

# REQUEST FOR PROPOSALS

## Redwood Coast Regional Center

### *Respecting Choice in the Redwood Community*

### **Community Resource Development Plan (CRDP) FY 24/25**

### **Peer-led Parent Advocacy and Support Services**

To be located in Del Norte, Humboldt, Lake or Mendocino counties

*“We envision a system of services and supports that is determined by the individuals served. We envision a process that is complementary to the individual’s own life, and which does not intrude upon the person’s chosen lifestyle. We envision people residing in the living arrangement of their choice. We recognize that life is made meaningful by loving, being loved, and having friends and relationships... We envision a system of services and supports which acknowledge the person’s age, lifestyle preferences and culture, and which is fluid and ever changing.”*

From RCRC Vision

Redwood Coast Regional Center (RCRC) is one of 21 locally based nonprofit private corporations that contract with the State of California to develop and coordinate community resources and supports for people with developmental disabilities and their families. Redwood Coast Regional Center serves Californians who reside in Del Norte, Humboldt, Lake, and Mendocino Counties.

RCRC received start-up funding from the State Department of Developmental Services (DDS) to carry out RCRC's 2024-2025 Community Resource Development Plan (CRDP). CRDP funding is provided by DDS to meet the following objectives: **A)** Expand the availability, accessibility, and types of services and supports to meet the current and future needs of individuals and their families in the community. **B)** Develop systems to ensure that quality services and supports in the least restrictive environment are provided to individuals in the community. **C)** Develop services that are person-centered and represent the diversity of the regional center’s catchment area.

**RCRC** has determined the need for **two** vendors to develop peer-led parent advocacy and support providers; with one vendor to be located and provide services in Humboldt/Del Norte County, and one vendor to be located and provide services in Lake/Mendocino County. The service provided by peer-led parent advocates will be overseen by the vendor agencies chosen through the RFP process.

#### **PEER-LED PARENT ADVOCACY AND SUPPORT SERVICES**

The chosen applicants will hire and pay parent advocates to assist RCRC parents and families in navigating the regional center system, the educational system, building circles of support, and connecting families with generic services in their communities. This service will be available for ALL RCRC families, but priority will be given to vendors

who are able to successfully support Spanish speaking and Native communities. The vendors chosen for this project will provide the business framework and training for Parent Advocates to provide services and create positive outcomes for RCRC families.

**Parent Advocates** hired by the selected vendors to provide supports will at minimum: Know the community, share information, and improve access to resources; communicate in the language of the people they support and be knowledgeable about the community's cultural traditions; be accessible and trusted members of the community where they live; and share similar life experiences as the community they are supporting.

**SERVICE PARAMETERS:**

Peer-led Parent Advocacy and Support Services shall not replace or duplicate any regional center service coordination, generic service or other regional center funded service that the client and their family are receiving.

**GOAL:**

The project goal will be to develop vendors within RCRC's four-county catchment area to provide support and advocacy for RCRC families, with an emphasis on supporting underserved communities, in order to increase community access and connection with community resources, including navigating the regional center systems of support.

**START UP FUNDING:**

A total of \$125,000 in start-up funding is available for this project. The funding awarded for this project will be **divided among the two RCRC selected applicants**; actual funding received by successful applicants will depend upon the number of proposals approved. However, a minimum of \$62,500 in start-up funding will be available for *each* of the successful two applicants to develop this new service. Start-up funding may include, but is not limited to, the following:

- Service design development- outlining service offerings using the parent-to-parent peer led service model
- Lease of office space
- Office equipment/furnishings
- Staff development (recruitment, training, up to three months wages, etc.)
- Other identified, RCRC approved, start-up costs

**RATE STRUCTURE:**

The chosen applicants will determine the service code and rates in coordination with rate setting defined in Title 17 along with Redwood Coast Regional Center's Community Services Department.

**ELIGIBILITY OF PROVIDERS:**

Successful vendor applicants will have experience in the developmental disabilities service delivery system; knowledge of generic community resources; experience

conducting community outreach activities; a solid understanding of the types of supports needed by RCRC families, particularly those in underserved communities; be trained in Person Centered Thinking/Planning; promote community inclusion; and use a whole person approach in the implementation of services.

Parent Advocates hired by the vendored service will need to be able to effectively communicate in the primary language of the families they support and must have knowledge of the regional center system and other generic services located in the communities they will be supporting. Parent Advocates will support RCRC families by: Assisting with completing paperwork; attending meetings; locating resources, and understanding the services and supports available to them, among other things.

**PROPOSALS:**

All interested parties are required to submit an electronic copy of their proposal to the following email address, [lthompson@redwoodcoastrc.org](mailto:lthompson@redwoodcoastrc.org) no later than 01/27/2025 by 5:00 PM. All proposals will be reviewed and scored by evaluators selected by RCRC.

Applicants who meet the proposal criteria will be invited to participate in an interview process. **Proposals must include the following 9 items:**

1. A cover page that lists the applicant's name, address, phone number, and name of person preparing proposal, if other than applicant.	<b>Yes or No</b>
2. Name and describe the key staff that will manage and accomplish the development of this service. Include language skills and lived experience relevant to the service. Include resumes for all staff listed.  <i>**Priority will be given to applicants who have Spanish speaking staff and staff from local Native communities, and/or a clear plan for hiring bilingual/multilingual staff as well as staff from the local Native communities.</i>	<b>15 points</b>
3. Describe your experience partnering with other diverse groups and organizations to engage underserved communities. If informal partnerships will be used in the development of this service, outline how this work will be coordinated. Include desired partnerships where collaboration has not already been established, and the reasoning for the development of a new partnership.	<b>10 points</b>
4. Provide an Action Plan, which outlines the sequence of activities necessary to complete the project and develop services within a two-year period. The Action Plan should include step-by step project tasks with timelines and who is responsible for completion leading up to the targeted opening date of services.	<b>15 points</b>

5. A statement outlining the applicant’s plan to serve diverse populations, including culturally and linguistically diverse populations. The statement should discuss information on how the applicant will promote equitable access to services and supports to reduce disparity while flexibly tailoring services to respond to the unique needs of the family that is respectful of the language, ethnicity, and culture of the family supported.  <i>** Priority will be given to applicants who have Spanish speaking staff and staff from local Native communities, and/or a clear plan for hiring bilingual/multilingual staff as well as staff from the local Native communities.</i>	<b>20 points</b>
6. A statement that describes the agency’s Zero Tolerance for Abuse procedures.	<b>15 points</b>
7. Discuss your agency’s plan for recruiting, training, and retaining Parent Advocates. Be sure to include the following in your plan: <ul style="list-style-type: none"> <li>• Discuss any regional differences in recruitment strategies.</li> <li>• Provide a training plan for Parent Advocates that includes at minimum: Orientation and ongoing training curriculum.</li> </ul>	<b>10 points</b>
8. A draft proposed budget for <i>start-up costs</i> with a brief narrative description for each line item identified. The start-up budget should include both costs to be paid through the CRDP funds as well as costs that will be paid for by the applicant and/or other funding sources.	<b>5 points</b>
9. An estimated Cost Statement for ongoing services. <i>** No more than 15% of the funds received by a provider with a negotiated from a Regional Center for ongoing costs may be used for administrative costs. W&amp;I Code Section 4629.7</i>	<b>10 points</b>
<b>TOTAL</b>	<b>100 points</b>

**RFP TIMELINE:**

<b>Completion Date</b>	<b>Activity</b>
January 27, 2025	Emailed proposals are due to RCRC by 5:00pm
Week of February 10, 2025	Proposals are reviewed by team of evaluators
Week of February 24, 2025	RFP interviews of selected applicants Via Zoom
March 3, 2025	Contracts awards announced to applicants

**SERVICE DESIGN:**

Selected applicants will be required to develop a written Service Design. The Service Design will include how the parent advocacy service will address health and safety

waivers to assist with service access. Both Regional Center approval of the Service Design, as well as successful negotiation of a rate for services, shall be a condition of ongoing vendorization.

**TECHNICAL ASSISTANCE:**

RCRC staff will provide the applicant with technical assistance as needed in developing and completing the Service Design, and other service development activities.

Before beginning work on the proposal for Peer-led Parent Advocacy Support Services or if there are any questions regarding this RFP, it is recommended that applicants contact:

**Leah Thompson**  
**Community Placement Plan Resource Coordinator**  
**Redwood Coast Regional Center**  
[lthompson@redwoodcoastrc.org](mailto:lthompson@redwoodcoastrc.org)  
**(707) 616-2206**

RCRC reserves the right to withdraw this Request for Proposals (RFP) at any time without prior notice. Further, RCRC makes no representation that any agreement will be awarded to any applicant responding to this RFP. RCRC reserves the right to reject the proposal of any respondent who, in the opinion of RCRC, is not responsible or has previously failed to perform properly or is not able to operate within the service design.