



## Request for Community Partnership Planning Applications

Applications Due: Friday, June 30, 2017 at 12:00 PM EDT

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### I.RFA at a Glance

The Corporation for Public Broadcasting (CPB), as part of the 2015-20 Ready To Learn initiative (RTL) intends to provide funding for up to 30 public television stations in phase one, from which up to 14 stations will be selected for funding in phase two. In phase one (October 1, 2017 through April 30, 2018), applicants must demonstrate that the station has sufficient staff available to support the project with experience in early learning, station leadership support for this project, and the capacity to develop a community engagement collaborative to support early learning in STEM and literacy. In phase two (October 1, 2018 – September 30, 2020), CPB expects to fund approximately 14 of these stations to implement a two-year Community Collaborative for Early Learning & Media (CC-ELM). The objective of the CC-ELM is to give children ages two to eight from low-income households (the “Target Audience”) a stronger foundation in early science and literacy learning by engaging them, their families, and their caregivers with RTL’s high-quality digital and hands-on educational content.

If selected for phase one, stations must use the grant funds to conduct a needs assessment to identify a community site for the project and potential partners, utilizing a toolkit developed by CPB. Once those partners are secured, the stations must work with them to develop a two-year community engagement plan using the CC-ELM model. At the close of phase one, CPB will review applicants’ community engagement plans for funding consideration in phase two.

To be eligible to apply for consideration, applicants must currently be CPB Community Service Grant recipients in good standing and have recent experience with the Target Audience using any CPB-PBS RTL content and models from the 2010-15 and 2015-20 grant periods (which may include, but is not limited to, *Odd Squad* Be the Agent Camps, Boston University Teacher Professional Development modules, and PBS KIDS Transmedia Suites).

These Community Partnership Planning grants are funded by the CPB-PBS RTL Content, Community, and Collaboration: Advancing Children's Learning through Personalized Media Experiences grant, funded under the U.S. Department of Education RTL grant (No. U295A100025, CFDA No. 84.295A). The total amount available for these 30 planning grants is \$150,000 and contingent on CPB’s continued receipt of its annual federal appropriations for the RTL program.

## **II. CPB Background**

CPB is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America. CPB is the largest single source of funding for public television and radio programming, distributing funds via grants, investing in more than 400 local radio and 175 television stations. CPB grants fund activities that include: station operations, equipment, development and production of radio and television programming and overall public media support.

## **III. Planning Grant Objectives & Deliverables**

During phase one, stations must complete the following:

- attend a two-day in-person kick-off meeting with CPB, PBS, and key RTL partners in the Washington, D.C. metro area in the fall of 2017. Each station should expect to send at least two staff members, preferably including senior leadership;
- participate in a virtual training with the RTL Research Consortium on the Community Collaborative Needs Assessment Resource in the fall of 2017;
- conduct a Community Collaborative Needs Assessment to identify potential CC-ELM partners and their roles, as well as the needs of the Target Audience in the community;
- draft a CC-ELM project proposal with input from the partners, outlining the plans for a two-year, local initiative to support early science and literacy learning for the Target Audience. CPB will provide a template for this proposal to stations in the fall of 2017; and,
- participate in virtual training sessions offered by CPB or its partners to learn more about the RTL content available for implementation in the station's proposed CC-ELM. The schedule of these trainings will be made available in the fall of 2017.

In addition to completing these activities, stations must submit the following deliverables to CPB during phase one. Failure to complete these deliverables in full and on-time will disqualify stations from consideration for phase two funding.

1. Interim Narrative Reports – two interim narrative reports (at the three and six-month marks) describing the project's status and demonstrating completion of required project activities.
2. Financial Reports – a detailed financial report of project expenses every three months.

## IV. Application Requirements

Applicants must separate their Technical and Cost Applications.

A. The Technical Proposal must include the following in the order specified.

1. Station Capacity and Commitment

Applicants must describe the station's recent commitment to education and community engagement, especially among low-income families with children between the ages of two to eight. This may be done by highlighting specific initiatives and projects, including outcomes, completed by the stations since 2012.

Applicants must also demonstrate the station's capacity to carry out this project. This may be done by listing station staff who have previously conducted RTL or other early education work, providing biographies of key personnel who will be assigned to the project, and describing how station leadership (executives, board members, etc.) will support this project.

2. Project Community and Target Audience

Applicants must describe the station's service area. Identify the low-income community in which the station is considering conducting their CC-ELM work and explain why the community was selected. Describe existing community organizations and initiatives that serve the Target Audience, and the station's experience in working with these organizations and initiatives, if applicable. Provide indicators of community need via measures such as household income, census data, the presence of Title I schools or programs, the presence of Head Start programs, and the number of free and reduced school lunches. Identify the data points in these communities that indicate the low achievement of Pre-K and early elementary children in science and literacy.

3. Collaborative Engagement

Applicants must address station's capacity and willingness to work collaboratively with a network of community partners, especially on projects related to science, literacy, and the Target Audience. Applicants must describe recent partnerships of any kind that have adopted a collective impact (or similar) approach, with multiple stakeholders contributing to the end goal. Include a description of how the partnerships formed, strengthened, and maintained over the course of the project. Identify the lessons learned from the experience.

4. Evaluation

Applicants must describe the stations' prior experience with local evaluation work or other community impact measures, especially with children, families, and educators. If relevant, stations may also describe the capacity and experience of potential CC-ELM partners in local evaluation work.

5. Demonstration of Support

Applicants must include a letter of commitment from station leadership (e.g. CEO or General Manager) to demonstrate senior-level support of the project.

- B. Applicants' costs proposals for the seven-month grant period (October 1, 2017 – April 30, 2018) must be submitted using the Budget Template, which includes a detailed line-itemed Budget and Budget Narrative, in MS Excel format. The Budget Template is available under "RFP Other Documents" within this RFA in CPB's electronic grants management system.

Budgets categories may only include direct costs, such as:

- Staffing descriptions (pay, fringe, and time allocations);
- Travel costs (destination, # of days, transportation, lodging, etc.);
- Equipment (e.g. tablets, routers);
- Supplies; and
- Contractual (e.g. consultants, partner stipends).

#### **V. Selection Criteria**

CPB will evaluate applications to phase one based on the criteria below with the associated weight.

- A. Quality and experience of station personnel in early learning and the station leadership's commitment to the project (40%).
- B. Demonstrated capacity of station to participate in collaborative efforts with community organizations on work that supports early learning, especially science and literacy, through engagement of the Target Audience, their families, and their educators (35%).
- C. Reasonableness of proposed budget costs (25%).

For phase two funding, CPB expects to evaluate stations' two-year CC-ELM plans based on the criteria in Attachment A.

#### **VI. Deadlines**

Applicants must submit their technical and cost applications through CPB's electronic grants management system.

To gain access to the electronic grants management system, please send an email request to LaShawn Johnson, [ljohnson@cpb.org](mailto:ljohnson@cpb.org), no later than **Friday, June 23, 2017 at 12:00 PM ET**. CPB will provide access to eligible applicants within two business days.

Applications are due no later than **Friday, June 30, 2017 at 12:00 PM ET**. CPB will not consider applications submitted after this time.

All questions must be submitted in writing to Devon Steven, Director, RTL Community Engagement at [dsteven@cpb.org](mailto:dsteven@cpb.org). CPB will post all responses without attribution. The deadline for submitting questions is **Friday, June 23, 2017 at 12:00 PM ET**.

## VII. Application Timeline

Action Items	Dates
RFA announced	Monday, May 8, 2017
Request access to CPB's electronic grants management system	12pm EDT Friday, June 23, 2017
Applications due to CPB	12pm EDT Friday, June 30, 2017
Selections announced	September 2017

## VIII. Additional Resources

### A. PBS Annual Meeting Concurrent Session and Webinar

During the 2017 PBS Annual Meeting (<http://www.pbsannualmeeting.org>), CPB and PBS will host a breakout session, "Community Collaboratives for Early Learning & Media: Lessons & Opportunities with Ready To Learn." During this session, RTL staff and members of current CC-ELM will discuss RTL's community engagement model and this RFA. Attendees to the Annual Meeting are encouraged to attend; those who cannot attend may participate via a simulcast webinar, which will be recorded and posted in the FAQ for this RFA shortly afterwards.

"Community Collaboratives for Early Learning & Media: Lessons & Opportunities with Ready To Learn"

Marriott Marquis San Diego Marina, Room 16

Monday, May 15, 2017

3:00 – 4:00pm PDT

To register for the simulcast webinar, go to:

<https://cpbnet.webex.com/cpbnet/j.php?MTID=mf9cd1e70fd7a9fd858b426ed40690be3>

Meeting number (access code): 647 734 435

Meeting password: RTL2017  
Call-in toll-free 1-877-668-4493 number

## **B. Reports on RTL Research and Best Practices**

Although not required, stations may also find the following resources useful for identifying best practices in RTL and serving the Target Audience when responding to this request.

- CPB: <http://www.cpb.org/rtl/>
- PBS KIDS Lab: <http://www.pbskidslab.org/>
  - See especially - <http://pbskids.org/lab/research/>
- EDC: <http://cct.edc.org/rtl/>
- SRI: <http://ctl.sri.com/projects/displayProject.jsp?Nick=readylearn>

## **C. RTL Overview**

In 2015, CPB and PBS were awarded a Ready To Learn grant from the U.S. Department of Education's Office of Innovation and Improvement. The five-year grant (contingent upon annual appropriation by the federal government) will fund CPB and PBS' innovative science and literacy media initiative to support the learning needs of children in low-income communities.

CPB and PBS are working with experts in early learning to create new science and literacy-based programming, mobile apps and online games. The grant is funding new content for PBS KIDS series such as *The Cat in the Hat Knows a Lot About That!* and *Ready Jet Go!* PBS KIDS is also developing a variety of new media properties as part of this effort, focused on scientific inquiry and literacy. CPB and PBS are leveraging this content to develop personalized learning experiences for children and provide meaningful data to parents, caregivers and teachers.

CPB and PBS are working with producers to develop multiplatform content, including: Random House Children's Entertainment, WGBH and Wind Dancer Films. Key partners include the National Association for the Education of Young Children, the School of Education at Boston University, as well as national advisors from a wide range of organizations dedicated to supporting the early learning needs of children, families and educators.

A key piece of the grant will provide resources to PBS stations to establish community-based networks of strategic local and national partnerships devoted to early learning, focused on disadvantaged children and families. The first phase of this work began in Year 1 in 11 high-need communities in partnership with PBS stations: Austin, TX (KLRU); Boston, MA (WGBH); Cleveland, OH (WVIZ/PBS ideastream); Cookeville, TN (WCTE); Detroit, MI (Detroit Public Television); Jackson, MS (Mississippi Public Broadcasting); Lexington, KY (Kentucky Educational Television); Los Angeles, CA (PBS SoCaL); Pittsburgh, PA (WQED); Tacoma, WA (KBTC); and Tallahassee, FL (WFSU). A second phase of work began in Year 2 with five additional stations: WFYI (Indianapolis, IN); Nine Network (St. Louis, MO); Iowa

Public Television (Storm Lake, IA); OETA (Oklahoma City, OK); and VegasPBS (Las Vegas, PBS). Station partnerships include schools, public libraries, science centers, health clinics and housing agencies that serve high-need populations.

CPB is also working with the Education Development Center (EDC) and a consortium of research partners to implement a multi-year research plan. As part of the plan, independent researchers are evaluating the effectiveness of the innovative resources developed under the project, and their impact on supporting school readiness for children, families and communities.

#### **IX. CPB Terms**

Proposals submitted in response to this RFA by an applicant (“Offeror”) shall be valid for at least 90 days following the closing date of applications.

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Offeror's applications to meet the requirements of this RFA. Neither multiple nor alternate applications will be accepted. An Offeror should give specific attention to the clear identification of those portions of its application that it considers confidential, proprietary commercial information or trade secrets.

The selected Offeror shall be responsible for all products and services required by this RFA. Subcontractors must be identified and a complete description of their role relative to the applications must be included in the Offeror’s applications.

By submitting an offer in response to this RFA, an Offeror, if selected for award, shall be deemed to have accepted the terms of this RFA. Any exceptions to this RFA must be clearly identified in the application. An application that takes exception to these terms may be rejected.

As part of the RFA review process, CPB may share materials, data, other information and analyses (collectively, “Information”) with Offerors. As a condition of receiving such Information, Offerors responding to this RFA shall be deemed to agree to protect, preserve and maintain all such Information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such Information in your possession.

CPB is not responsible for loss or damage to material submitted with or in support of this RFA. Any submission to CPB shall become the property of CPB (not including any intellectual property rights contained in such submission), and CPB is not required to return any submitted materials to any Offeror. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFA.

Solicitation by CPB of applications does not constitute an agreement by CPB to extend funding to any party for the project under consideration. CPB may, in its sole discretion, elect not to pursue this project in any manner.

By submitting an application, each Offeror grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each Offeror guarantees that the Offeror has full and complete rights to all of the information and materials included in the application. Each Offeror also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

### **Conditions of Agreement**

If an application in response to this RFA is selected for funding, Offerors will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Offerors are not authorized to commence work until the agreement is fully executed. If Offerors opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, Offerors must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Offerors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

- (1) A demonstration of adequate financial support to complete the work for which they have been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
- (2) Maintenance, for 3 years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes. (Offerors will additionally ensure that any subcontractors or consultants under the agreement shall also maintain such records for the period specified and under the same terms);
- (3) Maintenance, for 3 years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents



related to the work undertaken, copies of which shall be made available to CPB on request;

- (4) Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- (5) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (6) Offerors will be required to provide documentation as to actual costs;
- (7) All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the Offeror will be required to assign all right, title and interest in and to such research and materials to CPB. Offerors further agree that neither they, nor any of their subcontractors, will have any copyrights or other intellectual property rights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project.
- (8) The agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

Other material terms and provisions will be set forth in the documents provided to the Offeror that successfully completes the selection process.

CPB will have complete rights to the reports created as deliverables for this project.

CPB will not be responsible for any costs incurred by an Offeror in preparing and submitting an application, or in performing any other activities relative to this solicitation.

## **Attachment A**

### Anticipated Evaluation Criteria for Phase II

- A. Quality of proposed project activities in the two-year plan to support the early science and literacy learning of the Target Audience (30%).
- B. Demonstrated capacity and experience of station and partners to implement a collaborative engagement project to support the early science and literacy needs of the Target Audience, their families, and their educators (30%).
- C. Reasonableness of proposed budget costs (25%).
- D. Demonstrated commitment of station, partners, and community leadership to the proposed project (15%).