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## Request for Proposals (RFP): Evaluation Plan Design and Evaluation Services, 2024-2030

### Key Dates:

RFP Release: March 7, 2024  
Bidder's Q&A: March 21, 2024, noon (zoom) <https://us06web.zoom.us/j/84985546137>  
Applications due: April 5, 2024  
Contract Award: May 1, 2024

First 5 Placer is seeking proposals from qualified individuals or firms to provide evaluation services. We are looking for an evaluator committed to culturally responsive, applied research, and equity who can build from and strengthen the existing evaluation plan. The individual or firm will carry out the evaluation, providing insights to enhance the effectiveness and impact of the Commission's role and investments.

### Background

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Formed by voter-approved Proposition 10, First 5 has a California mandate to improve the coordination of care and invest in programs and services for California's youngest children and families through Proposition 10 taxes on cigarettes and other tobacco products. First 5 Placer (F5P) is part of the statewide First 5 Network comprised of county commissions with 20 years of on-the-ground experience making children healthy, safe, and ready to learn. F5P is a semi-autonomous Placer County agency with independent authority and governed by a Commission of nine (9). The Commission's investments and daily work also aim to strengthen countywide systems and networks that support our youngest children and their families. F5P complements its Prop 10 revenue with grant-funded programs that align with our Strategic Plan.

### Goals of this RFP

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The Commission recently adopted a Strategic Plan for 2024-2030 (see our webpage [www.first5placer.org](http://www.first5placer.org) (direct link is [https://www.first5placer.org/files/ugd/747fce\\_b20c388219614c018551beff1a731eec.pdf](https://www.first5placer.org/files/ugd/747fce_b20c388219614c018551beff1a731eec.pdf).) We are seeking an evaluator to assist us during the 6 years of this plan. There are several goals of our evaluation:

- 1) Acquire service level data for the purposes of monitoring and accountability, as well as to package core data for the First 5 California Annual Report;
- 2) Document how parents, children and providers change through participation in service delivery across programs. Focus analysis on common indicators related to maternal child health, family strengthening, oral health and early literacy;
- 3) Review First 5 Placer's progress in systems change by examining
  - a) How the Commission works to foster collaboration and bridge gaps in systems
  - b) How the Commission promotes equity
  - c) The effect of its collaborative and equity approach on systems

### Current Framework

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The Commission has an Evaluation Committee which meets monthly to provide a touchpoint for the evaluators and provide feedback on the progress of the evaluation plan. At the beginning of the current strategic plan, external evaluators worked with the Commission to set up an overall evaluation framework, which included -

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#### Commissioners

**Gina Roberson, Chair** *Consultant, Child Abuse Prevention*

**Teresa Dawson-Roberts, Director**, *Early Childhood Education, Placer County Office of Education*

**Jennifer Hicks, Assistant Superintendent**, *Educational Services, Placer County Office of Education*

**Jim Holmes, Supervisor**, *District 3, Placer County Board of Supervisors*

**Raúl Martínez, Vice-Chair** *Assistant Director, Placer County Health & Human Services*

**Richard Knecht, M.S.** *Consultant Children and Family Services, Child Mental Health*

**Meagan Mulligan, FNP**, *Chapa-de Indian Health Services*

**Alison Schwedner, Chair** *Director, Community Collaborative of Tahoe Truckee*

**Jessica Waterford, Multi-Disciplinary Interview Team**, *Placer District Attorney*

- Program level data: working with funded partners to establish tools, goals/milestones, and demographic data. These are entered biannually into the Persimmony management information system.
- Shared indicators across programs: developed with partners a tool (Retrospective Family Survey) for examining parent/child/provider behavior change with respect to the focus areas of the Strategic Plan
- Process for continuous quality improvement: sharing data with funded partners and key stakeholders. This has been done largely through learning conversations with partners and reporting to subject matter collaboratives.
- Reporting: to First 5 California for its Annual Report; to the Commission through an annual evaluation report

#### Outside Grants

The Commission also applies for and has been awarded grants from other entities. Currently, F5P holds grants through CDSS Office of Child Abuse Prevention (OCAP) for a Road to Resilience project; First 5 California for Home Visiting; and CYBHI for therapeutic services. As required, the Evaluator may be asked to provide support for grant-related projects. Typically, evaluation costs specific to a grant project are included as part of that grant budget, but assistance may be required in preparing a grant proposal and designing an evaluation plan. To support ongoing evaluation efforts in line with First 5 Placer goals, as well as external funder requirements, collaboration with an outside evaluator is an integral part of grants.

#### **Scope of Work – 2024-2030**

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The Evaluator will have several duties with respect to the Commission's evaluation activities.

- 1) Work with Staff and the Evaluation Committee to design an evaluation plan to address the goals of this RFP.
  - a) Code and analyze program level data for monitoring, accountability and reporting;
  - b) Refine common indicators across programs and examine client change in the focus areas of the Strategic Plan;
  - c) Review First 5 Placer's progress in systems change by examining
    - i) how the Commission works to foster collaboration, build partner capacity, and bridge gaps in systems
    - ii) how the Commission promotes equity
    - iii) the effect of its collaborative and equity approach on systems
- 2) Annually, review and provide feedback on quality, integrity, and reliability of data collected by funded partners prior to data submission to First 5 California.
- 3) Convene and facilitate meetings of the evaluation committee
- 4) Lead a reflective learning process with partners, such as biannual learning conversations with funded partners to share data and/or address emerging issues
- 5) Prepare a brief local annual evaluation report for the Commission
- 6) As necessary, assist with development of evaluation planning for external grants (evaluation services for external grants to be included with grant funding, not as part of this RFP)

#### General Expectations

- Work closely with First 5 Placer staff to advise and support evaluation activities that will track a broad range of qualitative and quantitative data across First 5 Placer's funded programs.
- Advise in the development and/or improvement of evaluation tools and instruments that track service delivery and yield outcome/impact data.
- Collaborate with F5P staff to prepare, submit, and present/facilitate any curricula or training materials related to evaluation to train staff of funded agencies to build internal evaluation capacity.
- Maintain an understanding and awareness of evaluation and data trends among First 5 Commissions (regional and statewide), early childhood development, health, education and other fields related to children zero to five years old and their caregivers.
- Support staff in provision of technical assistance to partners (navigation of data collection, reporting systems, etc.)
- Attend occasional meetings as requested by First 5 Placer staff.

### Key Characteristics and Desired Qualifications of Applicant(s)

- Expertise in current culturally responsive methods and practices in evaluation and qualitative and quantitative analysis documented by a portfolio of written reports, analysis, presentations or similar materials, including skills for identifying disparities and gaps in equity.
- Commitment to ensuring that evaluation activities follow equity principles, many of which are outlined in the Equitable Evaluation Initiative. F5P is committed to conducting its activities and grantmaking in a culturally responsive and equitable manner.
- Professional and academic competence in early learning and early childhood development psychology, public policy, statistics, organizational development, public health or a related discipline.
- At least four years of experience evaluating public, educational, or philanthropic organizations and service programs. Desired experience in multiple issue/policy areas, especially those related to the First 5 Placer Strategic Plan (available at <https://www.first5placer.org/about> )
- Strong writing, speaking, presentation, and facilitation skills.
- Proficiency in the use of technology in all areas of program evaluation, including Office Suite (Word, Excel, PowerPoint), database development (e.g. Access), statistical (e.g. SPSS, Stata, SAS, etc) and qualitative analysis software (e.g., NVivo, Atlas ti., etc). **Familiarity with Persimmony is a plus.**
- Knowledge of the goals and objectives of First 5 Placer and its funded programs.

### Available Funds/Funding Terms

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The total funding allocated for providing all services outlined in this RFP over the 6 years of the Strategic Plan is \$450,000; approximately **\$75,000 annually**. (Annual budgets can fluctuate to resource appropriately the activities outlined in the evaluation plan. For example, the first-year budget might be higher than in later years; there may be a focused evaluation one year, etc.)

The Commission will award a three-year contract of \$225,000 with the option to extend for an additional three years aligned with Prop 10 grant cycle. Future funding is dependent on performance, decision by the First 5 Placer Commission, and funding source availability for First 5 Placer. All contracts are subject to the final approval of the Commission.

### RFP Questions and Answers

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Questions regarding this RFP can be submitted to [ksmith@placercoe.org](mailto:ksmith@placercoe.org). All questions and answers will be posted at least once a week in an FAQ document on the <https://www.first5placer.org/request-for-proposals> page. All questions must be submitted prior to April 2, 2024. **The last FAQ posting will be made on April 3, 2024.**

We will host a live Q&A for bidders at noon on March 21, 2024 via Zoom <https://us06web.zoom.us/j/84985546137>. The questions and answers addressed during that session will also be included in the FAQ page. Attendance at this Q&A is not required of those submitting applications.

### Submission of an Application

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**Applications must be submitted by email to [ksmith@placercoe.org](mailto:ksmith@placercoe.org) by 5pm on April 5, 2024.**

Include a cover page listing the applying organization, date of submission, and contact information for the person who will receive all communication regarding the application (name, title, phone, and email).

**IN FIVE PAGES OR LESS**, respond to the following:

- 1) Describe your qualifications to implement the scope of work. Include past and current experience or approach in working with governmental agencies, non-profit organizations, and/or community-based organizations to complete and/or support program, initiative, and systems-level evaluation, particularly those related to children zero to five and their families.
- 2) Describe your proposed approach, strategies and timeline for implementing the Scope of Work.
- 3) Describe any barriers that you anticipate or foresee and how they may be addressed.

Curriculum Vitae and Supporting Documentation (not included in 5-page limit)

Attach current CVs for staff supporting this work and sample program evaluation materials. Provide contact information for three customer references including their organization's name and the dates of service for those contracts.

Budget & Financial Summary (2-page limit, not included in the 5-page limit)

Prepare a narrative of how resources will be allocated to implement the Scope of Work (staffing, fee schedule, etc.) over a three-year period. Include a proposed budget for implementing the scope of work as described above. All proposed line items must include a summary description. Budget pages do not count for the page limit. All line items of the proposed budget are subject to review and negotiation prior to final contract approval.

Application Format Requirements

Applications must be typed using 11-point font on 8 ½" x 11" paper, 1-inch margins. The name of the applicant agency should appear at the top of each page. Please consecutively number pages, including all attachments. All required application documents must be included at time of submission. Incomplete applications will not be accepted.

**Application Evaluation Process & Selection Criteria**

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A review panel (some Commissioners, staff and community partners) will be responsible for reviewing all full applications, evaluating them against the established criteria. The review committee will use the following selection criteria to evaluate applications received in response to this RFP.

Scoring Criteria and Points

- 1) Describe your qualifications or approach to implementing the scope of work. Include past and current experience in working with governmental agencies, non-profit organizations, and/or community-based organizations to complete and/or support program/initiative evaluation, particularly those related to children zero to five and their families. **(30 points)**
- 2) Describe your proposed strategies and timeline for implementing the Scope of Work **(40 points)**
- 3) Describe any barriers that you anticipate or foresee and how they may be addressed **(10 points)**
- 4) Professional references and submitted sample materials **(10 points)**
- 5) Budget **(10 points)**

A minimum score of 70 points will be required for an application to be eligible for funding. A score of 70 points or higher, however, does not guarantee that an application will be selected for funding. This committee will make a recommendation to the Commission. Final funding decisions will be made by the Commission.

Anticipated Award/Contract Start Date

May 1, 2024

Awards/Notification of Intent to Award

Notification of the Commission's intent to award will be sent to all applicants on or before April 29, 2024.

Selection of Contractor

The entity will be selected primarily on the responsiveness of the application to implement the requested scope of work and expertise and experience of the organization. Cost, although a significant factor, may not be the dominant factor, but cost will be particularly important when all the other evaluation criteria are relatively equal.

The Commission may, at its sole discretion, reject any or all applications submitted in response to this RFP. The Commission also reserves the right to cancel this RFP at its sole discretion, at any time prior to execution of an agreement or contract. The Commission shall not be liable for any costs incurred in connection with the preparation of any application submitted in response to this RFP.

**The Commission's decision is final. There is no appeal process.**