



**Green Dot Pilot Project  
Request for Proposals**

**DATE:** April 4, 2011  
**TO:** California Rape Crisis Centers  
**FROM:** Ellen Yin-Wycoff, Associate Director



**SUBJECT: Request for Proposals (RFP) for Pilot Sites**

CALCASA is pleased to initiate the Green Dot Pilot Project sponsored by the California Department of Public Health (CDPH). CALCASA will select up to eight (8) CDPH/Rape Prevention and Education (RPE) Program grantees to serve as pilot sites to implement the Green Dot Pilot Program in their local communities. Each pilot site will receive technical assistance, training and a contract for \$4,500 for the period of May 15, 2011 to September 30 2011 to assist in the preparation to launch this campaign.

The Green Dot Program is a comprehensive model of primary prevention that emphasizes the role of bystanders in addressing power-based personal violence (sexual assault, dating violence, stalking). Informed by social change theory, the Green Dot model targets all community members as potential bystanders, and seeks to engage them through awareness, education and skills practice in proactive behaviors that establish intolerance of violence as the norm, as well as reactive interventions in high-risk situations - resulting in the ultimate reduction of violence. Green Dot has been implemented in many settings including universities, high schools, military installations, community organizations, coalitions, and many California universities. Currently Green Dot is being evaluated as part of Kentucky's EMPOWER program (linked to its RPE Program) and is undergoing a five-year evaluation funded by the Centers for Disease Control and Prevention.

More information about Green Dot is available at [www.livethegreendot.org](http://www.livethegreendot.org). CALCASA's national project PreventConnect has featured Green Dot in a podcast

<http://www.preventconnect.org/display/displayDocumentItems.cfm?itemID=220>

and web conference

<http://www.preventconnect.org/display/displayTextItems.cfm?itemID=316&sectionID=248> . Also,

CALCASA's national campus program has worked extensively with Green Dot.

CALCASA will support the selected pilot sites for the Program Development phase of the Green Dot Pilot Project during the period of May 15, 2011 to September 30, 2011. The actual implementation of the Green Dot Pilot Program will take place during the period of October 1, 2011 to October 31, 2012. The pilot sites must include Green Dot activities as part of their 2011-2012 CDPH/RPE scope of work.

Green Dot is designed to implement in a specific location or community, such as a high school, college campus or other community setting. Each pilot site will select an audience with some common interest or venue.

Green Dot is designed to engage bystanders who are high school aged or older. The selected audience cannot be younger than teens.

All RPE-funded rape crisis centers in California, as sexual violence prevention leaders in their local communities, have the opportunity to apply to be a pilot site. Pilot site staff will attend a 4.5-day training in May, 2011 in Sacramento and a 2-day follow-up training in September 2011. Beyond the \$4,500 contract, CALCASA will reimburse for travel, lodging and per diem costs for up to three staff members to attend those trainings. In addition, CALCASA will provide technical assistance including a site visit to support development of the Green Dot Program in their communities.

The attached RFP provides additional information about the pilot sites, timelines, selection criteria, and instructions on how to submit a proposal. RPE-funded Rape Crisis Centers in California that are interested in serving as a pilot site are encouraged to attend the informational teleconference that will be held to answer questions about the RFP application process and the Pilot Project (please see RFP timeline for more details).

If you have any questions about this project please contact Cindy Marroquin [cindy@calcasa.org](mailto:cindy@calcasa.org) 916-446-2520 x313 or David Lee [david@calcasa.org](mailto:david@calcasa.org) 916-446-2520 x309.

Thank you for your interest in this new and exciting opportunity to prevent sexual violence in California!

**CALCASA**  
**Green Dot Pilot Project**  
**Request for Proposals (RFP)**

**April 12, 2011**

This is a project of the California Department of Public Health, Safe and Active Communities Branch, Rape Prevention and Education (RPE) Program, funded by the federal Rape Set-Aside portion of the Preventive Health and Health Services Block Grant.

## **Timeline**

Release of the Request for Proposals (RFP) for Pilot Sites	April 4, 2011
<u>RFP Informational Teleconference:</u> Call-in # 1-888-447-7153 Participant Code 419 492 #	April 14, 2011 3:00 – 4:00 pm
<u>Mandatory Letter of Intent Due:</u> Emailed to <a href="mailto:cindy@calcasa.org">cindy@calcasa.org</a>	April 18, 2011 5:00 p.m.
<u>Pilot Site Proposals Due to CALCASA</u> Emailed to <a href="mailto:cindy@calcasa.org">cindy@calcasa.org</a>	April 29, 2011 by 12 p.m.
Notification of Selected Pilot Sites	May 6, 2011
Pilot Site's Contract Start Dates	May 15, 2011
Mandatory 4.5-day Training Institute for Pilot Sites in Sacramento, California (Maximum of 3 staff per pilot site with travel costs covered by CALCASA)	May 16 – 20, 2011
Site Visit by CALCASA staff	June – August, 2011
Mandatory 2-day Follow-Up Training Institute for Pilot Sites In Sacramento (Maximum of 3 staff per pilot site with travel costs covered by CALCASA)	September TBD, 2011
Pilot Sites Contract End Dates (All Contract Funds Must be Expended)	September 30, 2011

## **Questions Regarding the Request for Proposals (RFP)**

Questions will be answered during the following meetings/teleconferences:

- **RFP Informational Teleconference**  
April 14, 2011 from 3:00 p.m. – 4:00 p.m.  
Call-in # 1-888-447-7153  
Participant Code 419 492 #

A recording of the teleconference will be posted on CALCASA's Ebridge and ED-talk listservs. We highly encourage that all questions regarding this RFP be directed to the teleconference.

If you have any questions about this project please contact Cindy Marroquin [cindy@calcasa.org](mailto:cindy@calcasa.org) 916-446-2520 x313 or David Lee [david@calcasa.org](mailto:david@calcasa.org) 916-446-2520 x309.

## **Mandatory Letter of Intent**

In order for CALCASA to prepare for the review of proposals, please complete and e-mail the mandatory, non-binding Letter of Intent Form (see attached) by **12 p.m.** on **April 18, 2011** to Cindy Marroquin at [cindy@calcasa.org](mailto:cindy@calcasa.org), *Email submissions only*.

***Submitting a letter of intent does not commit your organization to submit a proposal.***

## Eligibility of Applicants

Only California Rape Crisis Centers funded by CPDH/RPE Grants are eligible to apply for this pilot site funding. A California Rape Crisis Center may also choose to work with another organization as a collaborative partner to help achieve project goals, but the Center will be required to submit a Memorandum of Understanding (MOU) describing the services the collaborative partner will provide for this pilot site.

## Selection Process/Criteria

Up to eight (8) rape crisis centers/pilot sites will be selected to provide comprehensive implementation of the Green Dot Pilot Program in their local communities. Proposals will be reviewed by a committee of representatives from CALCASA and CDPH.

The criteria for selection of the pilot sites include the following:

- Demonstrated history of a strong working relationship with CALCASA, in order to work collaboratively and promote CALCASA's philosophy and goals.
- Demonstrated capacity to provide primary prevention activities in the area of sexual violence.
- Have agency policy concerning criminal background for all staff, volunteers, interns, and/or collaborative partners who have contact with youth.
- Demonstrated ability to work in collaboration and have links to the potential selected audience.
- Represent the diversity of California's population, especially in geography, urban/rural and ethnic/racial populations in the areas served.
- Commitment to have a minimum of 2 staff, including the Executive Director or Program Director, attend the 4.5-day Mandatory Training Institute on May 16 - 20, 2011 in Sacramento, and the Mandatory 2-day Follow-Up Training in September, 2011.
- Commit to participate in the Green Dot Pilot Project evaluation activities.
- Commitment to include Green Dot activities in the agency's 2011-1012 RPE Scope of Work. The program can also use other funding sources.

In the selection process, CALCASA may also consider the geographic, regional distribution (e.g., north, south, bay, mid-coast, central coast, valley, etc.) of the pilot sites.

## Resources for Pilot Sites

The eight selected pilot sites will be funded at a maximum of \$4,500 each. Awarded funds must be spent during the period of May 15, 2011 through September 30, 2011. CDPH and CALCASA will offer technical assistance to those selected rape crisis centers/pilot sites who will modify their CDPH/RPE contracts in order to leverage this funding with their 2011 - 2012 RPE grant (beginning November 1, 2011).

Each selected rape crisis center/pilot site will receive the following from CALCASA:

- **Mandatory Training Institute** for minimum of 2 staff (with travel and lodging costs covered by CALCASA for up to 3 staff) on May 16 - 20, 2011 in Sacramento, CA. This is the standard 4-day training that Green Dot requires for each site. *Only people who attend the entire training are certified instructors of the Green Dot curriculum and only certified instructors can be directly involved in the implementation of Green Dot in the community.* All participants receive the Green Dot curriculum and training manual.
- **Promotional materials items** (to be determined) to reinforce the Green Dot message.
- **Mandatory Follow-Up Training:** This two day training in September 2011 (date and location TBD) will provide follow-up activities to support the implementation of the Green Dot Program.
- **Follow-up teleconferences and/or web conferences:** These sessions will support implementation. Green Dot and/or CALCASA staff will facilitate the sessions. (Participants will be invited to national Green Dot calls and join California-specific calls.)
- **Ongoing technical assistance:** CALCASA staff will provide ongoing technical assistance to the pilot sites including a site visit.

## **Instructions for Submitting a Proposal**

- Email the completed application by **12:00pm** (noon) on **April 29, 2011** (*No late applications will be considered*) to **Cindy Marroquin** at [cindy@calcasa.org](mailto:cindy@calcasa.org)
- The narrative cannot exceed five (5) pages (12 point font, 1 inch margins). The page total does not include the cover sheet, budget, MOU or appendices.
- Send all the required information in a single file. Incomplete files will not be accepted.
- Email submissions only. No fax or mailed proposals will be accepted.

Please submit the following:

### **I. Cover Sheet (Signed Statement of Agreement/Commitment) (not scored)**

### **II. Narrative (Not to exceed 5 pages, font size must 12 point, 1 inch margins)**

#### **A. Agency Background and Prevention Capacity (35 points)**

- Describe your agency's capacity to provide primary prevention services.
- Describe your agency's history of rape prevention activities.
- Describe your agency's commitment and experience to prevent first time perpetration of sexual violence.
- Describe your agency's history and current status of a strong working relationship with CALCASA (e.g., participation with CALCASA's services, such as the statewide conference, CALCASA trainings, region and/or caucus meetings, Ebridge, ED-Talk, library services, E.D. meetings, teleconferences, PreventConnect web conferences, etc.), in order to work collaboratively and promote CALCASA's approach and goals.

#### **B. Community Background (20 points)**

Green Dot is designed to implement in a specific location or community, such as a high school, college campus or other community setting. Each pilot site will select an audience with some common interest or venue. Green Dot is designed to engage bystanders who are high school aged or older. The selected audience cannot be younger than teens.

- Identify potential audience(s) for the Green Dot program.
- Describe the demographics of the overall community intended to serve, as well as the specific community setting (i.e., school, faith community, etc.). For example, if you intend to serve a particular high school, provide demographics of that specific school.
- Describe the existing relationships with this population and work that has been done in the past. Discuss ideas for increasing your working relationship with the selected populations.

#### **C. Readiness (35 points)**

- Describe your understanding of a bystander intervention program to prevent sexual violence?
- Describe how the Spectrum of Prevention can support the development and implementation of a primary prevention program? (For information about the Spectrum of Prevention go to <http://www.preventconnect.org/display/displayTextItems.cfm?itemID=95&sectionID=253> )
- Describe why your agency considers Green Dot to be a good fit for your agency and community? What assets of your agency, staff, and community would contribute to the success of this program?

### **III. Budget (10 points)**

Provide a budget with information detailing how the funds (maximum of \$4,500 available per pilot site) from this grant will be expended during the period of May 15, 2011 through September 31, 2011. Each rape crisis center can apply for any amount of funding as long as it does not exceed \$4,500 for the period. Funds can be used for staffing and other operating expenses for this project. Please note that CALCASA will reimburse for travel and lodging costs for up to 3 people per agency to attend the two mandatory trainings.

**IV. Memorandum of Understanding (MOU) (optional) (not scored)**

If you already have an agreement with the intended primary audience, applicants can submit an MOU detailing the organization's commitment to collaborate with your agency.

**V. Appendices (not scored)**

Please submit the following:

- Job descriptions and resumes for proposed staffing for this project.
- Any other supporting documents or that can demonstrate your agency's capacity to serve as a pilot for this project.

**Proposal Deadline:**

Proposals are due by **12:00 pm** on **April 29, 2011**. No late or incomplete proposals will be considered.

Please submit the completed proposal to Cindy Marroquin at [cindy@calcasa.org](mailto:cindy@calcasa.org)

Email submissions only. No fax or mailed proposals will be accepted.

Once the proposal review process has been completed, CALCASA's decisions and selection of the 8 pilot sites are final. Notification of the chosen pilot sites will be made by **May 6, 2011**.



**CALCASA  
Green Dot Pilot Project  
Request for Proposal**

**Mandatory Letter of Intent Form**

Agency: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

My agency is submitting this letter to express our intent to submit a proposal for CALCASA's Green Dot Pilot Project.

\_\_\_\_\_  
Executive Director's Signature

\_\_\_\_\_  
Date

Please email this Letter of Intent Form by **5 p.m.** on **April 18, 2011** to Cindy Marroquin at [cindy@calcasa.org](mailto:cindy@calcasa.org) or fax to 916-446-8166 (Attn: Cindy Marroquin)





**CALCASA  
Green Dot Pilot Project  
Request for Proposal  
COVER SHEET**

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

1. Executive Director: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Check if this person will attend the May 16-20, 2011 Training

2. Project Director/Primary Contact person for this project \_\_\_\_\_

Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Check if this person will attend the May 16-20, 2011 Training

3. Other Project Staff: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Check if this person will attend the May 16-20, 2011 Training

4. Other Project Staff: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

Check if this person will attend the May 16-20, 2011 Training

**Statement of Commitment:**

If selected as a pilot site for the Green Dot Pilot Project, my agency,

\_\_\_\_\_, agrees and commits to CALCASA the following:

1. Implement the Green Dot Program in their community as part of the agency's RPE Scope of Work for the grant period November 1, 2011- October 31, 2012.
2. Conduct planning activities for Green Dot implementation during the period May 15, 2011 to September 30, 2011.
2. Have a minimum of two staff including the Executive Director or Program Director attend the mandatory Training Institute on May 16 – 20, 2011 in Sacramento and Mandatory Follow-Up Training in September, 2011 (with travel and lodging costs covered by CALCASA)
3. Participate in Green Dot conference calls regarding the project's activities.
4. Host a CALCASA site visit to assist in program planning during June – August 2011

\_\_\_\_\_  
Executive Director's Signature

\_\_\_\_\_  
Date