REQUEST FOR PROPOSALS

Contractor Services to Support Implementation of the Nevada County Master Plan for Aging (MPA) Local Playbook

Issued by:	FREED Center for Independent Living
Total funding available:	$90,909 (hourly, not-to-exceed)
Anticipated contract period:	18–24 months, through the Year 4 Action Plan Update
RFP release date:	Wednesday, September 30, 2026
Questions due:	Wednesday, October 28, 2026
Proposals due:	Monday, November 2, 2026
Anticipated award date:	Friday, November 13, 2026
Anticipated contract start:	Tuesday, December 1, 2026
Submit proposals to:	Annie Mikal-Heine, annie@FREED.org

I. Background

FREED Center for Independent Living ("FREED") is a nonprofit Center for Independent Living serving Nevada, Sierra, Sutter, and Yuba Counties. FREED operates from a peer-based, justice-oriented model and works to remove barriers to full community participation for people with disabilities and older adults.

Nevada County's Master Plan for Aging (MPA) Local Playbook is a locally adapted action plan aligned with the California Master Plan for Aging. The Local Playbook organizes its work into six goal areas, each with specific strategic actions and objectives. The county is now two years into implementation. Progress varies by goal area: some strategic actions are complete or underway, while others have stalled and require renewed capacity to move forward.

This RFP is funded through FREED's role as a Partner under the California Strategic Growth Council (SGC) Community Resilience Centers (CRC) grant for "Revitalizing Western Nevada County Veterans' Halls," for which the County of Nevada is the Grantee. Within that grant, FREED is responsible for Workbook Subtask 2F, "Local Playbook Action Plan," which carries $90,909 to hire a contractor who will provide the dedicated capacity needed to assess current status across the Local Playbook's goal areas, build a shared system for tracking outcomes, report on progress, and lead the Year 4 Action Plan Update that will set priorities for the next three years.

II. Purpose and Scope of Work

The selected contractor will complete four core tasks over the contract period:

Task 1: Initial Planning and Data Collection

Conduct planning and data-collection activities to identify and prioritize strategic actions related to:

- Transportation access

- Healthcare access
- Housing
- Growing the caregiving workforce
- Increasing social participation

This task also includes reviewing the full Local Playbook — across all six goal areas — to document current status, identify which strategic actions have stalled, and surface the barriers behind those delays so they can be addressed in later tasks.

Task 2: Database Development and Analysis

Design and build a shared database tracking system that monitors outcomes of strategic action work across the Local Playbook. At minimum, this system must define:

- Indicators and measures for each strategic action or goal area
- Instruments and data sources used to populate those measures
- A data collection protocol (who collects what, how often, and how)
- An analysis approach for turning collected data into usable progress reporting

The system should be shared — accessible to FREED and Local Playbook partners — and sustainable beyond the contract period, using tools the coalition can realistically maintain.

Task 3: Progress Reporting

Provide a written summary of progress on the Local Playbook's strategic actions, drawing on the tracking system built under Task 2. Reporting should be timed to support FREED's own CRC grant reporting obligations to the County of Nevada (written status reports covering July–December, due January 15, and January–June, due July 15), in addition to any internal updates FREED requests for its board or the Local Playbook coalition.

Task 4: Year 4 Action Plan Update

Lead the completion of an Action Plan Update in Year 4 that assesses what was accomplished in the current plan period and establishes goals and strategic actions to drive the coming three years. This includes facilitating input from Local Playbook partners and stakeholders and producing a final written Action Plan Update document.

III. Current Status and Special Considerations

Proposers should be aware that the Local Playbook is a two-year-old, in-progress initiative, not a start-from-scratch effort. Some goal areas have active momentum; others have stalled. Proposals should describe how the contractor's approach will:

- Quickly assess what already exists (data, partner relationships, prior work products) before building new systems
- Diagnose why specific initiatives stalled and propose realistic paths to restart them
- Avoid duplicating or discarding usable work already completed in the first two years

IV. Deliverables and Timeline

Deliverable	Description	Target Timing
Data Collection & Assessment Summary	Findings from initial planning/data collection across the five priority areas and status review of all six goal areas	[Months 1–3]
Tracking System Design Plan	Proposed indicators, instruments/data sources, and collection protocol for review and approval	[Months 3–5]
Workgroup Coordination	Support workgroup leaders to coordinate meetings and tasks to move strategies towards completion.	Ongoing
Shared Database & Analysis System (built)	Functional shared tracking system populated with baseline data	[Months 5–9]
Progress Summary Reports	Written progress summaries per the agreed reporting schedule	[Ongoing — recurring]
Draft Year 4 Action Plan Update	Draft update reflecting stakeholder input, circulated for review	[Month 16–18]
Final Year 4 Action Plan Update	Final written document establishing goals for the next three years	[Month 18–24 — contract end]

V. Budget and Payment Structure

A total of $90,909 is available for this contract. This is a not-to-exceed, hourly-rate contract: the contractor will invoice against an approved hourly rate (or blended rates, if proposing a team) up to the total award amount, and will not be paid on a fixed-price or milestone basis.

Proposals must include:

- Proposed hourly rate(s) by role, if more than one person will work on the contract
- An estimated hours budget by task (Tasks 1–4 above), showing how the proposer expects to allocate hours across the full 18–24-month period
- Any anticipated non-labor costs (e.g., software/database hosting fees) and how those would be billed against the not-to-exceed total

FREED reserves the right to negotiate final rates and hours allocation with the selected proposer prior to contract execution.

V-A. Procurement Compliance

Because this contract is funded through FREED's subrecipient role under the SGC CRC grant, this procurement follows FREED's written procurement policy as the primary governing process. Where FREED's policy conflicts with SGC's Procurement Guidelines (per the CRC Program's Partnership Agreement and Grant Management Manual), the SGC guidelines control.

VI. Contractor Qualifications

FREED is seeking a contractor (individual consultant, small firm, or consulting team) with demonstrated experience in some combination of the following. Proposers need not have all of these but should describe relevant strengths:

- Aging and/or disability services planning, ideally with familiarity with the California Master Plan for Aging framework
- Program evaluation, outcomes tracking, or building data/database systems for nonprofit or public-sector coalitions
- Facilitating multi-stakeholder planning processes (e.g., coalition or task-force settings)
- Grant reporting and written progress documentation

VII. Proposal Content and Format

Proposals should be no more than 10 pages (excluding resumes/attachments) and include:

- Cover letter introducing the proposer and summarizing their approach
- Statement of qualifications, including relevant experience and resumes/CVs of key personnel
- Work plan and approach, addressing each task in Section II and the considerations in Section III
- Proposed timeline aligned to (or reasonably adapted from) the schedule in Section IV
- Budget narrative: hourly rate(s) and estimated hours by task, per Section V
- At least two references from comparable engagements

VIII. Evaluation Criteria

Proposals will be scored by a review team using the following criteria:

Criterion	Weight
Relevant experience and qualifications	[25%]
Quality and feasibility of proposed approach/work plan	[30%]
Demonstrated capacity to design data/tracking systems	[20%]
Budget reasonableness (hours/rate alignment with scope)	[15%]
References and past performance	[10%]

FREED reserves the right to request interviews or clarifying information from any proposer before making a final selection, and to reject any or all proposals.

IX. Submission Instructions

- Proposals must be submitted electronically to Annie Mikal-Heine, Deputy Director, annie@FREED.org by Monday, November 2, 2026, at 5:00pm PST.
- Late or incomplete proposals will not be considered.

X. Terms and Conditions

- This RFP does not commit FREED to award a contract, to pay any costs incurred in proposal preparation, or to procure or contract for the services described.
- FREED reserves the right to reject any or all proposals, to negotiate with any proposer, or to cancel this RFP at any time.
- The selected contractor will be engaged as an independent contractor, not an employee of FREED, and will be responsible for their own taxes, insurance, and benefits.
- FREED is an equal opportunity organization and does not discriminate based on disability or any other protected status; proposers are expected to share this commitment.
- This contract is funded through FREED's role as a Partner under the California Strategic Growth Council (SGC) Community Resilience Centers grant for "Revitalizing Western Nevada County Veterans' Halls" (Grantee: County of Nevada). The selected contractor will be expected to comply with applicable SGC grant terms and reporting requirements flowing down through FREED, including maintaining documentation (timesheets, invoices, and written report-outs) sufficient to support FREED's own invoicing to the County.
- The selected contractor's work products (data, tracking systems, and reports) become the property of FREED and are subject to inspection or audit by the County of Nevada and/or SGC as required under the CRC grant.

XI. Contact Information

Questions regarding this RFP should be directed to:

Annie Mikal-Heine

Deputy Director

FREED Center for Independent Living

annie@FREED.org

530-477-3333