City of Oceanside

Youth Services Initiative FY2025-2026

Request for Proposals (RFP)

RFP 25-07, City of Oceanside Youth Services

I.   INTRODUCTION

Overview

The City of Oceanside Department of Housing and Neighborhood Services (HNS) ("the City) is requesting proposals from individuals and/or organizations that can demonstrate qualifications and experience to provide services that support and engage at-risk youth ("the Program") and meet one or more of the funding strategies for youth services. This Youth Services initiative seeks to address the needs of Oceanside youth living in Opportunity Neighborhoods and at-risk of gang involvement, youth violence, and illegal substance use/abuse by sponsoring effective prevention and intervention youth development programming. Proposals targeting **Middle- and/or High-school aged youth are prioritized for funding.**

This RFP covers the funding strategies outlined in the **City of Oceanside Youth Services Funding Strategies FY2025-2035** summarized in the RFP.

Grants awarded though this RFP will be for a period of 1-year starting on July 1, 2025 through June 30, 2026. The City projects that approximately $1,300,000 in available grant funding through Measure X sales tax initiative and Opioid Settlement funds will be available through this RFP to provide direct service and program activities to Oceanside youth as defined under each funding source.

CITY OF OCEANSIDE YOUTH SERVICES FUNDING STRATEGIES FY2025-2035

City of Oceanside Equity Framework for Youth Program Strategic Funding

Located sixty miles from the U.S.-Mexican border, between Los Angeles and Tijuana, Mexico, the City of Oceanside encompasses forty-two square miles and is home to Marine Corps Base at Camp Pendleton with over 42,000 active-duty Marines and Sailors, creating a transitory population in the City. There are over one-hundred-seventy thousand (170,000) residents in Oceanside and with a history of immigrant neighborhoods, its population is extremely diverse. Over fifty percent (50%) of the population under eighteen (18) years of age are Latinx. Oceanside is also home to the one of the largest concentrations of Samoans in the United States.

Many neighborhoods in Oceanside continue to struggle with challenges related to gang involvement, youth violence, drug experimentation/use/abuse, poverty, and other high-risk behaviors. According to Ed-Data, in the 2022-23 school year, 30.7% of Oceanside's socioeconomically disadvantaged youth were chronically absent from school and more than 60% of Oceanside youth receive free and reduced-price meals. That same year, there were over seven-hundred-fifty (750) school suspensions for violence.

In January 2008, as a result of a highly publicized gang-involved police officer shooting, the Oceanside City Council established the Oceanside Community Safety Partnership (OCSP) Steering Committee to facilitate public and private organizations and individuals to address community safety concerns and gaps in services related to at-risk youth. Today, Steering Committee members represent Public Safety/Law Enforcement, Youth Organizations, Education, Neighborhood Residents, Faith-Based Organizations, Business, City/County/State government Leadership, and City Staff. Each member and organization or group they represent bring forth resources and expertise to share with the partnership. The (OCSP) Steering Committee meets monthly to discuss the trends and challenges facing Oceanside youth, as well as best-practices and strategies to enhance public safety, prevent gang involvement and substance use and decrease youth violence. The OCSP recognizes/recommends as a best practice positive youth development models to address core trends in violence and drug prevention. Under this initiative it will provide the oversight for grants management of all awardees as well as a sounding board to address any potential barriers to successful programming.

Positive youth development models address the needs of opportunity youth who might be vulnerable to violence by focusing on known risk factors and the behavioral development of juveniles for early intervention and prevention. Youth diversion and intervention programs help reduce youth crime and youth violence in the community by engaging at-risk youth in alternative programs that provide an outlet for positive expression, social and emotional skills, self-discipline, sports development and cultural identity. Studies have shown that sound prevention, intervention, and diversion programs can

save taxpayers seven to ten dollars for every dollar invested. This is primarily due to reductions in the amount spent on future incarceration by preventing the onset of adult criminal careers, and reducing the likelihood of youth perpetrating serious and violent offenses.

The City of Oceanside is committed to supporting programs that target youth and families who need support and intensive prevention and intervention services to divert at-risk populations away from drug use, juvenile delinquency and gang involvement. The City is also invested in supporting second chance efforts by supporting nonprofit, faith-based and/or grassroots groups that intervene with active gang members and/or youth involved with the criminal justice system to reduce incidents of violence in high crime neighborhoods.

Youth Services Funding Guidance

1) The City of Oceanside will focus youth funding to address the needs of disadvantaged youth and families living in opportunity neighborhoods including but not limited to: Mesa Margarita/Libby Lake; Backgate; Eastside; Crown Heights; and John Landes/Tri-City.

2) Funding will support culturally responsive approaches to service delivery and actively promote youth well-being, foster positive choices, and discourage gang involvement while creating opportunities for youth to be more involved within their communities.

3) The City of Oceanside recognizes the need for programs and funding aimed at youth who are facing multiple barriers that increase risk and contribute to negative outcomes. All funding approaches should support the specific needs of Oceanside youth such as:

- Transition-age youth who are lacking support from family or services
- Children and youth experiencing homelessness
- Chronically absent youth
- LGBTQ+ youth
- Youth at-risk for gang or drug involvement
- Youth living in identified opportunity neighborhoods
- Youth who are living in poverty

Youth program strategic funding will address three foundational goals:

1) Healthy Development of Oceanside Youth
2) Safety, Health, and Well-Being of Oceanside Youth
3) Violence and Drug Prevention for Oceanside Youth

Each goal identifies 2-3 strategies, listed below. The City will use these strategies to address that goal and identify programs to fund.

Goal #1: Healthy Development of Oceanside Children and Youth

Under Goal #1, the City of Oceanside will focus funding for direct-service programing designed to promote the healthy development and well-being of our youth through two strategies: **Social and Emotional Skills Programming for Youth and Their Parents and Comprehensive Year-Round Afterschool Programs.**

These strategies support engagement from youth and their families who are currently underserved by available programing and who would benefit from community-based programing that is tailored to their specific needs.

Strategy 1: Social and Emotional Skills Programming for Youth and Their Parents

The City of Oceanside supports programs focused on the social and emotional skills development of youth, particularly in middle, and high school by funding program models that strengthen our children and youth's ability to: set and achieve goals; show empathy to others; establish and maintain positive relationships; improve classroom behavior, manage stress, and build resilience.

Youth and parent engagement is an important strategy toward community success. The City of Oceanside supports programs that encourage parental involvement both in their children's lives and in the larger community. Workshops and classes that increase knowledge about topics such as: Navigating School Portals; Human Trafficking; Opioid Prevention; Gang Involvement; Mental Health; Community Resources; Positive Parenting; and Dating Violence are some examples of parent engagement opportunities.

Under this strategy, it is important to partner with our Community Resource Centers when planning engagement events as this setting gives youth and parents an opportunity to connect with other families for social networking, learning, community service, civic engagement, and leadership. City Staff working as Community Resource Specialists are often embedded in the community and are a resource providing culturally and linguistically relevant services and approaches to address the unique needs of the families they serve.

Priority Population and Geography: Oceanside youth ages K-12 and their parents/caregivers with special emphasis on middle- and/or high-school age youth living within an identified opportunity neighborhood.
Supported Programming: Screening and referral services, skills groups, student/parent workshops, trusted-adult mentoring programs, activities to build foundational social/emotional connections, basic needs distribution, family activities, economic support/legal resources, community engagement.

Intended Outcomes and Impact: Improved access to culturally sensitive, trauma-informed mental health services, improved behavior in the classroom, decrease in youth violence and drug use/abuse, more parents/caregiver engagement, leadership and advocacy for youth and parents.

Strategy 2: Comprehensive, Year-Round Afterschool Programs

Year-round, afterschool programming that has the ability to combine quality academic assistance as well as engaging enrichment activities at no cost to participants is a way to support low-income families and reduce juvenile crime.   By providing safe, effective afterschool programs in opportunity neighborhoods, the City can connect hundreds of children and youth with caring adults who use creativity and innovation, as well as trauma-informed approaches, to engage young participants. Successful afterschool programs use a mixture of academic tutoring, mentorship, hands-on projects, service learning, guest speakers, and off-site activities to create a robust and stimulating learning environment.

This strategy supports academic and enrichment youth programming during the entire year and on weekends. The City of Oceanside will partner with community-based organizations at community locations to deliver high-quality instruction and activities that may not be otherwise accessible to low-income families. These programs will prevent students from falling behind their classmates during periods when schools are not in session. Year-round enrichment programs promote social and emotional learning, community engagement, health, and development.

Priority Population and Geography: Oceanside children and youth in grades K-12 with special emphasis on middle- and high-school age youth living within identified opportunity neighborhoods.
Supported Programming: Academic support, structured afterschool programming, improved social/emotional skills programming, visual and performing arts, hands-on projects, service-learning projects, culturally affirming activities, health, fitness, and sports programs
Intended Outcomes and Impact: Improved school attendance and academic achievement, children and youth are safe during afterschool hours, decrease in youth violence/crime and drug exposure, increased community connectedness, increased leadership skills, improved activity levels and overall health, expanded access to literacy, arts, technology, and other enrichment.

Goal #2: Health, Safety, and Well-Being for Oceanside Youth

Under Goal #2, The City will be investing in programs that are specifically designed to engage middle-school youth and create employment opportunities for young adults in high-school. Youth who feel connected to their community and who can envision a bright future are destined for success.

Strategy 3: Middle School-Age Youth Engagement, Wellness and Transition

While Oceanside's overall crime rate has continued to decline, juvenile crime is at an all-time high. By focusing funding on the middle school population in neighborhoods that are affected by violence, poverty and stress, we can address trauma and mental health crises among young students before they get to high school. Enhanced investment in middle school-age youth engagement will provide youth with opportunities to learn how to set and achieve goals, healthy problem solving, responsible decision making, and enhance their academic performance. Middle school-age programs can provide mentorship, counseling, drug/gang/violence prevention, and wrap-around services for students and their families.

Priority Population and Geography: Oceanside middle school students in grades 6-8 living within opportunity neighborhoods.
Supported Programming: Culturally affirming, developmentally appropriate programming, support for academic success, mental/behavioral health referrals, mentoring programs, sports and recreation programs, skills groups that address grief and loss, substance use, mental health, and restorative justice
Intended Outcomes and Impact: Improved school attendance, decrease in youth crime/violence, reduced school suspension rates, improved classroom behavior

Strategy 4: High School and Post-Secondary Workforce Development and Student Success

This strategy will support programs that work with high-school students to assist with the transition to the workforce, post-secondary opportunities or college. Workforce development and internship programs are especially encouraged, as are programs designed to increase the high- school graduation rates in Oceanside. This strategy promotes sustainable opportunities for employment for youth. Programs will connect youth to local businesses and provide support as youth gain employment skills and experience. Programs will address barriers to employment including: identification/paperwork, resumes, transportation, immediate financial needs, housing, basic needs, life skills, financial literacy, and mental health. Programs will provide students with soft skills and job etiquette to pursue future employment opportunities.

Priority Population and Geography: High school students and Transitional-Age Youth (TAY) ages 13-21, living in Oceanside with priority given to those youth living within identified opportunity neighborhoods.
Supported Programming: Peer leadership, life coaching, mentoring, community building, academic and social support, college and postsecondary preparation, postsecondary support, comprehensive and supported work experience (apprenticeships, subsidized employment, internships, and direct job placement programs, pre-employment training programs, dual enrollment programs, wrap-around services, financial literacy programs
Intended Outcomes and Impact: Increase school attendance, improved academic achievement, goal setting, improved connection to peers and caring adults, improved college/postsecondary readiness, decrease in youth violence, increased employment experience

Strategy 5: Cultural Enrichment Programs for Youth

This strategy will support programs that utilize a strengths-based approach when working with youth. Programs that promote empowerment, self-efficacy, and leadership are needed to teach youth through arts, recreation, and cultural enrichment, civic engagement, and community organizing and advocacy.

Priority Population and Geography: Oceanside middle and high school students in grades 6-12 living within an identified opportunity neighborhood.

Supported Programming: Visual and performing arts programs, sports and recreation programs, cultural arts and enrichment programs, safe spaces for youth, peer mentoring, civic engagement for youth, positive connections with peers and caring adults

Intended Outcomes and Impact: Increased youth engagement, and participation, increase connection to community, expanded access to literacy, arts, technology, and other enrichment, increase youth health and fitness, increased youth self-efficacy, decreased youth violence/crime.

Goal #3: Youth Development, Drug Prevention, and Violence Prevention

The City of Oceanside will support direct service youth programs in an effort to combat the rise in youth crime as victims or perpetrators and steer young people away from substance use/abuse.

Strategy 6: Substance Abuse Disorder (SUD) Prevention

Substance Abuse Disorder (SUD) Prevention Programs that specifically target middle school students have been shown to be especially effective in preventing substance use. SUD Prevention Programs, available in both English and Spanish, are an important way for youth and their parents to receive accurate information and understand the risks associated with substance use/abuse. Programs that focus on harm-reduction for high school students give young adults the tools they need to make better choices.

Priority Population and Geography: Oceanside middle and high school students in grades 6-12, Oceanside parents/caregivers and community members

Supported Programming: Evidence-based prevention programs focused on SUD and targeting middle and high school students, SUD community education and conferences, youth-designed public service announcements & social media campaigns, peer to peer mentoring, intervention services, SUD screening/mental health referrals and/or treatment services.

Intended Outcomes and Impact: Decrease in student drug/alcohol use, increase in access to SUD treatment, increase in community awareness/knowledge around SUD, decreased crime/violence, increased community connectedness, increased access to mental health services

Strategy 7: Violence/Gang Prevention

This strategy aims to prevent violence and gang involvement among youth in Oceanside using Restorative Justice programs, mentorship and community collaboration to address mental health needs, parent education, and conflict resolution. Programs should promote respect and empathy and teach youth to take responsibility for their behavior and repair the harm caused by their actions to victims and the larger community.

Priority Population and Geography: Oceanside youth ages 12-18, parents/caregivers, community residents living within an identified opportunity neighborhood.

Supported Programming: Youth/parent outreach in target neighborhoods, Restorative Justice programs, Trauma-informed programs, mentorship, Social/Emotional Learning programs, conflict resolution, parent/caregiver workshops/education

Intended Outcomes and Impact: Decrease in youth violence/crime, decrease in gang involvement and recruitment, increase in youth leadership, increase in community activism, increase in mental health referrals, increase in community collaboration, increase in community connectedness

Proposal Submission and Deadline

Proposals are due by 5:00 p.m., May 1, 2025. All proposals must be submitted online via **BidNet**. Proposals that are mailed, e-mailed, or faxed or submitted after the deadline will not be accepted. **We strongly encourage candidates to submit early to avoid any unforeseen technical issues.**

Pre-Proposal Meeting (Bidder's Conference)

The City of Oceanside Housing and Neighborhood Services Department will hold a **voluntary in-person** Pre-Proposal Meeting (Bidder's Conference) on **March 17, 2025 from 4:00-5:30 P.M. in the Oceanside City Council Chambers** (300 N. Coast Highway) to provide information on application process and guidance on how to navigate the BidNet RFP system. Topics to be discussed at this meeting include proposal requirements, application process, selection process, and timeline.

Housing and Neighborhood Services staff will hold an additional online Pre-Proposal Bidder's Conference on **April 3, 2025**. Online registration will be required and a link to the online technical session will be provided. All potential applicants are encouraged to attend one of the TA sessions which will take place in-person or virtually via Microsoft Teams platform. The virtual meeting will be recorded and made available on **April 5, 2025**

Technical Assistance: Applying Online and Submitting Questions via Email

Potential applicants may request clarification or ask questions about this RFP by emailing Project Managers Michele Gehr, Management Analyst, at mgehr@oceansideca.org or Maria Yanez, Housing Administrator, at myanez@oceansideca.org. All questions must be received **by 5:00 P.M. on April 18, 2025**. Emails must be clearly referenced as **RFP 25-07, City of Oceanside Youth Services.** A summary of questions from prospective applicants and City responses will be posted by RFP number on the City's website at https://www.bidnetdirect.com/california/cityofoceanside/solicitations/open-bids?selectedContent=BUYER after each TA session offered (in-person and online) by 5:00 pm on March 19, 2025 and April 5, 2025.

Communication with any City employee or official other than Project Managers is prohibited and may be disqualifying. Any questions or comments received **after April 18, 2025** will be disregarded.

RFP Timeline

Step	Date
Request for Proposals (RFP) Released	March 10th, 2025
Technical Assistance by E-mail Available	March 11 – April 18, 2025
Pre-Proposal Bidder's Conference (In-Person)	March 17, 2025
Virtual Technical Assistance Workshop	April 3, 2025
Application Deadline: Proposals Due	May 1, 2025
Proposal Review	May 6-12, 2025
Recommendations for Funding Due	May 13-14, 2025
Recipients Notified by E-mail	May 15, 2025
Vendor Packets submission (s) Due	May 23,2025
Professional Service Agreements Created	May 16, 2025
City Council Approval (if needed)	June 18, 2025
Contracts Begin	July 1, 2025

BidNet

All proposals will be submitted through BidNet. The website address for BidNet is: https://www.bidnetdirect.com/

Contact Information

The following City staff are available to answer questions:
Michele Gehr, Management Analyst, mgehr@oceansideca.org
Maria Yanez, Housing Administrator, myanez@oceansideca.org

II. FUNDING, ELIGIBILITY AND SUBMISSION REQUIREMENTS

Funding Availability

Funding Source	Estimated Funds FY2025-26
*Measure X-Youth Services	$800,000
Opioid Settlement Funds	$500,000
Total	**$1,300,000**

*Measure X will have an individual award ceiling of $100,000. Availability of Measure X funding is subject to future City Council discretion.

MEASURE X-YOUTH SERVICES

The **Measure X-Youth Services** Initiative was designed to address service gaps in youth programming, especially for our at-risk and vulnerable youth, to assist the City in achieving its goal to enhance public safety and prevent gang involvement and youth violence. **Positive youth development models address the needs of youth who might be at risk of gang involvement, youth violence, drug experimentation/drug use, and other high-risk behaviors by focusing on known risk factors and the behavioral development of juveniles for early intervention and prevention.** Youth diversion and intervention programs help reduce youth crime and youth violence in the community by engaging at-risk youth in alternative programs that provide an outlet for positive expression, social and emotional skills, self-discipline, sports development and cultural identity. Sound intervention, diversion, and prevention youth programs can save taxpayers seven to ten dollars for every dollar invested. This is primarily due to reductions in the amount spent on juvenile incarceration and the prevention of the onset of adult criminal careers and reduction of youth perpetrating serious and violent offenses.

OPIOID SETTLEMENT FUNDING

Funding from **California's Opioid Settlement funds** will be used to fund projects targeting Opioid/Fentanyl Crisis, and as such the Contractor shall comply with all applicable federal, state, and local laws, regulations, and executive orders. California Attorney General, Rob Bonta announced the final settlement agreements with prescription opioid manufacturers and pharmaceutical distributors, which will provide funding to abate individual, family and community consequences associated with the opioid epidemic. **The funding is intended for opioid remediation activities focused on prevention, intervention, harm reduction, treatment, and recovery services.** The allowable expenditures include activities tied to the ending, reduction or lessening the effects of the opioid epidemic in communities and include prevention, intervention, harm reduction, treatment, and/or recovery services. No less than fifty percent (50%) of the funds received will be used for one or more of the High Impact Abatement Activities (HIAA).

The City is focused on the HIAA Interventions to prevent drug addiction in vulnerable youth and addressing the needs of communities of color and vulnerable youth populations that are disproportionately impacted by SUD (Table 1:3 and 1:5 of the Janssen & Distributors Settlement Funds Allowable Expenditures and Core Strategies (Schedule A) Section G: Prevention Programs, which can be found in the attachments associated with this RFP and incorporated herein by this reference). Programs seeking Opioid Settlement funding must provide direct services using Evidence-based Practices (EBPs) to comply with the terms of the grant.

Funding Term and Duration

Grants awarded through this RFP will be for an initial one-year period, July 1, 2025 to June 30, 2026.

Eligibility

Prospective applicants may be a public or private nonprofit organization, individual, faith-based organization, school, or a for-profit entity and have a minimum of three years of experience in administering comprehensive, ongoing programs for at-risk youth. *At-risk youth* is defined as youth who are less likely to successfully transition to adulthood because of a variety of risk factors including, but not limited to: poverty, violence, drug use/exposure, mental health, homelessness, or poor academic performance.

Proposed services should be provided through collaborations with the City, nonprofit organizations (NPOs), Community-Based organizations (CBOs) and grassroots or faith-based organizations (FBOs). In an effort to expand services in five pre-identified neighborhoods and communities (Mesa Margarita/Libby Lake, Backgate, Eastside, Crown Heights, and John Landes/Tri-City), grantees should strive to work together and share resources across borders and neighborhoods. Monthly attendance at OCSP Steering Committee meetings is mandatory for all grant recipients.

All recipients will be required to register as City Vendor and complete the *City vendor packet and submit all required supporting documentation listed in the application prior to award of contracts,

including Certificates of Insurance for city approved limits. City Vendor packet can be found at the following link: https://www.ci.oceanside.ca.us/government/financial-services/purchasing-vendor-registration

*Note: Existing City Vendors need to provide proof of current insurance and signatory authorization. Please see examples as attachments to this proposal.

Use of Funds

Program awards will be granted to youth-focused prevention/intervention programs that provide comprehensive and ongoing programming with at-risk youth populations within the City of Oceanside.

Program services should focus on one or more areas listed below:

- Workforce development
- Gang and Violence Prevention/Intervention
- Substance Abuse Disorder Prevention/Intervention
- Athletic programs
- After-school activities and programs
- Emotional Intelligence
- Academic Support
- Healthy relationships/Mentorship
- Community building and community connectivity
- Arts and creativity
- Mental health
- Cultural identity/cultural learning
- Positive transition to adulthood
- Programs that support housing homeless youth

The City does not provide general operating support to funded activities and programs. **Funds may not be used for any service that merely benefits children and youth incidentally or the maintenance, utilities, or similar operating costs of a facility not used primarily and directly by children and youth.** Funds may not be used for the acquisition of any capital item. Funds must be used primarily for direct service as presented in RFP. Administrative oversight and staffing are considered an indirect expense and may be included up to 5% Indirect. No more than 5% may be allocated for indirect costs, calculated as a percentage of the total grant request.

Matching Fund Requirement

Matching Funds refer to all program funding over the City's award that are necessary to provide the services at the proposed levels. **Organizations with an annual budget exceeding $100,000 will be required to provide a 25% match to any City funding.** Proposals must demonstrate, if awarded, that they have the ability to document or raise match funding. Match funding may include in-kind donations, volunteer hours, and monetary donations, payments or grant funding.

Example: An organization with an annual budget of $1 million is seeking $100,000 from the City to run an afterschool program. If awarded, the organization would need to demonstrate that a $25,000 or 25% match could be raised or documented.

III.   APPLYING FOR FUNDING: PROPOSAL INSTRUCTIONS

Applying for Funding

All proposals will be submitted through BidNet. All proposals must be complete to be considered for funding.

The steps to submit proposals is as follows:

Step 1-Registration and Login: Create an account with BidNet
Step 2-Submit Proposal with:

- Applicant Information-Specific information for you or your agency
- Program Information-Program name and strategy
- Population and Geography-Demographic information and location of services
- Program Design-Proposed activities and services
- Program Budget-Costs and services for the fiscal year
- Staffing Experience and Qualifications-key staff leading direct services
- **Uploads-MOUs for partnerships, IRS 501c3 Letter of Tax-Exempt status, audited financial statements (if available), Most current Filed IRS Form 990, vendor packet (if needed), insurance documents (The City of Oceanside requires all vendors working with children under the age of 18 to carry Sexual Abuse/Molestation coverage under their General Liability policy), funding match information (if needed), Board of Directors roster**
- Signing authorization-Business license, Corporate minutes, letter from Board of Directors that shows authorized signers

Applicants should base their proposal on a selected Funding Strategy. See **City of Oceanside Youth Services Funding Strategies FY2025-2035 (Exhibit 1).**

Registering and Login

Create an account with BidNet at: https://www.bidnetdirect.com/ . All applicants must be registered with a BidNet account. New users must create a new account.

Prospective grantees must register on the BidNet website by opening the orange tab at the top right of the screen labeled "Vendor Registration" and follow the instructions. There is no charge to register with BidNet and registration should allow access to any updates to this RFP.

IV. Proposal Information (Application)

The first section of the proposal should contain information about your business, nonprofit organization or agency. This should include name of organization/business, main contact information, organization/business address, website, and telephone number.

Review City's Youth Services Funding Strategies FY2025-2035 and choose the strategy that best describes your program and services. The proposal should align with this strategy and the proposal narrative should illustrate how your program will accomplish the outcomes and create the desired impact. Describe the business/organization's background and expertise with youth.

Population and Geography

Estimate the total number of individuals who will be served by your program. Include estimated demographic data (income levels, age, race/ethnicity). Provide a narrative describing:

- Describe the neighborhoods and/or schools you intend to serve.
- How your business/organization will identify participating youth and the setting/location used for program implementation;
- How the business/organization will adjust program delivery, language, or cultural understanding; Describe the organization's experience with programing in communities of color or vulnerable populations; and
- The business/organization's strategy to deliver effective messaging to opportunity communities;

Program Design

In the program design section, please provide an overview of the population your program will serve, the projected level of services and engagement, what types of services, and when and how services

will be delivered. Estimate the number of service hours the unduplicated participants will receive and include a projected start and end date, days of service, hour of average participation.

Provide a detailed work plan with a complete Scope of Work and describe the program's ability to address issues relating to Oceanside youth.

Examples of programs may include, but are not limited to, the following:
- After-school programs, athletic programs, and programs that develop/promote community resiliency
- Gang and violence prevention/intervention programs
- Programs addressing the specific mental health needs of youth including programs that address self-harming behavior, anxiety, depression, social isolation, etc.; and
- Substance use/abuse prevention/intervention programs targeting Opioid/Fentanyl epidemic and other drugs.

Describe your organization's experience with at-risk youth and detail how your organization will identify and engage participating youth and their families. Provide information on the setting/location to be used for program implementation (schools, neighborhoods, youth centers, churches, etc.). It is the responsibility of the applicant to identify and have the setting and/or location approved and available.

Describe the organization's plan for collaboration and coordination with other youth programs, schools, etc. **Include copies of any Memoranda of Understanding (MOUs).** You will need to include a description of the nature, history, and extent of the partnership, including past successes and accomplishments. MOUs should include the responsibilities of each party detailing the administrative and operational duties (staffing, service delivery, facility space, evaluation). Please include any funding being exchanged.

Describe any barriers or potential roadblocks the organization has identified that may impact the success of the project and how the organization plans to address them.

BUDGET

The program budget is an important component of your proposal that should be clearly linked to support the proposed program, with reasonable and justifiable expenses for staffing and program costs. The budget proposed should be an appropriate and accurate projection of the program expenses for one program year, FY2025-2026 (July 1, 2025 through June 30, 2026).

This section will allow your organization to show the cost effectiveness of your program and demonstrate how you will leverage other funds for the programs you are proposing. Applicants will

provide a narrative justification for each line item in the program budget and will provide information on how funds requested are reasonable to support the level of services proposed.

If your organization was a previous recipient of City funding, please include total program expenses from the recent calendar year and describe any changes you want to incorporate the reasons for the change.

Staff Experience and Qualifications

Proposals should include information on the key staff who will be delivering direct services and their qualifications. Proposals may include resumes and/or job descriptions that illustrate the organization's ability to attract and retain qualified staff for the program.

V.   FUNDING RECOMMENDATIONS

By responding to this RFP and submission of a proposal, applicants authorize the City to verify any information the proposal contains. At any time before a contract is issued, the City may conduct site visits and/or interviews to verify applicant's proposed services before making a final determination of grant awards. The City has the right to disqualify applicants whose proposals present false, inaccurate, or incorrect information or are incomplete. Once a final award is determined, all RFP responses, will become a matter of public record.

The City reserves the right to reject any or all proposals, whether or not the minimum qualifications are met, and to modify, postpone, or cancel the RFP without obligation or commitment to any party, firm, or organization. The City reserves the right to request and obtain additional information from any candidate submitting a proposal. A proposal may be rejected for any of the following reasons:

- Proposal received after deadline.
- Proposal is incomplete or does not contain the required elements.
- Proposal does not comply with City Funding Strategies, eligibility or submission requirements.
- Proposal (activities or program) does not meet the local or state requirements and/or definitions.

Proposal Review Process

City staff will review all proposal submissions received by posted deadline to ensure that the required proposal elements have all been provided according to the directions included in this RFP. Incomplete proposals will not be considered for further consideration.

Applicants that are complete and comply with the RFP requirements will be reviewed and scored by an independent panel of reviewers with expertise in children/youth programing in the City of Oceanside.

Reviewers will score proposals based on responses provided according to the 100-point scale listed on the following page.

Proposals will be considered within the funding strategy selected. Proposals will be ranked within the funding strategy by the average of the reviewer scores.

Reviewers will consider proposals by funding strategy, reasonableness, feasibility, location, services, proposed demographics and potentially past performance for currently funded programs.

Reviewer Scoring of Proposals

The City has allocated approximately two weeks for proposal review and scoring. The following criteria and points for each criterion (a total of 100-points) will be used in evaluating and rating the proposals:

1) AGENCY HISTORY AND CAPACITY (15 POINTS)

- Past, recently completed, or on-going projects to substantiate experience.
- Demonstration of ability and experience in working with diverse communities and youth.
- Leadership in staff and board members reflects the community and demonstrates solid foundation for administration, programing and fiscal management.

2) POPULATION AND GEOGRAPHY (10 POINTS)

- Understanding and connection to the proposed community and target population.
- Clarity regarding neighborhood assets and challenges and how they impact the proposed services.
- Clear and realistic plan for engaging and retaining participants in programing.

3) PROGRAM DESIGN (25 POINTS)

- Proposal has clearly identified a funding Strategy (see **City of Oceanside Youth Services Funding Strategies FY2025-2035 Exhibit 1)** and has effectively communicated the intended outcomes and impact of the program for that strategy.
- A clear and specific description of the proposed services, including frequency of programming, average number of clients to be served daily and over the course of the year, location of services, and extent of proposed services to be delivered.
- Program uses Evidence-Based Practices (EBPs) and/or has shown efficiency with program and its impact on participants.
- Program design described expected outcomes for participants and impact of programming and how program defines success of participants.
- Partnerships support the program design and provide details on roles and assets of partnerships in delivering services.

4) Evaluation (15 POINTS)

- Clear plan to implement evaluation from start to finish

- Clear goal and outcomes able to demonstrate effectiveness of program (i.e. Did it do what it was meant to do? Can you measure change?)
-

5) STAFFING EXPERIENCE AND QUALIFICATIONS (15 POINTS)

- Staffing is sufficient for the level of services proposed, and staff are qualified and reflective of the communities to be served.
- Staff have the knowledge, skills and abilities to be successful and receive support from their agency to grow and develop the necessary skills.
- Supplemental training. Proposal has identified ongoing training, including mandatory training required for working with minors. Program requires fingerprinting and background checks for all staff.

6) REQUIRED RESOURCES AND BUDGET REQUEST (20 POINTS)

- The program budget is clear and reasonable in costs to support the proposed level of services.
- Project budget provides detail on adequate justification of proposed cost.
- Applicant is able to demonstrate sustainability.

NOTE: Additional Preference Points may be awarded by the City of Oceanside above the 100-points scale based on programs working with the emphasized population of middle- and/or high-school youth, assessed need, geography or identified EBPs.

Contract Negotiations

All applicants recommended for funding should expect City staff will have recommendations for modifying Scopes of Work and Budgets. During initial meetings, scopes of work and budgets will be reviewed in detail and possibly modified as necessary to ensure that they meet the goals, objectives and policies of the City of Oceanside. Revisions to scopes of work included detailing activity projections and updating projected number of clients served or adjusting client demographics.

All grantees must participate in the monthly Oceanside Community Safety Partnership meetings and any independent evaluation processes contracted by the City so that meaningful data can be collected and disseminated to Oceanside Residents, City Leadership, and State or Federal departments when appropriate. All grantees are required to submit quarterly program reports, quarterly financial reports, and an annual report, due on the 15th of October, January, April, and July. Grantees must track scope of work activities, demographics, budget, program activities, enrollment, attendance, and invoices.

At any time during or before a grant agreement is issued, the City staff may conduct site visits, and/or interviews to verify Applicant's services.

Contract Award

The contract amount shall be a not to exceed amount, to be established based upon a mutually agreeable Scope of Work (SOW) and Budget. A sample Professional Services Agreement (PSA) is provided as an additional document for reference as Exhibit 3. The selected contractor will be required to enter into a contract that contains similar terms and conditions as that in the standard agreement. **Please note that the City does not typically make modifications to the standard agreement terms and provisions.** Contractors must comply with all City terms and conditions in the standard City contract including the submission of insurance and financial information. **All grants are on a reimbursement contract.** All recipients will be required to submit an invoice and supporting documentation and/or receipts to Grants Manager on a monthly basis. All invoices are subject to review to ensure expenses are in compliance with grantee's contract and SOW.

Contract and Compliance

1) Grantees must provide the services projected in the proposal and Scope of Work, subject to contract negotiations. Failure to provide these services may result in reduced payments or suspension of payment.
2) Grantees with annual budgets over $100,000 must report in-kind and cash matches by the end of the third quarter.
3) After a contract is awarded, the City reserves the right to amend it as needed throughout the term of the contract to best meet the needs of all parties.
4) The City shall have the right to audit this contract and all books, documents, and records relating hereto.