



Request for Proposals
Funding for Projects to Provide
Substance Education and Awareness Program for
Children, Youth and Families

Proposal Due Date: March 4, 4:30 pm
Late applications will not be accepted

City of Boulder

Department of Human Services

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Boulder, Colorado 80302

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2016-2021 SUBSTANCE ABUSE EDUCATION AND AWARENESS PROGRAMMING FOR CHILDREN, YOUTH AND FAMILIES

A: GENERAL OVERVIEW

Available Funds

The city has up to \$250,000 available in recreational marijuana tax revenues, which are subject to this Request for Proposals (RFP). The intent of this fund round is to invite community coalitions and/or organizations to submit proposals to develop and implement a community-wide substance abuse prevention education program, including recreational marijuana education, for children, youth and families.

Although city funding for the substance education and awareness (SEA) program is anticipated to fund projects for multiple years, this funding is subject to annual City Council approval. The SEA program should be designed for sustainability if city funding is reduced or eliminated in future years.

Background on the Recreational Marijuana Tax and Intended Use

On Nov. 5, 2013, City of Boulder voters approved Ordinance 7916, which authorized the city to impose an excise tax of up to ten percent and a sales and use tax of up to ten percent on recreational marijuana sales to offset some of the indirect costs of recreational marijuana.

Boulder Revised Code Section 3-14-1 expresses the Legislative Intent of revenues generated by these taxes:

“...although the city council recognizes that it cannot bind future city councils, it nonetheless declares its intention that sufficient revenues generated by this tax be appropriated by future city councils for public safety, enforcement and administrative purposes and for comprehensive substance abuse programs including, without limitation, prevention, treatment, education, responsible use, intervention, and monitoring, with an emphasis on youth...”

On Nov. 17, 2015 council approved a motion to authorize the city manager to release an RFP for integrated substance abuse prevention education programs, including recreational marijuana, aimed at children, youth and families.

Eligibility

Through this RFP, the city will fund 501(c)(3) nonprofit agencies and organizations, educational or governmental entities that propose to serve the Boulder community.

Importance of Prevention and Education Programs for Youth

Brain development occurs in youth through early adulthood. Exposure to alcohol and drugs during a period of critical neurological development may interrupt the natural course of brain maturation and key processes of brain development.

Cognitive deficits resulting from alcohol and drugs have potentially harmful implications for subsequent academic, occupational, and social functioning extending into adulthood. While it has often been assumed that marijuana use is not linked to long-term cognitive deficits, recent data suggest that even after four weeks of monitored abstinence, adolescents who regularly smoked marijuana performed poorer on performance tests of learning, cognitive flexibility, visual scanning, error commission, and working memory. Marijuana is often perceived as a “safe” drug, and recent legalization of use by adults may increase that perception. Many youth and their parents may be unaware of the potential long-term impacts of marijuana use. Education around accidental marijuana ingestion among children is also needed. According to data from the Colorado Department of Public Health and Environment, hospitalizations with possible marijuana exposure among children age nine and under significantly increased after implementation of both medical and recreational marijuana.

Current Community Efforts Related to Youth Substance Abuse Education

Several community coalitions and organizations are addressing youth substance abuse in Boulder with efforts that target substance abuse prevention, education, intervention and treatment for legal and illegal drugs, including marijuana. These groups include a wide range of community partners and stakeholders including educational entities, health care providers, nonprofits, parent organizations and City of Boulder. .

The City of Boulder SEA funding is an opportunity for further integration and innovation among local partners, leveraging existing efforts and best practices.

Best Practices

Although recreational marijuana is new in Colorado and the United States, substantial research has been done on substance abuse education and prevention for youth related to marijuana and other legal and illegal drugs. According to the United States Substance Abuse and Mental Health Services Administration (SAMHSA) and the National Institute on Drug Abuse, examples of common elements of successful substance abuse prevention programs for young people include:

- Parent involvement;
- Interactive techniques such as peer discussion groups and parent role playing;
- Information about harms is more effective when combined with skill building activities and promotion of protective factors;
- Prevention programs should enhance protective factors and reverse or reduce risk factors;
- Prevention programs should address the type of drug abuse problem in the local community, target modifiable risk factors, and strengthen identified protective factors; and
- Community prevention programs that combine two or more effective programs, such as family-based and school-based programs, can be more effective than a single program alone.

Additional principles of effective prevention programs are located at [Drug Facts: Lessons from Prevention Research](#).

Goals and Principles for SEA Program Funding

Funding Purpose

Develop and implement community-wide information and educational programs, with a consistent message for children, youth, families and the community related to the impacts of drug/alcohol use on children and youth.

Desired SEA Program Outcomes

Progress toward these goals should be measurable, with tracking and reporting at regular intervals. Program(s) awarded funding through this RFP will be required to participate in an evaluation process with an independent evaluator contracted separately by the City of Boulder.

- Widespread community distribution and awareness of information and programs developed;
- Shift community perceptions of risk associated with substance use, including the impact of drugs, alcohol, recreational marijuana, and abuse of prescription medications on children, youth;
- Prevent/reduce youth abuse of alcohol and recreational drugs including marijuana; and
- Reduce accidental ingestion of marijuana and other drugs.

Leveraging Existing Community Efforts, Consistent Community-wide Messaging

- Program should be integrated with, and complementary to, existing youth substance abuse education and prevention efforts in the community, including efforts by Boulder County Public Health (BCPH), Boulder Valley School District (BVSD), Mental Health Partners (MHP) and non-profits.
- Preference for a partnership approach - multiple partners applying an integrated, collaborative model to achieve community goals, and/or leverage other sources of funding to achieve goals.
- Preference for innovation in partnerships and collective efforts, in contrast to a group of providers continuing existing services.
- Program should have broad community impact with consistent messaging.
- City SEA funding should not supplant funding for existing programs.

Target Populations and Program Focus

- The project scope may be broader than the City of Boulder, but SEA funding is intended for the benefit of city residents.. The proportion of program funding requested from the City of Boulder should be appropriate to the percentage of City of Boulder program costs. Education program should be community-wide, and include plans to reach higher risk youth subpopulations that typically report lower perceptions of marijuana or other substance abuse risk and higher rates of use.
- Focus of program activities should be education and prevention. Although funding is not intended for treatment, some treatment activities may be considered as part of a comprehensive education and prevention program.
- Program should operate within broader context of substance abuse, and include significant efforts in the area of children and youth.
- Program should reflect best practices in substance abuse prevention and education for youth.
- Proposed programs should demonstrate involvement of target population in program design.

Deadline and Submittals

All proposals must be **received** by **4:30 p.m., Friday, March 4, 2016**. No extensions will be granted under any circumstances. Due to this restriction, we strongly encourage proposal submittal at least one day early.

Submit proposals as **one** PDF document via email to SiemensK@bouldercolorado.gov, with the subject line "SEA 2016 Funding Round RFP".

Review Process

Please note a completed proposal does not guarantee funding. A committee of staff and advisory board members will consider all proposals in March 2016, prior to making recommendations to the City Manager, followed by City Council in the spring of 2016. The committee may communicate with the primary contact for the proposal to address follow-up questions or schedule interviews as necessary.

More than one proposal may be funded. However, the committee encourages proposals in which multiple partners apply a combination of strategies toward a consistent, coordinated message to closely align with the goals and principles described above.

Contract and Reporting Requirements

Funded applicants must agree to enter into a five-year funding agreement for the SEA program, with annual funding contingent on approval by council and achievement of annual program benchmarks and reports.

Project Timeline

Event	Date
RFP Released	February 9, 2016
Proposals due	March 4, 2016
Committee reviews applications and makes funding recommendations to city manager	March 2016
City manager approves recommendations	March 2016
City Council considers recommendations for funding	April 2016
Contracts negotiated	April - May 2016
Contracts executed and funds distributed	May 2016

For Additional Information

To ensure an accurate and timely response to your questions about this RFP, contact Kammi Siemens at SiemensK@bouldercolorado.gov or 303-441-3344.

B: PROPOSAL CHECKLIST, SCORING AND FORMAT

The following checklist is provided to facilitate the response and review of this RFP. Please check the proposal against this list before submitting to ensure that it is complete as per the requirements. *Proposals missing any of the following components or not following these directions may not be reviewed or may lose points as a result of omissions.*

PROPOSAL CHECKLIST AND SCORING

Your proposal should contain each of the items in this checklist, using the tables provided below:

Part I: Proposal Abstract (1 page maximum – 15 points)

The top page of the proposal must be the applicant's Proposal Abstract.

- A. Applicant Information
- B. Project Information
- C. Financial Information

Part II: Proposal Narrative (3 page maximum – 50 points)

The proposal should contain the following sections in the following order:

- A. Need for Project Services
 - 1. Target Population
 - 2. Problem Statement
 - 3. Services in Boulder

- B. Proposed Project Services and Evaluation
 - 1. Project Services Description
 - 2. Project Collaboration
 - 3. Best/Evidence-Based Practices
 - 4. Evaluation
 - 5. Funding Specifics
 - 6. Cost-Per-Client/Cost-Per-Contact
 - 7. Sustainability

Part III: Financial Attachments (1 page maximum for tables – 35 points)

The proposal should contain tables A and B below plus an attached or inserted budget.

- A. Sources of Income
- B. Specific Fundraising to Date
- C. Detailed Project Budget

PROPOSAL FORMAT

Part I: Proposal Abstract *(Please use this form and do not exceed one page)*

A. Applicant Information

Name and Title of the main contact for this RFP:	
E-Mail Address:	Phone:
Mailing Address, City, State, Zip:	

B. Project Information

Project Address(es), if different than above:
Project Title:
Brief Project Summary:
Is the project contingent on this funding?: <input type="checkbox"/> Yes <input type="checkbox"/> No Explain, if yes:
Is the timeline contingent on this funding?: <input type="checkbox"/> Yes <input type="checkbox"/> No Explain, if yes:

C. Financial Information and Target Population:

Total Project Cost: \$
Amount of SEA funding requested for the project: \$
Total Program Target Population:
Boulder Residents as Percentage of Total Target Population: _____%

Part II. Proposal Narrative *(Three pages maximum)*

*Provide a narrative of the proposed project using the questions outlined below. Use a standard font no smaller than 11 point and **include the headings** provided below. It is not necessary to repeat the text of the questions. You are not required to submit the full amount of pages, but **content that exceeds the three-page maximum will not be scored.***

A. Need for Project Services

This section should describe the population the project intends to serve, the specific problems this project addresses and similar services in Boulder that attempt to address these problems.

- 1. Target Population:** Briefly describe the total population the project will serve, including an estimate of the percentage that will reside in the City of Boulder. Include both a demographic and geographic description. Estimate how many *unduplicated* persons will benefit from the proposed project (e.g., 5,000 City of Boulder middle and high school students, ages 10-18 and 10,000 parents). Note sub-populations that will be served and how members of the target population will be included in program design.
- 2. Problem Statement:** Describe the problem faced by the target population and any emerging trends that the proposed SEA education project addresses. *Do not describe how your project will address the problem in this answer – your services can be described in Section B below.*
- 3. Services in Boulder:** (a) Describe existing projects or programs in Boulder (other than this one) that attempt to address this problem. (b) State how your proposed program differs from these other projects or programs, and builds upon (rather than duplicates) current work in the community. Give specific examples of potential collaborative efforts with these other projects or programs. *We are very interested in hearing how you collaborate with other partners.*

B. Proposed Project Services and Evaluation

This section should describe the project/services, with specific information on the expected results and the major activities for achieving the goals of this project.

- 1. Project Services Description:** Describe the proposed SEA project services including: (a) the project goal and alignment with city goals stated above; (b) a brief description of the programs and services provided through this project; and (c) what benefits the target population will receive.
- 2. Project Collaboration:** Describe the other programs and/or agencies that will form part of this collaborative effort and their contribution to the project. Include information about each agency's experience with, and access to, the target population.
- 3. Best/Evidence-Based Practices:** Describe the best, evidence-based or evidence-informed practices that will be used in the project.
- 4. Evaluation:** Describe: (a) the project's overall approach to evaluation as it relates to the 'Desired SEA Program Outcomes' section of this RFP; (b) how frequently data collection will occur; and (c) what tools and metrics will be used to measure impact at one-year intervals and other benchmarks along the five-year timeline. *We are very interested in your evaluation methodology.* Program(s) awarded funding through this RFP will also be required to participate in an evaluation process with an independent evaluator contracted separately by the City of Boulder.
- 5. Funding Specifics:** What specifically will an award from the SEA fund? (Examples: staff positions, media, etc.)

- 6. Cost-Per-Client/Cost-Per-Contact:** Provide an estimate of the cost-per-client and/or contact for services provided by the proposed project. Discuss how estimates were determined. Base these on the total cost of the project/services, not just the funds requested from the SEA RFP.
- 7. Sustainability:** Please explain how the project will be sustained if city recreational marijuana revenue is reduced or eliminated in future years.

C: FINANCIAL ATTACHMENTS

One page maximum for Tables 1 and 2B plus attached or inserted budget. Fill out the following tables and either insert or attach a project budget. Make sure to label any attachments.

1. Sources of Income

Complete the table below indicating potential or already known funding sources for the project. Add rows to fit the project’s funding categories. Indicate 0% for categories that do not apply.

Percentage	Funding Source
%	Government grants or contracts (federal or state)
%	Local government grants or contracts (county or city)
%	Boulder and/or St. Vrain Valley School District(s)
%	Foundations
%	Business sponsorships
%	Events (include event sponsorships)
%	Individual contributions
%	Fees/earned income
%	Workplace giving campaigns
%	In-kind contributions (optional)
%	Other (please specify)
%	TOTAL (should equal 100%)

2. Specific Fundraising to Date

Complete the table below indicating potential or already known funding sources for the project. Add rows as needed. Leave blank if there is no fundraising to date for the project.

Only include in-kind donations if they correspond to and reduce project costs.		
Funding Source	Funding Amount	Committed (Yes, No, Pending)

- 3. Detailed Project Budget:** Either insert or attach a current budget for the project on the following page.

