



May 06, 2022

TO: Evaluation Consultants/Firms  
FROM: Lisa Faulkner, Executive Director  
First 5 San Benito  
RE: Request for Qualifications

The Children and Families Commission of San Benito County is inviting consultants and firms to submit their qualifications to provide evaluation of its overall program and individual projects. The Commission is seeking a contractor to help in designing and implementing a comprehensive performance measurement system that emphasizes outcomes, accountability, and regular reporting.

In particular, the Commission is interested in working with a firm or firms with expertise and experience in the following areas:

- Baseline assessment, measurement design and research
- Technical assistance and training
- Operational and performance auditing
- Performance reporting
- Ability to function effectively as a team member
- Familiarity with the special needs of rural counties

The enclosed Request for Qualifications (RFQ E-04) outlines the submittal requirements and evaluation criteria. Please read this information carefully and note the timeline and due dates. We are asking for a quick turnaround on this application and anticipate making a decision and awarding a contract in a timely manner in order to have the evaluation consultant/s on board by mid-September in order to assist the commission and stake holders to design their Evaluation Plan.

We hope you will consider submitting a proposal for this evaluation contract and we look forward to your response.

#### RFQ ANTICIPATED TIMELINE

<b>Release of RFQ</b>	<b>5/06/22</b>
<b>Statement of Qualifications Submittal</b>	<b>6/30/22 no later than 12 noon</b>
<b>Notification of Request for Interview</b>	<b>TBD</b>
<b>Interviews Begin</b>	<b>TBD</b>
<b>Notification of Intent to Award Contract</b>	<b>TBD</b>
<b>Contract Start Date</b>	<b>8/1/22</b>
<b>First 5 Evaluation Retreat</b>	<b>TBD</b>



**Children and Families  
Commission**

**REQUEST FOR QUALIFICATIONS  
FOR CONSULTANT SERVICES**

**TO CONDUCT PROGRAM EVALUATION**

**RFQ E-04**

**May 06, 2022**

Release Date: May 06, 2022

Statement of Qualifications Due: June 30, 2022

**Due in the office by 12:00 PM, postmarks not valid.**

**Mail or deliver to: Lisa Faulkner  
Executive Director  
351 Tres Pinos Road, Suite 100A  
Hollister, CA 95023  
(831) 634-2046**

# 1. Introduction

## **Background – Children and Families First Commission**

### **Proposition 10**

In November 1998, the California voters passed Proposition 10, the California Children and Families First Initiative, which added a 50 cent-per-pack tax on tobacco products. Revenue from the tax is deposited into a trust fund, and then disbursed with the intent to promote, support and improve early development of children from the prenatal stage through five years of age. Eighty percent (80%) of these revenues are allocated annually to the 58 individual California counties to benefit children from prenatal to five years old. Each local Commission has control over their own funds and by law is empowered to make local decisions about how funds should be spent. The remaining 20% of the revenues supports statewide programs and research.

### **State Commission**

The California Children and Families Commission is responsible for state-level administration including developing program guidelines, reviewing county plans, and conducting annual program review and evaluation. The nine-member commission also spends 20% of the available revenues annually on mass media communications, parent and provider education, childcare, research and administration.

### **First 5 San Benito**

The San Benito County Board of Supervisors established the First 5 San Benito Children and Families Commission in 1999 to administer and allocate the County's portion of the Proposition 10 funds. The Commissioners represent county government, public health, social services, education, and early care and education. This Commission is required to adopt a strategic plan to guide how funds will be spent and progress will be measured. Local planning must be consistent with state guidelines, and programs must be reviewed and evaluated annually.

Through the history of the organization, First 5 San Benito County (F5 SBC) has made efforts to respond to the needs in the community and direct funding in a manner that will address identified needs and develop effective systems. Since local funding began in 2001, First 5 San Benito has distributed more than \$8 million within the community in the form of grant funding. In the FY 2011-12 strategic plan, the Commission restructured its investments in the community by decreasing funding to grantees and increasing F5 SBC's role in providing direct services in order to serve more children and their families. The 2013-14 strategic plan further refined this funding strategy, the 2014-17 strategic plan builds on the Commission's prior decisions to invest its resources in a manner that achieves the maximum impact and finally, the 2018-2023 plan continues the past funding priorities with an additional investment into the San Benito County Children, Youth and Family Impact Center.

Statewide, Prop 10 tax revenue has been declining, and is projected to continue declining in the future. However, First 5 California has included San Benito County in its small-county allocation and established a baseline of \$600,000 per year for the next three years.

## **Purpose**

The First 5 San Benito County Commission adopted the following priority areas for 2018-2023. These priority areas are aligned with First 5 California's strategic plan and will guide the Commission's investments and activities over the next three years.

### **Strategic Priority Area 1: Children & Families**

Enhance the system and delivery of services to meet child health, early learning and family and community support needs.

### **Strategic Priority Area 2: System & Network**

Provide leadership to ensure that First 5 San Benito County's investments result in meaningful, measurable and sustainable impacts.

### **Strategic Priority Area 3: Public Will & Investment**

Build the community's engagement, investment in and support of First 5 San Benito County's mission.

### **Strategic Priority Area 4: Institutional Development**

Strengthen First 5 San Benito County's internal capacity to realize its mission and achieve greater impact.

## **VISION**

San Benito County's children thrive and reach their full potential at home, in school, in the community, and throughout life.

## **MISSION**

First 5 San Benito County promotes the health, early learning, and social-emotional well-being of children prenatal through age 5 via strategic investments and partnerships.

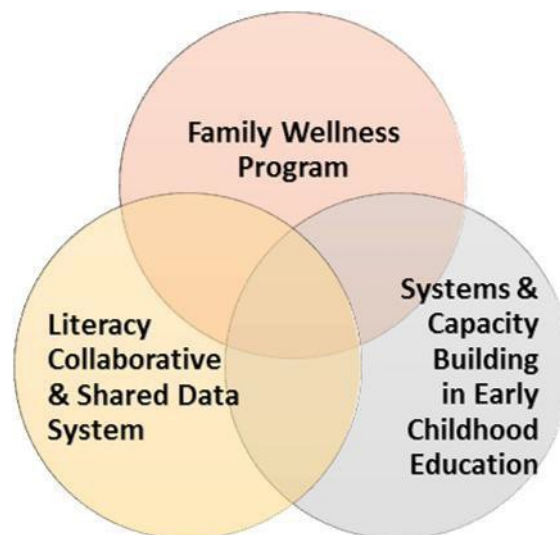
## Strategic Plan

Over the past few years, First 5 San Benito has intentionally shifted from funding grants to individual programs to investing in initiatives that address multiple priority areas through coordinated systems and services. This funding strategy has broadened the reach and impact of the Commission's investments and enabled First 5 to leverage its resources through new partnerships and funding opportunities. This has become increasingly important, given the projected decline in Prop 10 revenue.

During the FY's 2018-2023 strategic planning process, the Commission agreed to continue focusing on strategic initiatives as its primary investment approach. In addition, the Commission may allocate a portion of its funds each year for "Community Response Grants." This will give the Commission the flexibility to respond to emergent community needs that may not fit within one of the strategic initiatives. The Commission adopted the following guidelines for determining what constitutes a Strategic Initiative (versus a Community Response Grant). These guidelines will help the Commission invest its resources in the most strategic, impactful manner. First 5 San Benito County's Strategic Initiatives will:

- Address the strategic priority areas adopted by the Commission.
- Identify a broad goal, outcomes, key strategies, and activities.
- Utilize a prevention framework that draws from evidence-based models and best practices.
- Enhance collaboration among multiple sectors and organizations that serve First 5's target population.
- Provide opportunities to leverage and maximize the impact of First 5's investments.
- Create systems changes that promote social equity.

The First 5 San Benito County Commission adopted the following priority areas for FY's 2018-2023. These priority areas are aligned with First 5 California's strategic plan and will guide the Commission's investments and activities over the next three years.



## **Evaluation**

First 5 San Benito considers evaluation to be a critical part of the strategic plan. Evaluation will allow the Commission to keep track of progress and to identify the most effective approaches for achieving expected results. Based on what is learned from the evaluation, the Commission will be able to continuously improve what does in an effort to enhance the well-being of our community.

To engage in evaluation of programs and activities, an evaluation plan will be included as a significant element on each contract and agreement. Potential contractors, grantees and partners will link their service plans to the sample indicators and expected results.

Evaluation will be included in every scope of work and all contractors will submit periodic progress reports. Evaluation Consultants will help contractors to develop plans for collecting qualitative and quantitative data on service delivery and the results for families served.

## **2. Scope of Services**

Under contract to First 5 San Benito, an evaluation consultant/s will be hired to develop and implement evaluation plans consistent with First 5 San Benito's strategic direction. The consultant/s will be expected to work collaboratively with the First 5 San Benito's Evaluation team as well as other subcontractors. Additionally, the consultant/s will develop evaluation plans for First 5 California local funded projects (e.g. CARES Plus). The following **deliverables** will be expected of the consultant/s that successfully responds to this RFQ and contract with First 5 San Benito.

### **2.1. Technical Assistance to the Commission**

The Commission will conduct an annual review of the efficacy of its processes and programs and make adjustments to the strategic plan based on emergent information in the community. Specific activities required of the Evaluation Contractor(s) being sought through the RFQ process include, but may not be limited to:

1. Identifying sources of relevant countywide data appropriate for baseline on which the impact of the Commission activities can be measured, determining any gaps, assisting to collect and organize data to fill the gaps, preparing annual county profile or report card;
2. Coordination and integration of local evaluation efforts with the First Five California statewide evaluation efforts.
3. Communication and teamwork with First 5 San Benito partners to coordinate efforts and avoid duplication of evaluation processes;

4. Assisting the Commission to refine evaluation indicators and performance measures in the newly developed strategic plan and future RFPs. This would include the specification of short-term and long-term results and potential indicators as they relate to the State Commission's efforts to develop common reporting guidelines;
5. Providing verbal communications and follow up with written documentation of any problems or delays in timeline.
6. Developing and implementing an integrated information system designed to specifically address the unique program data collection and maintenance requirements of First 5 San Benito, which the Commission will retain proprietary rights thereto, as well as the continuation of any associated software licenses at the end of the contract period;
7. Develop a Master Evaluation Plan that aligns with the FY 2018-2022 Strategic Plan.

## **2.2 Technical Assistance**

An important element in implementing the First 5 San Benito priorities is to assist community groups to build their capacity to provide programs and services - including the ability to identify process and performance measures for their projects - that link to the Commission's Strategic Plan.

**The evaluation consultant will provide direct technical assistance to First 5 San Benito supported programs.** We want to increase the capacity for evaluation throughout our programs, so help will be offered in developing appropriate evaluation methodology, evaluation instruments, baseline data measurement and data management.

### **Specific activities requiring assistance from evaluation consultants will include:**

- Assisting First 5 Family Wellness staff in developing comprehensive evaluation plans for all projects
- Analyzing the *Parents As Teachers* Family surveys
- Analyzing the *Triple P* participant surveys
- Analyzing *Raising A Reader* surveys
- Analyzing the Family Strengthening Assessments
- Development of program evaluation instruments
- Technological support (software) if applicable
- Training and support to increase program evaluation skills of program team
- Coordination of evaluation efforts among funded programs, such as IMPACT and Small Population County Allocation.

### **2.3 Annual Report to the Commission**

Based on a compendium of data collected by individual service providers and their evaluation reports, the evaluation consultant will prepare **an annual progress report** to the Commission that outlines the overall results of programs and services supported by Proposition 10 funding in San Benito County. The evaluation consultant will maintain ongoing communication with Commission Staff and provide interim progress reports periodically.

### **2.4 Population-Based Evaluation**

The population-based evaluation is a long-term process to demonstrate the broad community results of the Commission's work. Achieving results in the overall health and well-being of families takes time. Baseline data needs to be established as a point of comparison at a future point. Evaluation instruments need to be developed, as do protocols and timelines for data collection, reporting and dissemination. These efforts toward evaluation will be **conducted in conjunction with California Children and Families Commission statewide evaluation resources**.

#### **Specific activities required from evaluation consultants will include:**

- Review of existing information and establishment of baseline data on which the impact of First 5 San Benito funded activities can be monitored
- Assisting with the development of a community-friendly annual report on the well-being of young children and their families in San Benito County (in conjunction with the above referenced report on prop 10 funded programs and services)
- Coordination and integration of local evaluation efforts with First 5 California

### **3. Funding Amount/Term of Contract**

First 5 San Benito anticipates spending up to \$40,000-\$45,000 per year to support evaluation efforts.

The initial contract period will be one year and will commence upon signing of the contract. With satisfactory performance after the first year, the contract can be extended without competition for an additional two years. The contractor will develop and submit for approval 30 days before the start of the second and third years an annual work plan and budget.

### **4. Rights and Responsibilities**

- All materials submitted in response to this request become the property of First 5 San Benito. Selection or rejection of a response does not affect this right.
- First 5 San Benito reserves the right to award part of the project to one bidder and part to another, if deemed appropriate or necessary.
- First 5 San Benito is not responsible for any costs incurred by providers in preparation and presentation of proposals, interviews, or demonstrations in response to this RFQ or subsequent interviews.



## 5. Selection Criteria

Prospective applicants will be evaluated on their **experience, approach to this project, budget, and references**. Some specific selection criteria within these categories will include:

- 5.1 Experience in identifying and developing protocols for collecting, reporting and disseminating data in the health and human services arena.
- 5.2 Familiarity with outcome measurement development especially involving children and families.
- 5.3 Experience working effectively with public sector organizations, such as Commissions, community groups, decision making bodies and project staff.
- 5.4 Experience working with programs that serve culturally and linguistically diverse populations
- 5.5 Ability to provide hands-on technical support to the Commission and its contractors to build their capacity to undertake evaluation of programs and services.
- 5.6 Reasonableness of cost and congruence with proposed scope of services.
- 5.7 Specific experience working with Children and Families Commissions is considered a plus but is not required.

Following review of the qualifications, three to four consulting firms will be asked to attend an interview with the First 5 San Benito Evaluation Subcommittee. The Evaluation Subcommittee will make final recommendations to the full Commission.

It is anticipated that the contract will commence August 1, 2022.

## 6. Submission Deadline

One (1) original and four (4) copies of the qualifications statement, in a sealed envelope or package must be received by noon (12PM), June 30, 2022. Submit qualifications statement to:

**Lisa Faulkner  
Executive Director  
First 5 San Benito  
351 Tres Pinos Road, Suite 100A  
Hollister, CA 95023  
(831) 634-2046**

No other location is acceptable for delivery. The Commission is not responsible for delayed or lost proposals that miss the submission deadline. **Please note that faxed and e-mailed submissions will not be accepted.**

Submissions should be type written and single-spaced. Submissions should be in a 12-point font equivalent to Times New Roman in size. There is no page limit requirement, but submissions should be as brief as possible, while providing a clear picture of the applicant's qualifications to conduct the work required.

1. Include a resume or CV for all consultants to be involved in the project.
2. List at least two recent clients to serve as references, with a brief description of the services provided.
3. Include a 2-page draft outline plan of the approach that the consultant will take to achieve the deliverables in Section 2, Items 2.1–2.3.
4. Attach a copy of the proposed project budget.
5. Applicants may submit a sample of recent work, but this is not required.

*Funding awards are made at the discretion of the First 5 San Benito and are not considered final until full execution of the contract.*