

Center for Health Program Management

Request for Qualifications

Reducing African American Child Deaths in Sacramento County

Evaluation Data Hub Manager and Technical Assistance Provider

2016 Funding Opportunity

Center for
**Health Program
Management**

SIERRA HEALTH FOUNDATION

Sierra Health Foundation: Center for Health Program Management is the administrative entity providing support to the Steering Committee on Reduction of African American Child Deaths (RAACD) in the implementation of its Strategic Plan and its efforts to ensure that a coordinated and collaborative process will result in community transformation.

Sierra Health Foundation: Center for Health Program Management is an independent 501(c)(3) nonprofit bringing people, ideas and infrastructure together to create a collective impact that reduces health disparities and improves community health for the underserved living in California. For information about the Center, visit www.shfcenter.org.

SACRAMENTO
COUNTY

APPLICATION BACKGROUND, CRITERIA AND INSTRUCTIONS

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Review all sections carefully and follow specific instructions. Submit your proposal package electronically in accordance with instructions in Section V.

I. Background and Program Overview

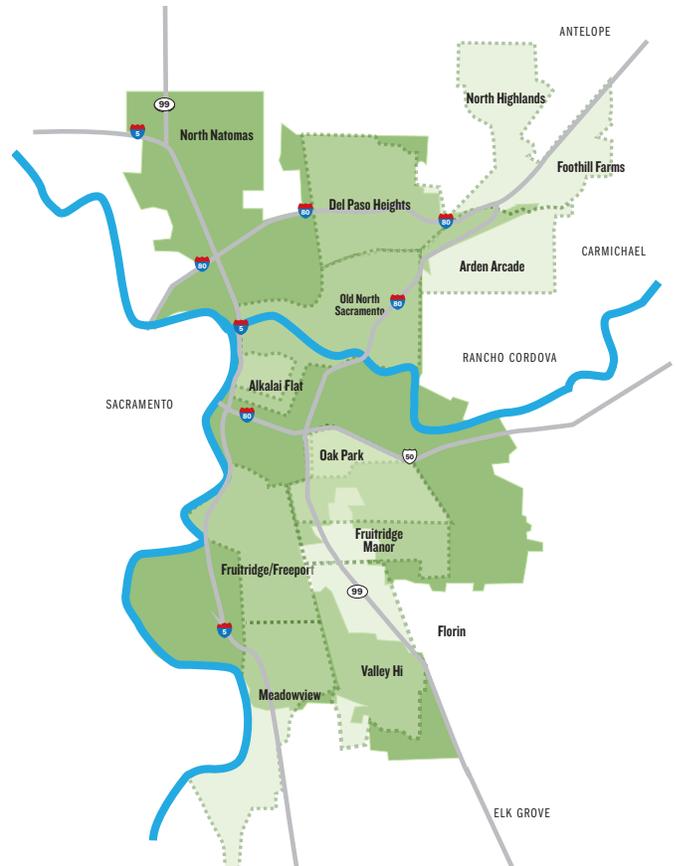
In April 2013, the Sacramento Blue Ribbon Commission Report on *Disproportionate African American Child Deaths* described the 20-year problem of disproportionate African American child mortality in Sacramento County, recommended the adoption of the goal of reducing African American child deaths by at least 10% to 20% by 2020, outlined potential approaches to achieving the goal and established the Steering Committee on Reduction of African American Child Deaths (RAACD). The report identified four causes of death that have the most disproportionate impact on African American children in Sacramento County. Those causes are:

1. Infant sleep-related deaths
2. Perinatal conditions
3. Child abuse and neglect (CAN) homicides
4. Third-party homicides

It also highlighted six neighborhoods with the most disproportionate number of African American child deaths in the county. The six neighborhoods have become the focus of the RAACD efforts and include:

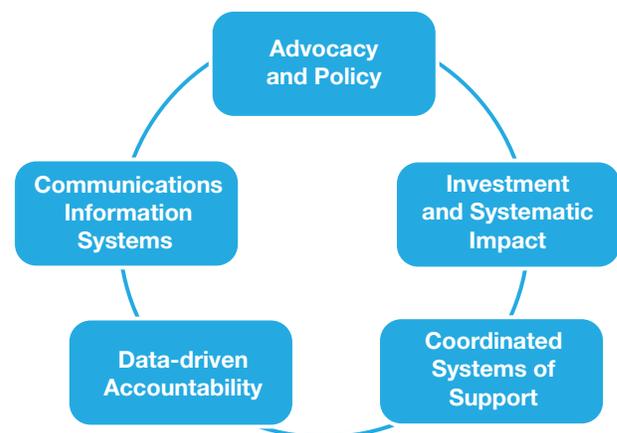
1. Valley Hi/Meadowview
2. Arden-Arcade
3. North Sacramento/Del Paso Heights
4. Oak Park
5. North Highlands/Foothill-Farms
6. Fruitridge/Stockton Boulevard

In March 2015, following an intensive community process driven by core values of collaboration, community engagement, commitment, accountability, innovation, sustainability and service, the Steering Committee created a strategic plan, *African American Children Matter: What We Must Do Now*, outlining five priority strategies to transform public systems and foster meaningful community engagement to achieve its goal.



The strategies focused on:

1. Advocacy and Policy
2. Equitable Investment and Systematic Impact
3. Coordinated Systems of Support
4. Data-driven Accountability and Collective Impact
5. Communications and Information Systems



In June 2015, the Sacramento County Board of Supervisors voted to approve \$1.5 million annually for five years to implement the RAACD plan and augmented existing investments by the county's public health, child welfare and probation departments. This commitment complements existing investments currently being made by the county's First 5 Commission. The Board of Supervisors' commitment is also structured to expressly focus on facilitating an unprecedented level of community capacity and engagement to address the urgent need for action.

As a result of this commitment, the Steering Committee created an implementation plan to set forth steps needed to achieve the goal of reducing African American child deaths in Sacramento County. The implementation plan is a living document and is designed to adapt to meet the dynamic environment in which it will operate.

Core Objectives for RAACD Implementation Plan

Six core objectives, based on the principles outlined in the strategic plan, will be used to monitor the effectiveness of the implementation process. The objectives, which are listed below, will continually be refined through an ongoing community engagement process and analysis of new information as it becomes available.

1. Engage residents and a select group of community institutions in RAACD priority neighborhoods and establish them as an inter-neighborhood network to reduce African American child deaths
2. Design a community/grass roots messaging and marketing campaign and deploy it through a saturation strategy in the focus neighborhoods
3. Increase the level of investment in high-quality and evidence-based programs and services for children, youth and families in the focus neighborhoods
4. Improve access to services through the co-location of multi-disciplinary social services teams in the RAACD-focused neighborhoods
5. Align county policy discussions and practice changes with identified neighborhood network priorities

6. Monitor the quality of implementation, evaluate effectiveness and report on progress toward the ultimate goal of reducing African American child deaths and promoting children's well-being

II. Funding Opportunity

Evaluating the collective impact of the RAACD implementation plan requires collecting and reporting data from a variety of sources using a consistent strategy across the six focus neighborhoods. (See overview of the [evaluation plan](#).) This information will be organized and compiled in a data hub and presented in user-friendly formats. The Steering Committee envisions the RAACD Data Hub as the overarching system for compiling the information that will be used to monitor and evaluate the quality and outcomes of the RAACD initiative. In addition, the Steering Committee is committed to developing local capacity for data access, interpretation and use.

Scope

The Steering Committee is requesting statements of qualifications from eligible organizations and individuals to serve as the Data Hub Manager and Technical Assistance Provider (referred to hereafter as the Data Hub Manager). The Data Hub Manager will be responsible for:

- designing, implementing and maintaining a management and reporting system for community-level data obtained from multiple sources, including secondary data from public data systems and primary data from local data collection activities, including that collected through [participatory action research](#)
- interacting with the agencies and organizations that will collect and provide the data to ensure the highest possible quality, consistency and relevance of information
- preparing regular dashboards and other data reports that can be used for monitoring and evaluating the process and outcomes of the RAACD project, coordinating closely with the Steering Committee on Reduction of African American Child Deaths and Sierra Health Foundation: Center for Health Program Management

- supporting a participatory approach to data interpretation and use by providing technical assistance to the Steering Committee and Community Incubator Lead organizations on the nature and limitations of the data included in the reports (see [Community Incubator Lead Request for Proposals](#) for more information on the structure and functions of these organizations).

The selection of the Data Hub Manager will involve:

1. Review of the statements of qualifications submitted by the deadline (due **March 29, 2016**, by 12 p.m. PST)
2. Invitation to submit a proposal to those who best meet the criteria provided in Section III; detailed proposal guidelines will be provided
3. Invitation to participate in an in-person interview to those who best meet criteria set forth in the proposal guidelines

The final selection will be based on the results of the interviews.

Budget

The budget for the RAACD Data Hub Manager is \$135,000 over two contract years, with potential for renewal for another two years.

III. Criteria for Selection to Submit Full Proposal

Eligibility

Eligible applicants include research institutions, universities, colleges, policy centers, private consulting firms and other entities or individuals qualified to propose. Given the Sacramento County community focus of this project, entities must include locally based individuals as key members of the proposed team. Statements from entities located in the Sacramento region are preferred.

Qualifications

Statements of qualifications will be evaluated based upon relevant project experience, qualifications of key personnel, and familiarity with project type and content.

Competitive statements of qualifications will include documentation and references that demonstrate expertise and experience in the following:

- Collective impact principles and evaluation strategies
- Establishing and maintaining data management and reporting systems that draw on data from multiple sources, including anticipating and resolving challenges in setting up such systems
- Data sources related to the four major causes of disproportionate African American child deaths – infant sleep-related deaths, perinatal conditions, child abuse and neglect (CAN) homicides and third-party homicides
- Analysis of quantitative neighborhood-level data and synthesis of data across neighborhoods
- Presentation of data from multiple sources in the form of dashboards and other reports for use by a variety of stakeholders, including community residents and county policymakers
- Cultural competence in communicating and collaborating with individuals and communities that vary racially and ethnically, as well as in degree of knowledge about data

Experience working with African American communities is highly preferred.

Those submitting the highest scored statements will be invited to submit full proposals.

IV. Format, Content and Due Date

Format

Applicants must submit a statement of qualifications not to exceed five pages in length (not including attachments). Use Calibri 11, Times New Roman 12 or similarly sized font, with margins no less than 0.75. In addition to the statement, the submission must include brief (no more than two pages) resumes of key personnel and at least one and no more than three reports or other supporting documents drawn from previous projects.

Content

The statement must include the following information:

- **Description of Submitting Individual/Organization(s).** Describe structure of organization, areas of expertise, length of time in business, number of employees and other information that characterizes the submitting entity/entities. If the statement is from collaborating organizations, describe each collaborating partner's organization or business.
- **Experience.** Describe one or more projects that you or the organization has executed that demonstrate capacity and experience in the selection criteria above. If the statement is from a partnership, describe each partners' relevant capacity and experience related to the selection criteria as well, and any projects the partners have worked on together.
- **Personnel.** Describe key personnel's proposed roles and responsibilities on this project and their relevant experience. Include any subcontractors who have key responsibilities.
- **References.** Provide at least three references (for each partner, if a joint statement) for which you have performed similar work in the last five years. Include the name, organization name, address and phone number of a person who can be contacted regarding your performance on the project.

In addition, the following attachments are required:

- Resumes of no more than two pages for key personnel
- One to three sample reports and/or other documents demonstrating the required experience

Due Date

Statements and required attachments are due no later than noon on March 29. Late submissions will not be considered. Applicant contacts will receive a confirmation e-mail within three business days.

V. Guidelines for Submitting the Statement of Qualifications

To help us process your statement of qualifications, please follow these submission guidelines.

- We encourage you to submit your statement and required attachments before the due date in case you need help with any of the guidelines below.
- Submit the statement by e-mail, attaching all required documents, no later than noon on the due date.
- Include the name of the submitting organization and the name and telephone number of the person sending the statement and required attachments in the body of the e-mail so we can contact you if we have questions.
- Include no more than five attachments: Statement, Key Personnel Resumes, and 1-3 Sample Reports/ Documents. Do not combine into one document.
- Submit all materials in PDF format.
- Send all attachments in one e-mail. If the total size of attached files is greater than 8MB or your submission e-mail bounces back to you, contact us at raacd@shfcenter.org.
- Submit the statement and required attachments only once. Be sure your materials are complete and accurate before submitting them. Revised submissions will not be accepted.
- Do not put the statement in the body of your e-mail message; attach the statement and required attachments as requested above.

VI. Timeline and Steps for Selection of Contractor

March 11, 2016	Release of RFQ
March 29, 2016	Statements of qualifications due by noon (Pacific Standard Time)
April 6, 2016	Invitations to submit full proposals
May 6, 2016	Invitations to participate in finalist interviews
Second week of May 2016	Finalist interviews
May 23, 2016	Contract decision
June 1, 2016	Deadline for appeal
June 10, 2016	Appeal decision
June 2016	Contract signed

VII. Appeal Process

Sierra Health Foundation: Center for Health Program Management (“Center”) has established the following appeal process for this Request For Qualifications (RFQ).

Any applicant wishing to appeal disqualification in either part of the screening process or the proposed award recommendation(s) must submit a written letter of appeal. Submit such a letter by the date shown in the RFQ timeline. Any appeal shall be limited to the following grounds:

- The Center failed to include in the Request for Statements of Qualifications or proposal guidelines a clear, precise description of the format which requested statements/proposals shall follow and elements they shall contain or the criteria to be used in screening and evaluating statements/proposals, or the date on which proposals are due: and/or
- Statements/Proposals were not evaluated and/or recommendation(s) for award were not made in the following manner:
 - All statements/proposals were reviewed to determine which ones met the screening criteria specified in the RFQ or Proposal Outline; and/or
 - All statements/proposals meeting the screening requirements were submitted to a Review Committee, which evaluated the statements/proposals using the criteria specified in the RFQ/Proposal Outline; and/or
 - The proposer(s) judged best qualified by the Review Committee was recommended to Steering Committee for award; and/or
 - The Center correctly applied the standards for reviewing the format requirements or evaluating the proposals as specified in the RFQ/Proposal Outline.

The written letter of appeal of the proposed award(s) must reference the title of this RFQ and be submitted to: appeals@shfcenter.org.

Appeal letters must be received at the above e-mail address by the date shown in the RFQ timeline. Oral appeals will not be accepted. It is the proposer’s responsibility to ensure receipt by delivery to the above e-mail address by the date specified in the timetable. Appeals will not be accepted after the deadline specified. Appeal letters must clearly explain the failure of the Center to follow the rules of the RFQ/Proposal Outline as discussed above.

All written appeals shall be investigated by the Center for Health Program Management, which shall make a finding regarding any appeal by the date shown in the RFQ timeline.