



**CA HOPE for Children Trust Account Program Board**

**Request for Proposals (RFP) No. HOPE01-25  
Consulting Services for the Development of a Financial Literacy Program**

April 3, 2026

The following information is provided in response to questions received by the California HOPE for Children Trust Account Program Board regarding Request for Proposals No. HOPE01-25 for Consulting Services for the Development of a Financial Literacy Program.

**Responses to Written Questions**

1. What level of curriculum customization is expected for different regions and populations?

**None. The program should have the ability to be scalable across different regions and populations.**

2. Are there existing state-approved financial literacy standards or frameworks that must be followed?

**No.**

3. Will HOPE provide participant acquisition/outreach, or is that the Contractor's responsibility?

**The scope of outreach and engagement will be determined in conjunction with HOPE and the selected Contractor. Program will have an additional outreach vendor who will assist with outreach and engagement. Refer to Section 1.3 (Scope of Work) in the RFP.**

4. Are in-person sessions required statewide, or can virtual-first delivery satisfy requirements?

**Curriculum delivery should be offered both in person and digital modules, with an understanding that in-person events will be limited in scope and region.**



5. Can HOPE clarify the distinction between “financial coaching” and “directive financial advice” for compliance purposes?

**Financial coaching should focus on education, reflection, and planning not specific investment recommendations. There should be no “directive financial advice.” Refer to Section 1.3.1.B. in the RFP.**

6. Does HOPE expect the Contractor to provide a technology platform for: Learning management (LMS)? Participant tracking? Communications and support?

**HOPE does not require a specific technology platform. However, the Contractor must provide the necessary capabilities to deliver digital learning, track participant engagement and outcomes, and support multi-channel communication. Proposers may propose their own solutions to meet these requirements. Refer to the Scope of Work in Section 1.3.**

7. Are there integration requirements with existing HOPE or State systems?

**There may be potential integration requirements, but none are currently identified. The specific requirements will be reviewed and determined in conjunction with HOPE and the selected Contractor.**

8. What are the expected service levels (response times, hours of operation) for support channels?

**The hours of operation shall be at minimum, Monday-Friday – 8:00 AM- 5:00 PM Pacific Time (PT). Contractors must provide timely assistance related to financial literacy topics questions. Refer to Section 1.3 (Scope of Work) in the RFP.**

9. What volume of participant inquiries is anticipated?

**The volume of participant inquires cannot be accurately projected as the program is currently in its launch phase. Estimated cumulative participants is referenced in Section 1.2.**

10. Community-Based Partner Role: Are stipends or funding available for CBO participation?

**No.**



11. Are the CBOs we should collaborate with already identified by HOPE?

**No.**

12. What is the expected timeline for each phase (Planning/Pilot, Statewide Rollout, Expansion)?

**A schedule will be established once the contract with the selected contractor is executed. The HOPE program will be launching in late-spring 2026.**

13. What constitutes a successful pilot and triggers transition to Phase 2?

**A pilot is considered “successful” when the contractor completes the tasks identified in Phase 1, enabling HOPE to begin expanding implementation statewide rollout in Phase 2.**

14. Are there geographic priorities for pilot regions?

**No.**

15. Can HOPE clarify whether all deliverables, including adapted proprietary tools, must become the property of the HOPE Program?

**Yes, all deliverables become the property of the HOPE Program. Refer to Section 1.3.3 (Deliverables) in the RFP.**

16. Are there provisions for licensing pre-existing intellectual property rather than full transfer?

**No.**

17. What rights does the Contractor retain for reuse of generalized tools or frameworks?

**Any curriculum, tools, digital modules, training materials, support resources, or frameworks created under this contract and tailored specifically for HOPE belong fully to HOPE, and the Contractor does not retain rights to reuse them unless HOPE grants permission. See response to Question 15.**

18. How many youth are expected to be served annually and statewide at full scale?

**Refer to Section 1.2 (Background) in the RFP.**



19. What is the expected geographic distribution of participants?

**The expected geographic distribution of participants is statewide and will be impacted by those regions with the highest numbers of foster youth and those which were most impacted by COVID-19/Long-term COVID.**

20. Are there projections for coaching uptake rates?

**No.**

21. We received a recommendation to follow the format used by the Governor's Office for our cost proposal. However, the RFP specifies using Attachment 3 (Cost Proposal Worksheet) as provided, with the 200 total annual hours of services provided by all levels of staff (including subcontractors) and \$10,000 annual travel costs. Can you confirm that we should use Attachment 3 as-is and not an alternative format?

**Yes. The cost proposal shall follow the template outlined in Attachment 3.**