



## HOPE Request for Proposal (RFP) - Executive Overview

### Executive Summary

The HOPE RFP outlines the development and implementation plan for a new program supporting California's youth, with a total projected cost of **\$4,000,000** over three years, including potential contract extensions and the initial start-up cost. This initiative focuses on creating infrastructure to facilitate youth enrollment, provide trauma-informed services, and ensure that financial education is accessible and comprehensive. By aligning with HOPE's strategic priorities and working closely with partner agencies, the RFP establishes a path to effectively support program goals in outreach, program management, and technology development.

### Total Cost Overview

- **Initial Start-Up Cost:** A one-time \$1,000,000 investment for the program's initial development phase.
- **Three-Year Agreement:** Annual costs of \$500,000, totaling \$1,500,000 for the contract term starting January 6, 2025.
- **Extensions:** Three optional one-year extensions at \$500,000 each, ensuring the contract total does not exceed \$1,500,000 for the entire extended duration.

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### Strategic Plan Alignment

The RFP is tailored to advance HOPE's strategic mission, vision, and core values:

1. **Mission:** Build the infrastructure to identify and enroll eligible youth efficiently.
2. **Vision:** A future where all California children grow into financially literate and economically stable adults.
3. **Values:**
  - **Efficiency:** Streamline program processes for ease of enrollment, withdrawals, and administration.
  - **Adaptability:** Create flexible structures responsive to the diverse needs of enrollees.
  - **Collaboration:** Foster a strong partnership between staff, board members, stakeholders, and external partners.
  - **Transparency:** Adhere to Bagley-Keene Open Meeting Act requirements and maintain open communication with the public, legislature, and stakeholders.

### Program Administrator Responsibilities

To ensure timely implementation by January 1, 2026, and compliance with WIC 18997.5, the program administrator will drive the following focus areas:

1. **Program Administration**
  - Manage HOPE accounts, disbursements, and appeals.
  - Coordinate with HOPE and CA Department of Technology (CDT) to develop a platform for eligibility verification in partnership with relevant agencies.
  - Offer trauma-informed, youth-focused customer service.
  - Implement effective record-keeping services.

- Collaborate with stakeholders for ongoing program improvement.
- 2. Outreach, Enrollment, and Services**
- Maximize enrollment through partnerships with tribal, community, and government organizations.
  - Provide toolkits containing enrollment guidance, financial education materials, and program information.
  - Market the HOPE brand and work with STO communications for coordinated messaging.
- 3. Mobile Optimized Website Development**
- Build and maintain a user-friendly, multilingual mobile optimized website.
  - Key features include eligibility verification, account dashboards, support chat, document uploads, e-signatures, appeals processing, tutorials, and local resource guides.

### **RFP Cost Structure and Terms**

The RFP is modeled on similar programs, with CalABLE being the most comparable in cost and scope.

- **Initial One-Time Cost:** \$1,000,000 for start-up development, including website/app creation, automated enrollment systems, outreach planning, record management, and marketing.
- **Three-Year Contract Term:** Beginning January 6, 2025, with a budget of \$500,000 per year.
- **Optional Extensions:** Three one-year extensions at \$500,000 each, ensuring a total cost not exceeding \$3,000,000 over the entire contract duration, including extensions.

### **Program Goals and Anticipated Outcomes**

The RFP is designed to drive the following key objectives:

- **Outreach Expansion:** Increase program visibility and reach through strategic partnerships.
- **Seamless Enrollment:** Develop efficient, user-friendly systems for youth to enroll and participate in the program.
- **Financial Education & Support:** Equip youth with essential financial literacy skills to empower their future.
- **Diversity, Equity, and Inclusion (DEI):** Integrate DEI principles throughout the program to align with STO and California state values.

Through these goals, the program seeks to provide comprehensive support and pathways for youth to achieve financial stability and success as they transition to adulthood.