

MARIN COUNTY OFFICE OF EDUCATION

REQUEST FOR PROPOSALS (RFP)

Literacy Professional Development Program: Preparation and Implementation of Review Process

Funded through the 2025-2026 California Budget Act

ISSUED BY:

The Marin County Office of Education (MCOE)
MCOE-2026-RFP-003

ISSUED ON:

November 4, 2025

DEADLINE TO SUBMIT PROPOSALS:

December 5, 2025



MARIN COUNTY
OFFICE OF EDUCATION
Supporting Learning for ALL Students

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REQUEST FOR PROPOSALS (RFP)
**Literacy Professional Development Program:
 Preparation and Implementation of Review Process**

The Marin County Office of Education (“MCOE”) invites qualified research and nonprofit organizations (“Respondent”) to submit proposals (“Proposals”) in response to this Request for Proposals (“RFP”) for the development and implementation of a Literacy Professional Development application review and selection process. Proposals shall comply with the requirements set forth herein.

I. Timeline and Key Dates

Activity	Date
Release of Request for Proposals	November 4, 2025
Deadline for Submission of Questions	November 14, 2025 at 4:00 P.M. (PST)
Responses to Questions Posted Online	November 21, 2025
Deadline to Submit Proposals	December 5, 2025 at 4:00 P.M. (PST)
Posting of Intent to Award	On or before December 31, 2025
Project Start Date	Upon Posting of Intent to Award
Duration of Services	Fiscal Year 2025-2026
<i>Note: All dates in this table are preliminary and subject to change.</i>	

II. Purpose

The MCOE is seeking a qualified research organization or nonprofit organization with expertise in education research, education policy, and evidence-based literacy instruction, as well as experience in developing and implementing a rigorous, fair, and transparent review process to support the California Department of Education (CDE) and State Board of Education (SBE) in identifying a list of literacy professional development (PD) programs for SBE approval.

For more information on the approved criteria and guidance for the selection or development of literacy PD programs, please visit the CDE Literacy PD Programs web page (<https://www.cde.ca.gov/ci/pl/literacypd.asp>).

III. State Statute and Authority

California *Education Code (EC)* Section 33319.6(a), directs the SBE to approve, and the CDE, to post criteria and guidance for the selection or development of in-service professional development programs for effective means of teaching literacy in transitional kindergarten to grade five (TK–5), inclusive, with a list of in-service professional development programs that have been deemed to meet those criteria pursuant to *EC* Section 33319.6 by September 30, 2026. The criteria are intended for use by professional development providers interested in

submitting programs for approval; the SBE, the CDE, and reviewers in the review and approval process; and local educational agencies (LEAs) in the selection or development of literacy professional development programs.

For more information, please refer to Section 33319.6 of the Education Code ([linked here](#)).

IV. Scope of Services

The activities to support this initiative include, but are not limited to, supporting the CDE through the development and implementation of a review process for selecting in-service professional development opportunities that meet the criteria approved by the SBE and are included on the approved list by September 30, 2026, in accordance with subdivisions (a) and (b) of Section 33319.6 of the Education Code.

Respondents must demonstrate their capacity and overall approach to fulfilling the activities outlined in this section. Proposals must clearly describe Respondent's understanding of the project objectives outlined in Section 33319.6 of the Education Code, in addition to addressing the following components:

A. Process Design and Planning

- 1) Review Committee activities including, but not limited to, the following:
 - Planning readers' conference and supporting with the coordination and facilitation in the selection and composition of the review committee
 - Development of deliberation process
 - Designing the process for receipt, review, and consideration of public comment
- 2) Participation in weekly meetings with CDE/SBE leadership for progress updates, feedback, and decision-making.

B. Application and Submission Systems

- 1) Developing, testing, and launching systems for collecting PD program submissions.
- 2) Designing, building, and launching online systems for:
 - Public review and comment on the proposed PD program list
 - LEAs to submit reporting data to CDE

C. Communication

- 1) Preparing draft reports and documents for CDE/SBE review, approval and submission, including:
 - Reports to designated entities as required by statute
 - Presentation materials for board items
- 2) Providing CDE with an electronic copy of any study report(s) and related external communications at least sixty (60) calendar days prior to public release for review and approval.

Note: All press releases, public announcements, and social media communications related to the program or services must receive prior written approval from CDE before release.

D. Facilitation and Public Engagement

- 1) Serving as a neutral third-party facilitator.
- 2) Developing training and calibration content materials for the review committee.
- 3) Facilitating the following activities:
 - Readers' conference for selection of review committee members
 - Review committee training and calibration sessions
 - Review committee deliberations to propose the PD program list
 - Live public comment sessions on the proposed PD program list
- 4) The process to consider public comment in compiling the final recommended PD program list.
- 5) Compiling, organizing, and analyzing public comments for committee review.
- 6) Developing and assisting with LEA Technical Assistance (TA) webinar once the list is posted.

E. Logistics & Administration

- 1) Managing travel arrangements, lodging, and stipend reimbursements for review committee members.

F. Summary of Deliverables

- 1) Approved process for review committee deliberations.
- 2) Completion of training materials and calibration sessions.
- 3) Fully functional public comment and LEA reporting systems.
- 4) Delivery of technical assistance webinar.
- 5) Draft reports prepared and submitted for approval.
- 6) Weekly progress reports and meeting notes.
- 7) Public comment analysis report.

The selected Respondent will be expected to work with and under the direction and guidance of CDE and SBE project staff.

V. General Proposal Information

A. Respondents' Eligibility

Research or nonprofit organization that is legally constituted and qualified to do business within the State of California. The Respondent responding to this RFP must serve as the Prime Contractor and will be the responsible entity for ensuring that all tasks and activities are successfully completed.

B. Minimum Qualifications for Respondents

Respondents must have a minimum of five years of recent (within the last seven years) experience working within the California educational context and have familiarity with California education policy relating to evidence-based literacy instruction.

Please see Section VI.E., Qualifications of Respondent Personnel, for additional information pertaining to personnel requirements.

C. Questions and Clarifications

Respondents may submit questions and requests for clarifications or additional information regarding this RFP, in writing, via email to statewide_rfp@marinschools.org by **November 14, 2025 at 4:00 P.M.** (Pacific Standard Time). The subject line of the email must state: **“RFP QUESTIONS: LITERACY PROFESSIONAL DEVELOPMENT PROGRAM).”**

MCOE will endeavor to provide responses and clarifications by November 21, 2025. At its discretion, MCOE may respond to questions that are submitted late or not in proper format. All submitted questions and responses will be posted publicly on the MCOE website at [MCOE Request for Proposals](#).

The MCOE reserves the right to rephrase or not answer any question or inquiry submitted, regardless of timing or form of the question. Respondents are solely responsible for monitoring any questions or answers posted on the MCOE website and incorporating any answer or information provided by MCOE into their Proposals. Respondents shall not contact any other MCOE employee or agent regarding this RFP.

VI. Proposal Specifications/Requirements for Submittal

Each Respondent must submit a Proposal that contains all the required items listed in this section. Any Proposal that does not include all required items may be disqualified from consideration, but the MCOE reserves the right to consider Proposals that do not meet all the requirements, at its sole discretion. Proposals should not exceed 15 pages, excluding curricula vitae of identified personnel. Proposals can utilize tables and/or bullets to clearly communicate main ideas and flow of work.

A. Cover Letter (2 page maximum)

B. Scope of Services

Please refer to Section IV., Scope of Services.

C. Description of Respondent Organization (1 page maximum)

Include the name and contact information for your organization (address, telephone number, fax number), as well as the name and contact information (telephone number and email address) of the principal contact for your Proposal. Provide a brief history of the organization, including:

- 1) Number of years in business/practice
- 2) Senior member(s) and length of association
- 3) Whether the organization may have been known by a different name while under substantially the same management

- 4) Location of office where project team members will design and oversee the evaluation program
- 5) List of basic services generally provided by the organization

D. Organizational Capacity and Previous Experience (2 page maximum)

Proposals must describe and demonstrate the Respondent's capacity and ability to perform and administer all activities related to activities they are proposing in Section IV., Scope of Services. This includes a demonstration of the Respondent's expertise in education research, education policy, and evidence-based literacy instruction, as well as in developing and implementing a rigorous, fair, and transparent review process. Proposals must also reflect the Respondent's understanding of the requirements of this project, as outlined in the authorizing legislation.

If the Respondent will be subcontracting a portion of the work, the Proposal must describe and demonstrate the subcontractor's capacity and ability to perform the portion of the work in which the subcontractor will be involved. The Proposal must establish that all proposed subcontractors meet the eligibility requirements set forth under Section V.A., Respondents' Eligibility.

E. Qualifications of Respondent Personnel (2 page maximum, including Organization Chart)

Please include the name of all individuals proposed by the organization to perform the duties described above in Section IV., Scope of Services, including the qualifications of each and what each would be doing. Current résumés for each individual must be included as attachments to the submitted Proposal and will not be counted in the page limits.

E.1. Project Lead

Proposals must identify a dedicated Project Lead by name and include descriptions of how the proposed Project Lead meets the qualifications described herein. The Proposal must describe how the Project Lead will effectively coordinate, manage, and monitor the efforts of assigned staff, including subcontractors and/or consultants, to ensure that all tasks, activities and functions are completed in an effective and timely manner.

The Project Lead will serve as the primary contact for MCOE, CDE/SBE and will be expected to provide regular updates and ongoing communications with identified MCOE, CDE/SBE project assigned staff.

E.2. Changes to Key Personnel

Once a Respondent is selected, the assigned project personnel, including the Project Lead, cannot be changed or substituted without consultation with CDE/SBE. Any substitute personnel shall meet or exceed the qualifications and experience level of the previously assigned project staff/personnel.

E.3. Subcontracts

Subcontractors must have 501(c)(3) status and legal authority to work in California in order to enter into a contract with the Respondent. A subcontract is defined as any and all agreements between a Respondent and another entity, individual or business, for the accomplishment of any task, or component of a task, in whole or

part, described in this RFP. All work assigned to subcontractors remains the responsibility of the selected Respondent. For each proposed subcontractor, the Respondent must include:

- Description of the activities and functions that will be performed by the subcontractor/consultant;
- Brief explanation as to why the subcontractor was selected; and
- Curriculum vitae for each consultant or personnel of a subcontractor who will be assigned to the project.

E.4. Organization Chart

An organization chart, including organizational titles, project roles, and names should be included with the Proposal.

F. Conflict of Interest

Please disclose any past or current literacy-related work or other relationship(s) with instructional materials publishers, professional development providers, or MCOE, CDE, SBE and other state departments of education.

G. Project Budget (1 page maximum)

Provide an annual detailed breakdown and budget justification of the proposed costs for the activities described in the Proposal.

The total annual fees and costs must be stated as a “not-to-exceed” amount and shall not exceed \$500,000. Describe Respondent’s willingness to commit to the estimate provided, and what factors may influence the estimate in the event of technical and programmatic changes.

Regardless of the method of delivery for activities described in Section IV., Scope of Services, please include:

- 1) Annual cost to complete the proposed deliverables
- 2) Fee structure (e.g., hourly rate, fixed rate deliverable, or a combination of hourly rate within a fixed rate, not-to-exceed deliverable)
- 3) Any additional relevant fees/costs

H. References (Half page maximum)

Provide a list of clients (including name, address, email address, and telephone number of contact person, as well as a bullet description of the work performed) for whom Respondent has performed similar services.

VII. Rights of the Marin County Office of Education

This RFP does not commit the MCOE to award a contract or pay any costs incurred in the preparation of a response to this RFP. MCOE may, at its sole discretion, reject all Proposals, enter into direct negotiations with a Respondent or other party, and establish an agreement for all or part of the services set forth herein outside of the RFP process. The MCOE reserves the right to accept all or part of any Proposal or to cancel in part or in its entirety the RFP. The

MCOE further reserves the right to select the Respondent that it considers to be in the best interests of MCOE.

VIII. Submission Details

- A. As noted above, MCOE will begin accepting Proposals upon the date of issuance of this RFP, and will continue to accept Proposals until **December 5, 2025, at 4:00 P.M.** (Pacific Standard Time).
- B. Respondents must submit an electronic signed copy of the original Proposal as Portable Document Format (PDF) attachments via email to **statewide_rfp@marinschools.org** with the subject line: **“RFP SUBMISSION: LITERACY PROFESSIONAL DEVELOPMENT PROGRAM.”** Hard copy Proposals may not be accepted.
- C. Respondent shall be solely responsible for ensuring its Proposal arrives to MCOE by the deadline set forth above in order to be eligible for MCOE’s initial selection process. The MCOE shall not be responsible for any technical issues with email delivery.
- D. All Proposals should be verified before submission. Adjustments may not be permitted after submission. The MCOE will not be held responsible for any Respondent errors or omissions in the preparation of their Proposal.
- E. Any costs incurred by the Respondent in the preparation of any information or material submitted in response to this RFP shall be the Respondent’s sole responsibility.
- F. The MCOE may modify the RFP, prior to the proposal due date, by issuing an addendum, which will be posted on the MCOE’s website. Respondents shall be responsible for ensuring that their proposals reflect any and all RFP addenda issued by the MCOE. Therefore, the MCOE recommends that Respondents visit the website frequently.
- G. The MCOE reserves the right to reject any and/or all Proposals, or to refuse to negotiate or withhold the award of any contract, for any or no reason. The MCOE may also waive or decline to waive irregularities in any Proposal. The MCOE reserves the right to select the Proposal(s) that it considers to be in the best interests of the MCOE.
- H. The MCOE, in consultation with the CDE, may begin negotiations with the selected Respondent at its discretion.
- I. Upon selection of a Respondent, the MCOE shall provide an agreement for negotiation by the Parties.
- J. All Proposals submitted in response to the RFP become the property of MCOE and a public record and, as such, are subject to public disclosure.

IX. Receipt of Proposals; Contact Information

Respondents are not to contact MCOE, including Marin County Board members, the Marin County Superintendent or any other employee or representative of the MCOE regarding this RFP. Contacting such officials, employees and/or representatives may result in the Respondent’s disqualification. MCOE shall not be bound by any statement made by any MCOE employee or agent regarding this RFP and/or the work set forth herein, except for the responses provided by the MCOE as set forth herein.

All inquiries or questions for additional information should be directed in writing to **statewide_rfp@marinschools.org** by **November 14, 2025, at 4:00 P.M.** (Pacific Standard Time). MCOE will make every effort to respond, but any failure or delay in responding shall not excuse a Respondent's failure to comply with any requirements for submission set forth herein, including the submission deadline.

In order to be considered in the initial evaluation of timely Proposals, the Respondent must submit an electronic signed copy of the original Proposal as Portable Document Format (PDF) attachments via email to **statewide_rfp@marinschools.org** by **December 5, 2025, at 4:00 P.M.** (Pacific Standard Time) with the subject line: **"RFP SUBMISSION: LITERACY PROFESSIONAL DEVELOPMENT PROGRAM."**