

Attachment 3: Written Proposal

In your responses, be sure to address and integrate the relevant components described in **Section II, Scope of Work** of this Solicitation. Include tasks, activities and dependencies for successful completion. Be concise and focused on addressing the questions and issues, as stated. Please answer **ALL** components of each question. Avoid a “kitchen sink” approach. Note that responses of “To be provided upon request” or “To be determined” or the like, or that do not otherwise provide the information requested (e.g., left blank) are not acceptable.

Please provide the following information in a narrative format. Your response will be read and assessed by outside evaluators, so please be clear and concise in your answers. To make your proposal easier to read and assess, your narrative should follow the structure below, and each section should include the titles listed below in bold type. Be sure to stay within the page limits listed for each section. All narrative sections must use Times New Roman 12pt font and 1.5 line spacing.

In a narrative format, the Applicant must describe the following:

1. Agency Qualifications (40 points, Maximum of 3 pages):

This is a description of your agency’s ability to deliver the services required in this Solicitation. In addition, please address the following:

- a. Describe your agency’s experience serving vulnerable families with children 0–5. Include current participant numbers and engagement frequency. Note any past City grant corrective actions.
- b. Describe actions taken to ensure services are appealing and effective for the target demographic.
- c. Identify staff titles, roles, and responsibilities for this grant.
- d. Describe training and supervision models used to ensure follow-through and service quality.
- e. Letters of reference (minimum of two required). Letters must be on an agency letterhead and include, at minimum, the name, title, telephone number and e-mail address of the individual providing the reference. References from City departments, subcontractors/ subgrantees, and/or clients of services are not permitted. **References will not count towards the page count for this section.**

2. Scope of Work (30 points, Maximum of 3 pages):

This is a description of your agency’s specific program approach to deliver the services proposed in this Solicitation. In addition, please address the following:

a. **Target Population and Community Impact**

- Demographics – Describe the specific population, neighborhood contexts, and strengths/challenges related to providing the ECE services in your community.
- Relationship – Describe your current relationship with these families and how they are using early care, education, and family support services. Describe how the conditions in the neighborhood hinder full participation for families at your location, including the early care workforce.
- Outcomes – Define intended outcomes and identify which are measurable.
- System Impact – Explain how this grant enhances the supports needed for the early childhood system of care and your agency’s unique potential.

b. **Proposed Services**

- Activities – Detail the service categories, staffing, quarterly/annual targets, and whether these are new or expanded services.
- Engagement – Describe how families initiate service and your strategy for ensuring a quality experience. List service locations.
- Rationale – Explain why these specific activities were chosen to improve family experiences.

3. Evaluation and Reporting (10 points, Maximum of 1 page):

This is a description of your agency’s data management capacity and commitment to DEC standards. In addition, please address the following:

- a. **Data Collection** – Describe types of data collected (demographics, attendance, surveys) and current tracking systems (electronic or analog).
- b. **Consent** – Detail your process for obtaining participant consent for data sharing and your current success rate.
- c. **Commitment** – Affirm willingness to use DEC common intake forms, standardized surveys, and participate in evaluation activities.

4. Budget Narrative (20 points, Maximum of 1 page):

In addition to completing Attachment 4: Budget Proposal, Proposers must answer the following:

- a. Describe the personnel supporting the fiscal administration of this grant.
- b. Describe familiarity with DEC or City grant practices and joint fiscal monitoring. Address any past findings or your ability to comply.
- c. Explain line items, cost allocation methods for shared costs, and any leveraging of external resources (fundraising, volunteers, in-kind).