportunities.
- Work with PCANY to populate "Find a Parenting Program in Your Community", a searchable [database](#) for parenting support services. This resource of over 4500 programs is searchable by county location, type of parenting education/support sought. Community Coalitions populate the database with parenting education programs that are available in their locale.
- Additionally, Community Coalitions promote other NYSPEP professional development opportunities, share information about parenting education efforts in their communities and support NYSPEP promotional efforts.

The awardee will be responsible for implementing the strategies that are prioritized by the Steering Committee to work collaboratively with communities across the state. This must include but is not limited to the following:

1. The awardee will collaborate with the NYSPEP Steering Committee and Community Connections Workgroup to create a plan for hosting at least 4 Community Cafes trainings annually. In Year 1, the plan must be submitted for OMH and OCFS approval by November 30, 2023. In years 2-5, the plan for Community Cafes must be submitted for approval to OMH and OCFS by May 1 of the preceding year.

The Community Cafes Training Plan must include:

- a. A method for selection of a minimum of 4 communities each year to host Community Cafes which ensures diverse and statewide opportunity.

- b. Timeline with deadlines for support and training for the selected communities to ensure successful hosting of Community Cafes in their community. Minimally, this must include the following:
    - i. An orientation to the Community Cafes model.
    - ii. Community Cafes training for the communities that will be hosting cafes.
    - iii. A minimum of 2 Coaching and mentoring sessions for the communities as they host the cafes.
    - iv. Facilitation of 10 monthly Learning Collaborative type meetings for the selected communities.
  - b. Trainer(s) - Identification of a minimum of two trainers who will be available to provide the Community Cafes training and coaching and mentoring. If the training is provided through a sub-contract, trainer's experience and expertise must be outlined.
  - c. Budget – This must include the amount that will be provided to support communities hosting the cafes and a plan to work with the Steering Committee Community Coalitions Workgroup to delineate what costs may be covered.
2. In years, 2-5, the awardee will collaborate with the NYSPEP Steering Committee to develop a plan for providing support to Parent Leadership trainers that includes, continued support to those parents who become leaders in the community to reinforce the critical role they can and do play in this work.

E. Website

The NYSPEP website is an online platform that supports NYSPEP activities. It provides information about NYSPEP's structure, all NYSPEP activities, and parenting educator resources.

Responsibility for maintenance and functionality of the current NYSPEP website is transferable to the new awardee. Assessment and redesign of the website design and content will be a priority in the initial year of the contract. It is anticipated that the budget line for the website will be larger in the first year than in subsequent years to support the redesign of the website.

The awardee will be responsible for:

1. Redesigning and maintaining the website, including:

- a. Assessing user experience on the NYSPEP website in Year 1.
  - b. Redesigning the website in Year 1, incorporating input received from the Steering Committee and the user experience assessment, and incorporating best practices to increase user engagement, ensure responsiveness, and improve user experience.
  - c. Ensuring the website meets accessibility standards, uses plain language at the 5<sup>th</sup>-grade reading level, and incorporates a translation function.
  - d. Ensuring that the website is branded as funded by NYS OMH and OCFS and that updates to the website conform to OMH design standards.
  - e. Provide ongoing monitoring and analysis of website usage data in years 2-5 and, based on the analysis and best practices, updating the website to meet users' needs and improve access and engagement.
2. Providing ongoing website maintenance, functionality, and security throughout the duration of the contract:
- a. Functionality:
    - i. The website should be available without interruption. A recovery time objection (RTO) of one business day is required.
    - ii. In the event of an RTO, a recovery point objective (RPO) of one business day is required.
  - b. Security:
    - i. Website access controls configuration must be customizable to comply with OMH/NYS compliance standards for password age, length, inactivity expiration, and other related settings as described at <https://its.ny.gov/ciso/policies/security>.
    - ii. Multi-factor authentication (MFA) will be required for all remote administration.
    - iii. Awardee will provide a schedule for regular security testing and submit security compliance reports to OMH annually.
    - iv. Awardee will report within one business day any cyber incidents/events which impact the site and plans for handling these incidents. This would include security breaches, site integrity exposures (e.g., defacements, code injections), or other cyber events which directly impact the site.

The applicant must identify the staff or subcontractor who will be responsible for the website and must detail their expertise developing interactive websites. Include experience maintaining websites to

reflect analysis of use, best practices, and supporting user engagement.

#### **F. Outreach and Promotion**

NYSPEP has undertaken outreach and promotion efforts that focus on membership expansion and engagement, public awareness of the value of parenting education, and promotion of NYSPEP professional development opportunities, the Parenting Educator Credential and resources for parenting educators and parents. These efforts have included a monthly [ENews](#), social media posts on the [NYSPEP Facebook Page](#) and an informational brochure.

In addition to the outreach and engagement detailed in Section 5.2.C.3, the awardee will be responsible for the development of a plan and timeline to implement strategies prioritized by the Steering Committee to expand NYSPEP membership and member participation, promote NYSPEP's trainings and resources and increase awareness of the value and availability of universal parenting education.

The NYSPEP Outreach and Promotion Plan must include:

- a. Strategies for membership expansion and engagement.
- b. Strategies for promotion of NYSPEP which must minimally include a monthly NYSPEP ENews and the NYSPEP Facebook page.
- c. Strategies for promotion of the value of universal parenting education and availability of parenting education opportunities.
- d. A timeline with deadlines for implementation of each strategy.
- e. A comprehensive budget which includes costs outside of existing staff time for each strategy.

#### **G. Data Collection, Reporting, and Evaluation**

The awardee will be required to collect and report performance measures using a reporting tool that will be provided by OMH.

1. The awardee will provide quarterly reports to OMH reporting performance on deliverables. Quarterly reports will be submitted to OMH and OCFS by the last business day of the month following the end of each quarter.

Quarterly reports will minimally include the following:

- a. Professional Development
  - i. Activities implemented to support professional development of parenting educators
  - ii. Number and type of trainings offered
  - iii. Number and background of training participants

- b. Parenting Educator Credential
  - i. Activities implemented to support the credential application process
  - ii. Number of applications submitted
  - iii. Number of credentials approved
  - iv. Activities implemented to promote the NYSPEP Parenting Educator Credential
- c. Community Work
  - i. Activities implemented to support work with communities/community coalitions
  - ii. Number of Community Café trainings held
  - iii. Number of participants
- d. Activities executed to implement website redesign
- e. Strategies implemented to promote NYSPEP

Additional data elements will be identified with the awardee.

- 2. The awardee will submit an annual report to OMH and OCFS providing aggregate data and a narrative summary by September 1 of each year. Annual reports will minimally include:
  - a. Aggregate data for:
    - i. Professional Development Trainings
    - ii. Parenting Educator Credential applications and approvals
    - iii. Community Cafes
    - iv. Updates to the “Find a Parenting Program in Your Community” database
  - b. Narrative summary outlining progress for each of the following:
    - i. Professional Development
    - ii. Parenting Educator Credential
    - iii. Community work
    - iv. Website
    - v. Outreach and Engagement

Annual reports will be posted on the website by September 30 of each year.

### **5.3 Operating Funding**

One award will be made in the amount of \$ 2,000,000 for the five years. Annual funding for each of the 5 years is up to \$400,000 depending upon availability of funds.

## **6. Proposal Narrative**

When submitting proposals for funding under this RFP, the narrative must address all components listed below, in the following order:

## **6.1 Organizational Description and Qualifications**

- a. The applicant must provide a concise description of their organization and include the agency's mission.
- b. The applicant must describe their organization's knowledge, experience, and expertise related to evidence-based and evidence-informed parenting education curriculums, delivery of parenting education, and support of parenting educators.
- c. The applicant must describe their expertise and ability to foster collaboration, networking, and build successful relationships with individuals and organizations interested in or engaged in delivery of parenting education across New York State.
- d. The applicant must describe their experience and expertise supporting a project that includes multiple partners and stakeholders
- e. The applicant must describe their experience and expertise managing multiple deliverables and budgets for a grant contract.

## **6.2 Program Structure**

- a. Describe the plan, with a timeline, to continue current NYSPEP activities, as outlined in Section 5.2, starting July 1, 2023
- b. Staffing
  - i. Describe the staffing plan that addresses the types, roles, and the number of staff available to ensure deliverables, include all elements outlined in Section 5.2.A.2. Provide a table with the following details for each staffing position: Position, FTE Equivalent, Qualifications/certifications (if applicable), Roles and Responsibilities. Include a timeline to fully staff this initiative and orient and train staff to continue the components of NYSPEP without interruption.
  - ii. If the applicant plans to use sub-contractors for any of the deliverables, such website re-design or Community Café training, describe the sub-contractor's experience and expertise that will be required to meet the specific deliverables.
- c. Describe the plan to support the NYSPEP Executive and Steering Committees and Workgroups. This plan must address all of the elements outlined in Section 5.2.A.3. Include the following:
  - i. A plan for ensuring that NYSPEP activities adhere to the Operating Principles.
  - ii. A plan for working with the Steering Committee to develop a Calendar for Contract Year 1 by September 1, 2023, and to work with the Steering Committee to develop a calendar for each succeeding contract year

- by June 30 of the previous contract year. Include all elements detailed in Section 5.2.A.3.b.
- iii. Provide a plan to work with the Steering Committee to establish strategies to support and enhance the participation of parenting educators and caregivers in the NYSPEP Executive Committee, Steering Committee and Workgroups. Include all elements detailed in Sections 5.2.3.c. State the amount of funds that are in the budget to support participation of parenting educators and caregivers. The budget should be a minimum of \$3,000 in Year 1 and should minimally increase by 4% in each successive year
  - iv. Provide a plan and timeline for annually collecting feedback directly from parenting educators. Include all elements detailed in section 5.2.3.d.

### **6.3 Commitment to Equity and the Reduction of Disparities**

- a. Describe the applicant's experience providing culturally relevant services in partnership with organizations, schools, and communities.
- b. Describe the plan to ensure project staffing is racially, ethnically representative of the primary population groups in NYS.
- c. The applicant must describe their commitment to equity and reducing disparities and propose a plan to actualize that commitment for this initiative.

### **6.4 Professional Development for Parenting Educators**

- a. Describe a plan and timeline to work with the Steering Committee to develop a menu of professional development opportunities for parenting educators throughout New York State. Include the following:
  - i. A plan for working with the NYSPEP Steering Committee and Professional Development Workgroup to develop a Year 1 NYSPEP Professional Development for Parenting Educators Plan by November 30, 2023, which will be submitted to OMH and OCFS for approval, and which will include all of the elements detailed in Section 5.2.B.1.
  - ii. A plan for working with the NYSPEP Steering Committee and Professional Development Workgroup, in contract years 2-5, to develop a NYSPEP Professional Development for Parenting Educators Plan, by May 1 of each successive contract year, which will be submitted to to OMH and OCFS for approval and which will include all of the elements detailed in Section 5.2.B.1.
  - iii. State the amount of funds that are in the budget to support professional development offerings. The budget should be a minimum of \$25,000 per year in Year 1 and



should minimally increase by 4% in each successive year.

- iv. Describe a plan to work with the Steering Committee and relevant NYSPEP workgroups to identify and implement strategies to encourage participation of parenting educators in professional development. Include all elements detailed in Section 5.2.B.2. State the amount of funds that are in the budget to support the strategies that the Steering Committee approves. The budget should be a minimum of \$5,000 in Year 1 and should minimally increase by 4% in each successive year.

## **6.5 Parenting Educator Credential –**

- a. Provide a plan for administration of the credential process addressing all elements in Section 5.2.C.1.
- b. Provide a plan for working with the Credential Workgroup and the Steering Committee to coordinate and provide support for NYSPEP Parenting Educator Credential applicants. Address all elements detailed in Section 5.2.C.2. State the amount of funds that are in the budget to support the strategies that are approved by the Steering Committee. The budget should be a minimum of \$5,000 in Year 1 and should minimally increase by 4% in each successive year
- c. Provide a plan and timeline to work with the Steering Committee and Credential Workgroup to review, prioritize and implement the recommendations outlined in the [“Report on Parenting Education in NYS \(2021\)”](#), the [“Report of Landscape Analysis: Parenting Education in New York State”](#) and the [“NYSPEP Parenting Educator Credential: Sustained Outreach Plan.”](#)
- d. Provide a plan for working with the Steering Committee to ensure that the value and expertise of the Parenting Educator Credential is further promoted through use of NYSPEP credentialed parenting educators as workshop presenters, mentors, and consultants for NYSPEP projects.

## **6.6 Working with Communities**

- a. Describe a plan and timeline to work with the Steering Committee to develop a plan for working with communities throughout New York State. Include the following:

- i. A plan with timeline for working with the NYSPEP Steering Committee and Community Connections Workgroup to develop a NYSPEP Community Cafes Training Plan for Contract Year 1, which will be submitted to OMH and OCS for approval by November 30, 2023 and will include all elements detailed in Section 5.2.D.1.
  - ii. A plan with timeline, for working with the Steering Committee, and Community Connections Workgroup, to develop a Community Cafes Training Plan for contract Years 2-5 which will be submitted to OMH and OCFS for approval by May 1, of the preceding year, and will include all elements detailed in Section 5.2.D.1.
  - iii. State the funding amount will be provided to support communities hosting the cafes as approved by the Steering Committee. A minimum of \$10,000 should be budgeted in Year 1 and should minimally increase by 4% in each successive year.
- b. Describe a plan to collaborate with the NYSPEP Steering Committee in Years 2-5 to develop strategies for providing support to Parent Leadership trainers.

## **6.7 Website**

- a. Provide a plan and timeline for the redesign and ongoing maintenance of the website. Include all elements outlined in Section 5.E.1.
- b. Provide a plan and timeline for ongoing website maintenance, functionality, and security throughout the duration of the contract. Include all elements described in Section 5.E.2

## **6.8 Outreach and Promotion**

- a. Provide a plan and timeline for working with the NYSPEP Steering Committee and relevant NYSPEP Workgroups to develop a NYSPEP Outreach and Promotion Plan by December 1, 2023, for Contract Year 1 and by August 1 in each successive contract

year for Years 2-5. Include detail regarding all elements outlined in Section 5.2.F.

## **6.9 Data Collection, Reporting, and Evaluation**

- a. Describe a plan to submit quarterly reports to OMH and OCFS by the fifteenth of the month following the end of a quarter. Include all elements outlined in Section 5.2.G.1.
- b. Describe a plan to submit an annual report to OMH and OCFS by September 1 following the end of each contract year. Include all elements outlined in section 5.2.G.2.

## **6.10 Financial Assessment**

- a. The proposal must include a 5-year Budget (Appendix B). \$400,000 is available annually.

The budget must support all the outlined program components and deliverables and level of activity. The budget must list personnel costs by position, FTE, and salary/hourly rate. All subcontractor costs should be detailed under OTPS.

The budget should address requirements set forth in Sections 6.2.c.iii, 6.4.a.iii, 6.4.a.iv, 6.5.b, 6.6.a.iii.

The indirect cost/administrative overhead **rate** is capped 15%.

The applicant must include any anticipated COLA's within the 5-year budget. OMH will not provide additional funding for COLA's.

Providers must follow Consolidated Fiscal Report (CFR) Ratio-Value guidance which excludes equipment/property from the direct cost base. Federal Negotiated Indirect Cost Rate Agreements (NICRA) are not allowable.

Any travel costs included in the Budget must conform to New York State rates for travel reimbursement. Applicants should list staff by position, full-time equivalent (FTE), and salary.

- b. Describe how your agency manages its operating budget. Also, applicants must complete a Budget Narrative (Appendix B1) which should include the following:

- i. Detailed expense components that make up the total operating expenses. The applicant's proposal should specifically include costs and narrative for the following areas:
  - Funds to support participation of parenting educators and caregivers in NYSPEP Executive, Steering Committee and Workgroup meetings.
  - Funds for provide professional development to parenting educators.
  - Funds for strategies to encourage participation of parenting educators in professional development.
  - Funds for strategies to support NYSPEP Parenting Educator Credential applicants.
  - Funds to support communities hosting Community Cafes.
  - Funds for website redesign.
  - Funds for website maintenance.
  - Funds for marketing and promotion.
- ii. Any sub-contractual services should include cost per year and the deliverables for the contracted service
- iii. The calculation or logic that supports the budgeted value of each category; and,
- iv. Description of how salaries are adequate to attract and retain qualified employees.

References:

- i. Cochrane review: Behavioural and cognitive-behavioural group-based parenting programmes for early-onset conduct problems in children aged 3 to 12 years (Review). [Evid Based Child Health](#). 2013 Mar 7;8(2):318-692. doi: 10.1002/ebch.190 [Furlong M1](#), [McGilloway S](#), [Bywater T](#), [Hutchings J](#), [Smith SM](#), [Donnelly M](#)
- ii. The Child Welfare Information Gateway Issue Brief (2013) "Parent Education to Strengthen Families and Reduce the Risk of Maltreatment" From: <https://www.childwelfare.gov/pubPDFs/parented.pdf>