



**City of Boulder
Housing and Human Services**

Request for Proposals 2022 Substance Education and Awareness (SEA) Fund

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Proposal Due Date: September 20th, 2021 at 4:00 p.m. (MST)

All proposals shall be submitted via the e-Impact online grant management system.

Paper and late applications will not be accepted.

See page 8 of this document to register for an optional informational webinar on August 11, 2021 at 2:30 p.m. or sign-up for a meeting with SEA Fund staff.

2022-26 SEA FUND REQUEST FOR PROPOSALS

Introduction

On November 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 its use. Boulder Revised Code Section 3-14-1 expresses the Legislative Intent for revenue generated by these taxes, which includes “comprehensive substance abuse programs including, without limitation, prevention, treatment, education, responsible use, intervention, and monitoring, with an emphasis on youth...”. This Request for Proposals (RFP) seeks applications from qualified entities for use of recreational marijuana tax revenue to address one or more of the priorities identified by the law. The RFP is for program services performed from January 1, 2022 through December 31, 2022 with the opportunity for renewals for the years 2023-26.

Available Funds

For 2022-26, the city anticipates that roughly \$450,000 will be available annually, through the SEA Fund for programming.

Timeline

RFP released	August 3, 2021
Proposals due	September 20, 2021
Youth Opportunities Advisory Board reviews applications	October – November 2021
City manager receives allocation recommendations	November 2021
Contracts negotiated and finalized	December 2021 – January 2022
First payments distributed	February 2022

Deadline for Proposal Submittal

All proposals are due on or before **September 20, 2021 at 4:00 p.m.** (MST). Proposals must be submitted via the online application found in the e-CImpact grant management system (GMS) at the web address: <https://agency.e-cimpact.com/login.aspx?org=COB>. No paper or emailed applications will be accepted under any circumstances. The online application system will automatically close at the deadline and no extensions will be granted.

The city strongly encourages applicants to turn in proposals at least one day early. Any proposal that is not submitted by the deadline will not be eligible for funding in the 2022 competitive fund round. **The GMS will confirm receipt of the application.**

SEA Fund Background

In 2015, the city issued a Request for Proposals for integrated substance abuse prevention education programs targeted to children, youth and families. This included prevention for all commonly abused substances in addition to recreational marijuana. The city selected Boulder County Community Services (BCCS) as the SEA program contractor and issued a five-year contract with BCCS to manage the program. In 2016, the city released an RFP inviting proposals to develop and implement City-wide substance use prevention programs.

City staff and BCCS, with engagement from nonprofit community partners, collaboratively selected programs for a five-year SEA funding cycle that began in 2017. In the same timeframe, the city selected the OMNI Institute as a consultant agency to help create the SEA strategy and evaluation framework and set up reporting guidelines and processes for funded agencies. For the 2020-21 funding years, the city manager approved two additional programs for SEA funding.

In 2019, City of Boulder voters approved an additional 40% sales tax on the sales of Electronic Smoking Devices (often known as the “vape tax”; Boulder Revised Code Section 6-4.5-1), which went into effect on July 1, 2020. The revenues from the tax are designated for administration of the tax revenues, enforcement of a licensing program for retailers, and health promotion. The city has determined that a portion of this tax revenue is to be added to recreational marijuana tax dollars for program grants supported through the SEA Fund.

Since 2017, the city has allocated roughly \$1.2 million in SEA funding for non-profit agencies for community substance use and abuse prevention programs. Information about 2017-21 grantees is available at the [SEA Fund webpage and program dashboard](#).

SEA Fund Strategy

The SEA Fund strategy is rooted in prevention science, youth engagement and leadership, and collaboration among diverse agencies and programs to reduce substance use and abuse. Funding is provided to selected programs on a five-year cycle to support program activities that align with SEA goal areas, outcomes, outputs, and indicators that are shared by all SEA Fund grantees.

The SEA Fund goal areas are:

1. Widespread community distribution and awareness of substance abuse prevention information and programs;
2. Shift in community perceptions of risk associated with substance use, including the impact of drugs, alcohol, marijuana, and abuse of prescription medications on children and youth;
3. Prevention and reduction of youth abuse of alcohol and drugs including marijuana; and
4. Reduction in accidental ingestion of marijuana and other drugs.

In addition to administering the SEA Fund, the city and Boulder County Community Services work together to provide technical assistance, professional development, and facilitate collective learning among non-profit organizations to help build capacity for youth substance use prevention and foster a coordinated approach.

To measure the success of SEA Fund programs, grantee partners collect data with outcomes similar to those collected in the Healthy Kids Colorado survey. The [SEA Fund logic model](#) summarizes how activities are designed to achieve the SEA Fund's goals and produce lasting community impacts. Some of the indicators of the City of Boulder's progress toward the SEA Fund's long-term goal are visualized on the [SEA Fund Dashboard](#).

Prevention and Health Equity

The SEA Fund strategy reflects prevention and health equity principles and practices. In a public health context, prevention is defined by the Substance Abuse and Mental Health Services Administration (SAMHSA) as activities that help people develop the knowledge, attitudes, and skills they need to make good choices or change harmful behaviors. Health equity is defined by the city of Boulder as the absence of systematic health disparities based on socio-economic factors, and the ability of all residents to reach their full health potential, regardless of their life circumstances. Taken together, the SEA Fund seeks to support programs that educate, engage, and empower individuals and families, and address systemic root causes of health disparities that may be linked to substance use and abuse.

The SEA Fund supports programs that are research informed and demonstrate positive results, while allowing flexibility for services to be adapted to meet the unique needs of the City of Boulder. In addition, the SEA Fund has processes in place to build support for emerging, innovative approaches in prevention that have yet to be fully evaluated.

The SAMHSA [Center for Substance Abuse Prevention](#) provides national leadership in developing effective strategies to prevent substance use. Common evidence-based substance abuse prevention programs include but are not limited to those that provide positive social connections and activities that are alternatives to using alcohol and drugs; peer mentorship; information dissemination; interactive trainings and skill shares; relationship development between youth and trusted adults; public messaging and education; and strategies aimed at altering changing the environment, such as limiting access, changing policy, or altering norms associated with substance use.

Examples of health equity program elements may include bilingual, bicultural education and activities by and for people of color, LGBTQ+ youth or those experiencing disabilities; anti-racism or gender inclusivity work as an integral part of agency and program practices; policies that reduce or eliminate economic, language or technology barriers; or other culturally-relevant and responsive practices.

Eligibility and Expectations

To be eligible for consideration for a SEA Fund grant, applicants must meet the following criteria:

- Non-profit (governmental or non-governmental agency). Agencies must have federal non-profit status or a non-profit fiscal sponsor.
- Able to participate in quarterly, two-hour grantee meetings with at least one designated staff member who consistently participates.

- Ability of at least one staff member or program volunteer to participate in a one-time Substance Abuse Prevention Skills Training, which is a total of 25 hours and at no cost for the grantee, ideally within the first two years of SEA funding.
- Have basic capacity for program data collection, tracking and evaluation, and a willingness to learn and apply data collection and reporting skills.
- Intention to continue program activities for at least five years.
- Provide a certificate of insurance as part of an annual grant contract.

Proposal Criteria

Proposals submitted in response to this RFP will be evaluated based on whether the proposed program:

- Serves primarily City of Boulder youth and community members, including those who may be at higher risk of substance use and abuse;
- Aligns with the SEA Fund strategic goals, prevention strategies and health equity approaches;
- Demonstrates sound research, prevention evidence-based best practices, cultural wisdom and knowledge from lived experiences;
- Reflects health equity practices at an institutional level and through services to populations experiencing systemic health disparities (e.g. by race, ethnicity, income, gender orientation);
- Demonstrates the capacity for short-term benefits and long-term outcomes;
- Meaningfully engages youth and/or community members experiencing social or health disparities as decision-makers in the design, implementation and/or evaluation of the program;
- Demonstrates strong, equitable collaboration and partnerships that move beyond informal or transactional relationships;
- Currently has or demonstrates the ability for organizational sustainability (e.g., financial stability, leadership continuity, effective program management, organizational capacity beyond this funding cycle).

Program funding request budgets must be at least \$10,000. Grant amounts will likely be between \$10,000 - \$50,000.

The SEA Fund does NOT support:

- Arts or cultural programs;
- Direct health care, treatment or rehabilitation programs;
- One-time presentations, events, or activities that are not directly associated with ongoing substance use prevention programming;
- General staff training or professional development activities outside of program-related data collection or evaluation;
- Contributions to a political campaign or committee for a candidate or ballot measure;
- Political lobbying or political advocacy campaigns to promote legislation or specific governmental policies, or express advocacy as defined in [Boulder Revised Code section 13-2-2](#);
- Programs that cannot be directly linked to specific outcomes and indicators;

- General operating funds or expenses (e.g., general salaries of staff not directly involved in providing services for the proposed program, rent/mortgage, utilities, professional development, fundraising, or other expenses) that are not directly related to carrying out the program;
- Programs that cannot demonstrate established data collection or evaluation activities;
- Individual applicants;
- Agency or program activities that are the same as those currently supported by other City of Boulder Department of Housing and Human Services funding.

Funding Proposal Best Practices

Successful proposals will include:

- Specific information about the population(s) being served and what if any inequities or disparities they may be experiencing;
- Clear alignment with one or more SEA Fund goals;
- A realistic plan for implementing the program strategy;
- Specific and measurable activities, deliverables and outcomes;
- Description of how the agency and program is committed to equity and inclusion, and/or intends to deepen its commitment to equity; and
- Detailed descriptions of evaluation tools and methods used to measure outcomes.

Proposals may include up to 15% administrative or overhead costs, including for program evaluation. Funding shall not be used to supplant another funding source.

Funding Cycle

The SEA Fund operates on a five-year funding cycle. The city supports annual funding contracts, executed by Boulder County Community Services, for selected program activities and outcomes from January 1 – December 31 for the years 2022 – 2026.

Review Process and Timeline

Proposals will be screened by city and county staff to determine if they meet basic eligibility criteria. Proposals that do not meet basic eligibility criteria will be eliminated from further consideration with notification sent to the proposing agency.

Eligible proposals will be reviewed and considered by the City of Boulder Youth Opportunities Advisory Board (YOAB), which serves as the SEA Fund funding advisory committee. City and county staff and YOAB may request clarifying information about proposals, in-person interviews with applicant agencies or otherwise request information to help the application review and funding deliberation process. The city anticipates announcing initial funding recommendations by November 2021. Agencies that wish to appeal the initial funding recommendation will have one week from the announcement to submit an appeal to city staff in writing; city staff will provide appeal guidelines and appeal submission instructions with the funding recommendation. The city anticipates announcing final funding approval by late November 2021.

A complete, submitted proposal does not guarantee funding. The city reserves the right to decide, on a case-by-case basis, in its sole discretion, whether to accept or reject any or all proposals or portions of any or all items proposed if deemed in the best interests of the city.

Contract and Reporting Requirements

Funds provided by the City of Boulder under this RFP are intended to primarily serve City of Boulder youth and other city community members. SEA Fund allocations are made to Boulder County Community Services (BCCS), which executes contracts with selected grantee agencies. Funding contracts include a Scope of Work detailing specific activities, outputs, timelines, partners, outcomes, measurement tools and indicators. The Scope of Work will be developed jointly by BCCS staff and the grantee agency.

Grantees will be required to report outcome data and metrics as determined by the city. Outcome data and metrics may include basic demographic information, the number of people who participate in program activities, and pre/post survey results. Successful applicants will be required to submit data and financial reports about the use of city funds on a bi-annual (twice per year) basis as specified by contract.

The city may terminate the contract for the failure of the contractor to perform adequately any of its covenants. At its discretion, the city may conduct a financial audit and/or site visit of funded applicants.

See page 8 for proposal submission instructions.

**2022-26 SEA FUND
PROPOSAL SUBMISSION INSTRUCTIONS**

Proposals must be submitted via the e-CImpact regional GMS. No paper submittals will be accepted. All application sections must be completed prior to the deadline for the proposal to meet minimum eligibility. A complete application must include:

General Agency Information
Agency Narrative, Demographic and Budget Information
Program Narrative, Client Demographic and Budget Information
Funding Request Financial Information
Scope of Work
Supplemental Documents

Accessing the e-CImpact Grant Management System (GMS)

To access the e-CImpact GMS, applicants need a computer with an internet connection and current version of your web browser such as Internet Explorer, Firefox, Chrome or Safari. Go to <https://agency.e-cimpact.com/login.aspx?org=COB> and bookmark the address to easily access e-CImpact at your convenience. This serves as the portal to the application to be considered for the Health Equity Fund.

Applicant Registration

All applicants must register to access the 2022 SEA Fund proposal application.

- **Existing Applicants**

From the agency login page, sign-in using your existing username and password. Use the 'Forgot your password?' link if you no longer remember your password. From the Home page (your dashboard), select 'Request Grant Application' from the left-hand side of the page and follow the instructions through the pre-qualification survey and registration.

- **New Applicants**

From the agency login page select 'Create an e-CImpact account' and after reading the Welcome Screen, click 'Next' to continue with your registration process. You will need the agency's EIN number, which the system will use to validate nonprofit status and automatically populate the agency's contact information. GMS will then allow you to review the information for accuracy and edit any incorrect or outdated information.

Next, you will set up your account username and password. Please take note of it, as you will use it to access your account once your registration is approved.

Application Registration Process

Select the **2022 SEA Fund Application**. Continue to the pre-qualification survey and answer all the questions. Failing to do so will result in denial of your request to participate in the 2022 fund round. In the event you do not qualify, you will be provided information about who to contact with any questions.

Review all agency information entered and make changes where necessary. When you have affirmed that the agency information is correct, click ‘Complete Registration.’ After your registration is complete, you will be able to print your confirmation page. You will also receive a confirmation email with further details on how to continue your application. Upon receiving your confirmation email, you can log into e-CImpact and access the current funding application.

Enter the username and password you created and click ‘Sign in to our Secure Server’ or use the enter key.

If you forgot your password, click ‘Forgot your password?’ on the agency login page; enter your username; and select ‘Auto-Generate my Password.’ Check your email, return to the login page and proceed to login. If you do not see the email in your inbox, be sure to check the ‘junk’ folder.

Technical Assistance

Consult the Application Guidelines document in the Resource Center for detailed descriptions of each application section, including definitions of key terms in the application.

Technical assistance will be provided for applicants who would like more in-depth training or guidance on how to complete the application. For technical assistance, contact Ana Silvia Avendaño-Curiel at Avendano-curiela@bouldercolorado.gov.

For More Information

Applicants are encouraged to contact city staff for assistance as early in the application process as possible.

SEA Fund staff will hold optional online informational webinars for potential applicants on Wednesday, August 11, 2021 at 2:30 p.m. Register via [Eventbrite](#) to participate in a webinar. If you are unable to participate in a webinar, recordings will be available on the SEA Fund website.

Applicants may also sign up online for a one-on-one meeting in August to address specific questions about the application process or program proposal. Click [here](#) to sign-up.

For more information, please contact:
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