



**Snohomish County**

**Human Services**

*Behavioral Health & Veterans Division*

3000 Rockefeller Ave., M/S 305  
Everett, WA 98201-4046  
(425) 388-7200  
www.snoco.org

April 23, 2021

**Re: Community-based Parenting Program Implementation Pilot Opportunity**

**Dave Somers**  
*County Executive*

Snohomish County Human Services, Behavioral Health, is currently accepting Letters of Interest to expand the best practice parenting program Parenting Wisely across Snohomish County. Parenting Wisely is based on social learning, cognitive behavioral and family systems theories that aims to increase parental communication and disciplinary skills. Parenting Wisely is shown to increase knowledge and use of positive parenting skills, decrease child behavior problems, improve problem solving, and reduce spousal violence and violence toward children. Although Parenting Wisely is available to parents in an online (self-paced) format, the intention of this Letter of Interest is to pilot expanded access and availability of best practice parenting programming throughout Snohomish County with both in-person and virtual (i.e. Zoom) sessions.

Snohomish County Human Services, Behavioral Health, is seeking provider(s) to implement Parenting Wisely and/or other approved best practice parenting curriculum with at-risk parents beginning approximately July 2021. Continued funding for this program is contingent upon funding availability, approval, and contract performance.

Eligible provider(s) shall:

- Demonstrate familiarity and ability to implement Parenting Wisely or other proposed parenting curriculum.
- Demonstrate knowledge of Snohomish County services, resources, systems, and needs.
- Be able to locate and secure appropriate space for sessions and/or host virtual meeting platform.
- Be able to report output and outcome measurements regarding implementation.
- Be able to work with community-based agencies and systems, recruit parents for classes, and manage class registrations, attendance, completion certificate processes, record keeping, etc.
- Be able to contract with Snohomish County and agree to the Basic Terms & Conditions and Business Associate Agreement.

Interested providers are invited to submit a Letter of Interest by **3pm on Tuesday, May 11<sup>th</sup>, 2021**. Letters must address the requirements listed below and must be a maximum of three (3) pages in length (standard font and margins, bulleted/numbered answers strongly recommended). Budget pages may be included outside of the three (3) page maximum.

- List each individual who may be providing services under this Contract and detail their level of knowledge and experience with Parenting Wisely and/or other suggested curriculum. If the Applicant is proposing another best practice parenting curriculum, identify the program and provide a description and justification.
- Describe the provider's access to parents and referral sources, detailing relationships with community-based organizations, school districts, courts, etc. Describe how relationships with referral sources would be built and maintained. Describe how services would be disseminated throughout the county, especially into outlying areas.
- Identify how the program will remain sustainable over time and identify how the provider will manage potential service disruptions (due to illness, staff turnover, or other unforeseen events).
- Provide a brief narrative regarding the Applicant's knowledge and readiness to provide trauma-informed services.
- Identify the anticipated 2021 and 2022 deliverables (i.e. number of classes held, number of participants, etc for half a year and a full year, respectively), should the Applicant be chosen to provide the services for this program.

- Define how outputs and outcomes of the program would be measured and how feedback from participants would be collected. Describe how data would be used to impact programming.
- Provide a budget for six (6) months of programming in 2021 (July-December). Provide a separate budget for a full year of programming for 2022. Budgets shall be inclusive of all anticipated costs and include a breakdown of proposed hourly or per class rate, supply costs, virtual meeting platform licensing, etc.
  - The budget amount up to \$20,000. The Applicant may submit a budget using some or all of the maximum amount. Ongoing contracts, as awarded, will be based on funding availability, approval, and contract performance.
- Include full contact information for primary program contact as well as other important program contacts.

Please submit letters of interest to Amanda Franke, Risk & Resilience Specialist at [Amanda.Franke@snoco.org](mailto:Amanda.Franke@snoco.org) by **3pm on Tuesday, May 11<sup>th</sup>, 2021**. Late submissions will not be accepted. Letters will be reviewed after the deadline and responses sent via email to all interested parties. Questions about the letter of interest process may be directed to Amanda Franke. We look forward to expanding the services provided to the youth and families of Snohomish County.

Sincerely,



Cammy Hart-Anderson  
Division Manager, Behavioral Health & Veterans Division