APPLICATION INFORMATION:

1. All sections of the application must be completed. Applicants are responsible for ensuring that applications are received by the deadline.

2. Completed applications should be e-mailed to: chris.hwang@first5alameda.org

3. Applications must be received by Friday, June 6, 2014 at 5:00 PM. Applications may only be emailed. WE WILL NOT ACCEPT FAXED OR MAILED COPIES. INCOMPLETE OR LATE SUBMISSIONS WILL NOT BE ACCEPTED.

4. All applicants will be notified by Friday, June 27, 2014.

If you have any questions, please contact Chris Hwang at 510-277-6923 or via email at chris.hwang@first5alameda.org
SECTION 1: INTRODUCTION

First 5 Alameda County (F5AC) is seeking a qualified, company, agency and/or individual to develop an evaluation plan for the Alameda County Maternal/Infant/Early Childhood Home Visiting and Family Support System of Care, which is administered by Alameda County Public Health Department (ACPHD) and funded by First 5 Alameda County and other sources. The evaluation plan will include identifying common outcomes and data collection practices across programs in the home visiting/family support system and will lay the foundation for ongoing quality improvement and evaluation of the system’s impact and effectiveness.

SECTION 2: BACKGROUND

The Alameda County home visiting/family support system of care includes the following programs: ACPHD’s Field Nursing Unit, Your Family Counts, Healthy Families America, Special Start, Improving Pregnancy Outcomes Program/Alameda County Healthy Start Initiative, Black Infant Health, Nurse Family Partnership, MADRE, the Fatherhood Initiative, UCSF Benioff Children’s Hospital Oakland Special Start and two community-based teen case management programs located at Brighter Beginnings and Tiburcio Vasquez Health Center. Leadership from these organizations have been meeting monthly for two years as a Steering Committee to build an integrated and collaborative system of care.

First 5 Alameda County, the Alameda County Public Health Department’s Family Health Services Division and the Field Nursing Unit, UCSF Benioff Children’s Hospital Oakland, Tiburcio Vasquez Health Center and Brighter Beginnings are working collaboratively to design and implement a home visiting/family support system of care for high risk pregnant women and families with children up to the age of three in Alameda County. This collaborative aims to develop and promote common standards, outcomes, and training, as well as to create efficiencies in program management and maximize funding for home visiting.

SECTION 3: SCOPE OF WORK AND REQUIREMENTS

PROJECT OBJECTIVES

The objective of this RFQ is to identify a qualified, company, agency and/or individual to develop an evaluation plan for the Alameda County Maternal/Infant/Early Childhood Home Visiting and Family Support System of Care to support ongoing quality improvement and evaluation of the system’s impact and effectiveness.
**CONTRACT ACTIVITIES**

Successful applicants will demonstrate an approach that includes conducting the following activities:

**A. Report synthesized findings from analysis of home visiting program outcomes and listing recommendations for how to incorporate findings into an evaluation framework.**

1. Conduct analysis of above listed home visiting programs, using existing research, reports and other resources as a foundation:
   a. Review 2011 Applied Survey Research (ASR) inventory of home visiting programs
   b. Review programs for updates since the 2011 ASR report
   c. Determine commonalities and differences in target populations, intervention strategies, performance and outcome measures across current programs in the system
   d. Review Results Based Accountability (RBA) processes conducted by individual home visiting programs
   e. Review common outcomes framework developed by Home Visiting Steering Committee

2. Conduct literature review of evaluation frameworks and measures used by other evidence-based and evidence-informed maternal/infant/early childhood home visiting programs, with additional focus on programs that use group interventions in addition to individual home visits.

3. Synthesize results of review. Present summary of findings and recommendations about how they might inform the development of an evaluation framework to ACPHD and First 5 staff and to the Home Visiting Steering Committee.

**B. Facilitate the development of a comprehensive, multi-level evaluation plan for the home visiting/family support system of care.**

1. Evaluation Plan Components include:
   a. Client demographic and risk profile, including identification of data elements to be collected by all programs and development of standardized report template to enable easy and regular updates.
   b. Common outcomes framework and accompanying measures for the home visiting/family support system of care that all programs within the system will collect and aim to have an impact on and be accountable for.
   c. Results Based Accountability (RBA), measurable objectives and accompanying measures for each individual home visiting program within the system.
   d. Standardized data collection protocol, practices and methods that all home visiting programs will use to accurately track progress towards both individual program
outcomes and home visiting/family support system outcomes and that will allow comparisons across programs.

2. Review current data collection tools used by home visiting programs
   a. Review data collection tools commonly used in the home visiting field, both nationally and locally, including those used by other Alameda County agencies (such as Social Services Agency’s Risk Assessment Framework, ACES, NCFAS, Family Development Matrix, Life Skills Progression Tool, etc.)
   b. Determine a limited set of common outcomes with clear definitions that all home visiting programs will track and make progress towards achieving
   c. Facilitate discussions across home visiting programs and in the Home Visiting Steering Committee to refine common outcomes framework
   d. The evaluation plan will provide the foundation for the development of an evaluation infrastructure within the home visiting/family support system of care that, upon its completion, will enable ACPHD staff to:
      i. Ensure ongoing data quality
      ii. Develop staff training that will ensure effective implementation of the evaluation plan
      iii. Institutionalize a mechanism for reporting data back to staff for use in program improvement
      iv. Facilitate communication about the impact and effectiveness of the home visiting/family support system to partners, stakeholders, policymakers and the community at large (for example through a dashboard interface or other methods that communicate program data in an accessible and user-friendly manner)

The consultant will report to Alameda County Public Health Department representatives, Anna Gruver, MPCAH Coordinator with Family Health Services and Angela Ball, Public Health Nursing Director. The consultant will also receive input and guidance from the Home Visiting Executive Committee, which will review all the deliverables.

**Contract Requirements and Qualifications**

1. Contracted agency or consultant will assign an individual or small team as the lead contact to F5AC and other partner agencies to carry out the contract activities identified above.

2. Contractors will have demonstrated expertise in:
   a. Research and literature review
   b. Results-based planning and evaluation
   c. Knowledge of Maternal and Child Health (MCH) and Prop 10 and the intent of the legislation; knowledge of MCH outcomes and comprehensive home-based
visiting programs and methods for measuring results
d. Understanding of systems change
e. Knowledge of early childhood issues, public health, public policy or a related field
f. Ability to skillfully facilitate a complex, multifaceted, community-driven evaluation projects; success with evaluations of programs that include cross-discipline or multiple agency partners
g. Knowledge and experience working with staff who serve high risk, diverse cultural and linguistic populations
h. Demonstrated experience synthesizing information with varied degrees of reliability and consistency
i. Knowledge of and experience utilizing Results Based Accountability concepts
j. Strong facilitation, communication and writing skills
k. Knowledge of and experience working with diverse communities and public health programs
l. Experience working in Alameda County and home visitation programs is preferred

3. Travel – It is expected that the contractor will provide agency automobile insurance coverage or will require individual automobile insurance coverage.

4. Orientation – Contractor’s key staff assigned to the project will receive an overview and orientation to the partners of the Alameda County Maternal/Infant/Early Childhood Home Visiting and Family Support System of Care.

5. Meeting Requirements – Contractor’s key staff assigned to the project will meet with the Home Visiting Executive Committee as needed.

6. Oversight – On-going contract oversight will be provided by F5AC.

SECTION 4: TIMELINE, FUNDING AND DELIVERABLES

CONTRACT TIMELINE
The term of the contract will be July 1, 2014 through October 31, 2014.

FUNDING
F5AC has allocated $25,000. Proposals that exceed this amount will not be considered. Contractor payments will be made based on actual approved expenses and satisfactory work performance of identified deliverables.

DELIVERABLES

Deliverable 1
Report synthesizing findings from analysis of home visiting program outcomes and listing recommendations for how to incorporate findings into an evaluation framework.
**Deliverable 2**
Facilitate the development of a comprehensive, multi-level evaluation plan for the home visiting/family support system of care that includes:

- Client demographic and risk profile, including identification of data elements to be collected by all programs and development of standardized report template to enable easy and regular updates.
- Common outcomes framework and accompanying measures for the home visiting/family support system of care that all programs within the system will collect and aim to have an impact on and be accountable for;
- Results Based Accountability (RBA), measurable objectives and accompanying measures for each individual home visiting program within the system; and
- Standardized data collection protocol, practices and methods that all home visiting programs will use to accurately track progress towards both individual program outcomes and home visiting/family support system outcomes and that will allow comparisons across programs.

**SECTION 5: ELIGIBILITY & APPLICATION INSTRUCTIONS**

**Eligibility**
Eligible respondents include, but are not limited to, non-profit and for-profit evaluation and consulting organizations, research and evaluation firms, institutions of higher education, policy analysis centers and other entities. Respondents must be able to demonstrate core competencies in data analysis, interview and survey skills and focus group facilitation. ACPHD and F5AC reserve the right to approve and verify the qualifications and experience of all staff working under the contract.

**Application Instructions**
Responses to the Request for Qualifications are due June 6, 2014 at 5:00 PM. Responses may be submitted to Chris Hwang electronically by e-mail only. No faxed or mailed copies will be accepted. Applicants are responsible for ensuring that applications are received by the deadline.

Please respond in no more than 5 total pages of narrative in font size 12. Résumés do not count toward the narrative page limit.

1. Describe your data synthesis and research experience over the past 5 years.
2. Describe your knowledge and experience with home visiting and/or family support systems and First 5.
3. Describe your experience with conducting community-driven, cross-disciplinary, multi-agency/site evaluations
4. Describe your approach to analyzing diverse data sources. What makes your process and results different from other consultants?

5. Describe who will be involved in the planning process, in what capacity they will be involved, and what their skills and strengths are. (Include resumes for all staff who will participate in the process.)

6. Describe capacity or experience with understanding cultural diversity in context of service delivery and results

7. What do you anticipate the challenges will be? And what do you need to successfully complete the stated deliverables?

OTHER REQUIRED INFORMATION:

8. Please provide 3 client references and résumés for all individuals who will be working on the project.

9. Please provide a sample of an evaluation report for which you provided consultation services.

SECTION 6: PROJECT BUDGET

PROJECT BUDGET

1. Please provide a budget of your proposed expenses using the form included at the end of this packet. The budget form and narrative does not count toward the 5 page limit.

2. Please provide a narrative description of your budget request. (1-page limit)

SECTION 7: SELECTION CRITERIA & SELECTION PROCESS

SELECTION CRITERIA

The criteria by which each response will be judged are as follows:

1. Applicable experience – The extent to which the agency or individual demonstrates a depth of relevant experience in research, writing and presentation of results in community planning and needs assessment.

2. Applicable approach – The extent to which the applicant describes an approach to evaluating diverse home visiting strategies that is consistent with the needs outlined in this document.

3. Demonstration of understanding – The extent to which the applicant communicates an understanding of the mandate of Proposition 10 and of the unique requirements of local-, state- and federal-funded home visiting programs.
4. **Fit with Alameda County Public Health Department and First 5 Alameda County** – The degree to which the applicant’s approach and values are consistent with that of the Alameda County Public Health Department and F5AC.

5. **Cost** – Should be reasonable and well justified.

**Selection Process**

All applications will be reviewed by the members of the Home Visiting Steering Committee. Applicants may be invited for an interview. References may be consulted.

**SECTION 8: OTHER INFORMATION**

1. No response will be considered for award unless submitted in full, delivered on or before the date specified in this RFQ.

2. Specifications are carefully prepared describing the services desired. An addendum will be issued to all applicants, if necessary, stating revisions, deletions, or additions to be made to the specifications.

3. Solicitation of qualifications in no way obligates F5AC to purchase any or all of the described goods or services prior to bid award by the F5AC Commission.

4. F5AC shall require indemnification on behalf of itself and Alameda County entities with any agencies or individuals into which it enters into agreements. In addition, F5AC requires all agencies to provide evidence of both workers compensation and general liability insurance, with F5AC listed as additional insured.
## Home Visiting/Family Support System of Care Program Evaluation Services
### Proposed Budget Form
#### July 1, 2014 – October 31, 2014

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**SUBTOTAL OF DIRECT EXPENSES** (Add subtotals for Personnel, General, Equipment, Subcontractors)

**ADMINISTRATIVE/INDIRECT COSTS** (Maximum is 15%)