



A Three-Town Alliance in Northern Westchester County, New York

REQUEST FOR PROPOSAL

Issue Date: November 15, 2024
Services Sought: THRIVE Bedford | Lewisboro | Pound Ridge Coalition
Coordinator (Contractor)
Proposal Due Date: December 1, 2024 by 1:00 p.m.

THRIVE Bedford | Lewisboro | Pound Ridge seeks a qualified contractor to serve as the coordinator of the tri-town substance abuse prevention and mental health alliance that serves the towns of Bedford, Lewisboro and Pound Ridge in northern Westchester County, New York. This exciting and high-profile role will provide the volunteer coalition members, including those appointed by each of the towns, with daily support and work to implement a wide range of strategic, tactical and compliance efforts in support of the program. Details contained within.

Interested contractors should apply by emailing the THRIVE Steering Committee at: thrive.steering.committee@gmail.com.

If after reviewing this Request for Proposal (RFP), there are additional questions, kindly submit via email to thrive.steering.committee@gmail.com.

Proposals must be complete upon submission to be considered.

1. PURPOSE

This Request for Proposal (RFP) is to seek a qualified and passionate contractor to serve as the coordinator of the tri-Town substance abuse prevention and mental health alliance that serves the towns of Bedford, Lewisboro and Pound Ridge. This exciting and high-profile community position will provide the volunteer coalition members, especially the Executive and Steering committees, with daily support and work to implement a wide range of strategic, tactical and compliance efforts in support of the program.

With recent grant funding by the U.S. Centers for Disease Control Drug Free Communities Grant in the amount of \$125,000 per year, for the next five years and the annual fees paid by each of the three towns, THRIVE Bedford | Lewisboro | Pound Ridge (THRIVE) is in a position to contract with a coalition coordinator to provide the support necessary to help THRIVE fulfill its mission.

The coalition coordinator will play a key role in helping the THRIVE fulfill its year one strategy of capacity building, establishing base line needs and educating the three stakeholder communities. The coalition coordinator will also play a role in working with THRIVE to establish goals for years two through five.

The ideal contractor will have an interest in and experience with drug abuse and mental health initiatives.

2. BACKGROUND

Mission: THRIVE Bedford | Lewisboro | Pound Ridge is a driving force for combating today's mental health and substance abuse challenges by fostering healthy lifestyles through education, resources, and strategies in the Bedford, Lewisboro, and Pound Ridge communities.

THRIVE Bedford | Lewisboro | Pound Ridge is the tri-town drug abuse prevention and mental health alliance of the towns of Bedford, Lewisboro and Pound Ridge. **THRIVE's first year of support from The Drug-Free Communities (DFC) Support Program began in October 2024.** The DFC was created by the Drug-Free Communities Act of 1997, and is the Nation's leading effort to mobilize communities to prevent youth substance use. Directed by the White House Office of National Drug Control Policy (ONDCP), the DFC Program provides grants to community coalitions to strengthen the infrastructure among local partners to create and sustain a reduction in substance use among youth (ages 12-18).

The premises of the DFC grant are:

- A small amount of **Federal funding combined with a local match** of resources and volunteer support can reduce youth drug use;
- By **mobilizing community leaders** to identify and respond to the drug problems unique to their community, DFC is designed to change local community environmental conditions tied to substance abuse in the **entire community environment;**
- Focusing on **environmental change** ultimately contributes to reductions in substance use among youth, and over time, substance abuse among adults.

The DFC grant is used to:

- Establish and strengthen collaboration among communities, nonprofit agencies, and Federal, state, local, and tribal governments to support the efforts of community coalitions to prevent and reduce substance use among youth ages 12-18 (Year 1 focus is adult and youth capacity building).
- Reduce substance use among youth and, over time, reduce substance abuse among adults by addressing the factors in a community that increase the risk of substance use and promoting the factors that minimize the risk of substance use.

THRIVE's 2024 assessment determined that underage drinking and marijuana use will be addressed during DFC grant Year 1 (2025). Specifically, increasing youth perception of risk is the short-term goal.

A key component to work related to the DFC grant is the **community-based formal arrangement for cooperation and collaboration among groups or sectors of a community** in which each group retains its identity, but all agree to work together toward a common goal of building a safe, healthy, and drug-free community. To this end, the coalition will be involved in such activities as follows:

- **Provide Information:** media and social norms campaigns, PSAs, educational materials, youth outreach, etc.
- **Enhance Skills:** adult and youth coalition member orientation and training, training for parents, etc.
- **Provide Support:** collaborate with other organizations for maximum impact, events, and sharing results.
- **Change Consequences (Incentives/Disincentives):** recognize adult and youth member participation, develop incentives for survey participation and data gathering, recognize business partners that support safety, etc.
- **Reduce Barriers/Enhance Access:** identify barriers to broad community participation in prevention efforts and develop targeted outreach, address health disparities in prevention access, etc.
- **Change Physical Design:** youth and adult volunteers conduct community scans of youth alcohol and cannabis access, etc.
- **Educate about Policies and Laws:** modify youth and adult recruitment and retention plans as needed, develop data sharing policies with schools and other partners, form an evaluation committee, etc.

SECTOR PARTNERS

For the DFC grant THRIVE developed a community-based formal arrangement for cooperation and collaboration with 12 sector partners, including representative in each of the following categories: youth, parent, business, media, school, religious or fraternal organization, law enforcement, civic or volunteer groups, healthcare professional and state, local, or tribal governmental agency.

THREE TOWNS

Located in northern Westchester, the towns of Bedford (Bedford Village, Bedford Hills, Katonah) (population est. 17,300), Lewisboro (South Salem, Cross River, Goldens Bridge, Waccabuc, Vista) (population est. 12,270) and Pound Ridge (population est. 5,800) each has a mix of suburban and rural areas including quaint hamlet centers with boutiques and restaurants; libraries; galleries / museums / art centers; historic sites; parks, preserves, and open spaces; trails for hiking, biking, horseback riding and exploring; lakes, streams and rivers; farms; golf courses; commuter rail; and more.

SCHOOLS

The towns are each serviced by both public and private schools. The public schools are within the Bedford Central School District and Katonah Lewisboro School District. Private schools include the Harvey School and Rippowam Cisqua School. In general, the schools have strong community support and active involvement by parents.

3.SCOPE OF WORK & TERMS

TERMS & CONDITIONS:

The contractor may be full-or-part time, based upon experience, and will be a 1099 independent contractor. The estimated hours each week range from 25-40 hours and may include day time, evening, and/or weekend hours. The work will include meetings, calls, events, conference and administrative support – both to THRIVE and in support of the DFC grant. As a contractor, there are no benefits offered. The initial term of this contract will be for 12-months and includes the possibility of renewal for up to four additional years. The contractor should include an hourly rate in the response and/or a monthly capped fee for the work outlined below. Potential travel up to 4 weeks for training and program development. The work setting will include routine work from home, attending in person activities, meetings, events, and conferences.

SCOPE OF WORK / DESCRIPTION OF DUTIES & RESPONSIBILITIES:

The coalition coordinator is responsible for day-to-day administration, development, and management of program goals, objectives, and activities of the alliance/coalition. They work collaboratively with the alliance/coalition to maximize participation, community engagement, and accomplishments. Volunteers, freelance vendors, and pro bono partners are engaged by the coordinator to assist with projects. The coordinator is under the general supervision and within the general policy guidelines formulated by the Steering Committee composed of Town of Bedford, Pound Ridge and Lewisboro appointees. The coordinator executes approved programming, education, awareness, and information initiatives. The role involves considerable contact and partnership with community and school groups, interaction with volunteers, youth, parents, school administrators, local officials, sector partners, and program resource personnel (speakers, panelists, medical professionals, etc.). Through the use of varied communications and technology tools, the coordinator acts as a catalyst and facilitator in disseminating drug and alcohol abuse prevention / awareness and mental health resource information.

In addition to or in support of the development and coordination of strategies, initiatives and administration (meetings, filings, etc.), the coordinator is responsible for the following and all other duties required in achieving and maintaining a successful coalition. Duties fall into the following broad categories:

- Administrative
- Marketing, Communications, Outreach & Recruitment
- Programming & Events

ADMINISTRATIVE

- Collaborate with the Steering Committee, members, committees, volunteers, and community;
- Implement policies and initiatives adopted by the Steering Committee and committees;
- Attend, staff, and schedule alliance / coalition and committee meetings; monthly Westchester Coalition Meetings (typically on Zoom); and annual Westchester prevention conferences;
- Take and maintain minutes and all other documentation of meetings and activities in consultation with the Steering Committee Secretary and make accessible to Steering Committee or members;
- Have weekly check-in with Chair and/or Vice Chair;
- Maintain roster of Steering Committee, committees, members, affiliates, and sector partners;
- Maintain all personal activity reports and all business records for the coalition;
- Develop and administer surveys, evaluations, and needs assessments;
- Coordinate the implementation and delivery of all required documents, program surveys and other required materials as deemed necessary;
- Compile data and monthly reports describing coalition efforts, initiatives, and outreach.
- Attend conferences, training sessions, seminars and programs to keep informed on developments, trends and changing community needs and report back to Steering Committee;
- Represent the alliance / coalition at local, county, state, and national meetings when assigned and report back to the Steering Committee;
- Create, maintain, and make available a list of appropriate resources for individuals seeking professional help and/or treatment facilities and programs and upkeep list on website;
- Update and build resources list and files including available brochures/flyers, websites, etc.;
- Respond to inquiries (calls, emails, etc.) on matters relating to substance abuse prevention and mental health;
- Prepare annual budget, track expenses, and prepare monthly financial reports and provide to Steering Committee;
- Complete funding forms for the NYS Division of Substance Abuse, CDC Drug Free Communities Grant, and other funders;
- Meet with the Treasurer weekly or necessary regarding budget, payments, and other financial matters;
- Process and distribute approved expense payments;
- Use computer / software and web applications such as spreadsheets, word processing, email, calendar, website, and database in carrying out assignments;
- Ensure all accounts (social media, website, mass email, etc.) are accessible to Executive Committee and renewed on a timely basis;
- Utilize file sharing systems and ensure that Steering Committee and/or members can access and set up folders / systems;
- Presents at Town Board meetings of three towns when requested (typically once a year).

MARKETING, COMMUNICATIONS, OUTREACH, & RECRUITMENT

- Establish and maintain robust social media presence on Facebook, X, Instagram, and other relevant platforms. Coordinates with PTA, PCO, School Districts, Chambers of Commerce, civic groups, and others to encourage publication of posts on their social media accounts;
- Research, further develop and refine resource list containing potential material for distribution, programs and outreach contacts and partners (examples: places of worship, first responders);
- Through broad-based communications, public relations, marketing, one-on-one direct outreach and networking increase participation, reach, and impact and identify future programs;
- Recruit members; affiliate members; Communications & Outreach, Fundraising, and Programming committee members; event volunteers; sector partners; youth representatives; and project volunteers (e.g., design and website volunteers);
- In concert with Steering Committee Chair, respond to media inquiries and contacts and disseminate approved information (news releases, flyers, etc.) to media for potential coverage;
- Negotiate advertising buys, coordinate ad design, and place approved ads;
- Prepare reports and presentations, including those to town boards, schools, civic organizations, etc. using program such as PowerPoint;
- Identify and obtain appropriate material, articles, and resource information, including notices of organizations in the field, and facilitate dissemination via events, in the community, through newsletters, e-news, social media, print material, presentations, programs, website, etc.;
- Prepare articles and edit a newsletter, e-news, and social media.
- Participate in and provide support for fund development activities.

PROGRAMMING & EVENTS

- Scout programs for possible implementation by attending in person and/or online, via research, by networking, and reviewing vetted programs of other coalitions and consortiums such as the programs suggested by the Student Assistance Services.
- Develop a variety of educational and awareness programs and/or activities relative to drug and alcohol abuse awareness and prevention and mental health including, but not limited to, guest speakers, panelists, skit presentations, films, reviews of current literature, etc.;
- Coordinate program activities and trainings with or for the public and various community and school groups, and present as necessary;
- Staff activities, events, and presentations in the Towns of Bedford, Pound Ridge and Lewisboro;
- Liaise with KNOW2Prevent (consortium of prevention councils in the area), Let's Talk Series of Bedford Playhouse, Westchester Chapter of National Council on Alcoholism & Drug Dependence, and other collaborators;
- Research / review books, articles, and other resources relating to substance abuse prevention and related topics, etc. for sharing with community or sectors.
- Research and review books, periodicals, and articles relating to substance abuse and related topics.

4.SUBMISSION REQUIREMENTS / CONTRACTOR QUALIFICATIONS

QUALIFICATIONS

MINIMUM EDUCATION, TRAINING, AND EXPERIENCE:

Minimum of a Bachelor's Degree from a recognized or accredited institution in Education, Social Work, Psychology, Sociology, Human Services, Public Policy, Public Health, or a related field and 2 years of experience in the planning, development or implementation of drug / alcohol awareness / prevention programming or a related field and/or related professional or volunteer activities.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:

- Exceptional organizational skills and ability to meet deadlines;
- Collaborative, flexible self-starter with the initiative to work independently as well as in concert with a diverse group of alliance / coalition members, committees, volunteers, schools, community members, town officials, agencies, and individuals;
- Strong interpersonal skills, including but not limited to comfortability with face-to-face meetings and the ability to establish and maintain effective working relationships;
- Good judgement and creative problem solving skills;
- Passionate about youth substance abuse prevention and mental health;
- Aptitude for public speaking and enthusiastic about networking within the community, schools, and prevention community (other councils, etc.);
- Aptitude with social media and websites (i.e., once trained, update WordPress website content)
- Good knowledge of:
 - Evidence-based and research-based strategies to reduce substance use and abuse risks, especially among teens;
 - Characteristics, problems, and needs of people with substance abuse issues;
 - Literature and resources available to develop local awareness / abuse prevention and programming;
 - Local community interests, organizations, and needs;
- Ability to:
 - Plan, organize, implement, coordinate and evaluate programs to meet community needs;
 - Read, write, speak, understand and communicate in English sufficiently to perform the role;
 - Use computer applications such as spreadsheets, word processing, e-mail and data software;
 - Communicate effectively both orally and in writing;
- Physical condition commensurate with the demands of the role, including but not limited to event set up (lifting materials for exhibit tables, equipment and related).

PREFERRED SKILLS AND EXPERIENCE BUT NOT REQUIRED:

- Experience with the DFG program
- Fluent in Spanish – written and verbal

INSURANCE:

- As a contractor, you will be required to maintain insurance as outlined in Exhibit A.

OTHER REQUIREMENTS:

- Use of personal phone and vehicle in good working order (THRIVE will provide a phone app such as Grasshopper that will allow for making / receiving calls, texts and voicemail via THRIVE's phone number.)
- Valid driver's license

OTHER

THRIVE will provide a laptop for work-related use.

SUBMISSION INSTRUCTIONS:

Contractor should submit a proposal outlining experience, proposed hours per week and/or per month, fee for services and five reference. Work samples are welcomed.

Proposal should be submitted on our before December 1, 2024 by 1:00 pm through the link (insert and write out) or through the THRIVE Committee email at: thrive.steering.committee@gmail.com