

RFQ

Request for Quotations Evaluation Services



5080 California Ave., Suite 200

Bakersfield, CA 93309

Deadline: ***April 19, 2024, 5:00 p.m.***

RFQ Overview

First 5 Kern is seeking quotes from qualified vendors to provide evaluation services for its programs and initiatives. First 5 Kern is a local initiative funded by Proposition 10 to support early childhood development and health in Kern County, California. The selected vendor will be responsible for conducting comprehensive evaluations of First 5 Kern's programs, including data collection, analysis, and reporting.

The selected vendor is expected to provide evaluation services using a variety of evaluation methods and data collected from funded programs and initiatives to assess: program performance, community-level impact of initiatives, and the impact of First 5 Kern's overall investments for young children.

The evaluation services contract may be awarded for three (3) years (July 1, 2024 - June 30, 2027). Contracts may be extended for two (2) additional years, FY2027-28 – FY2028-29, depending on the success of the agency providing the services, demonstrated need in the community, and availability of funds. The project cost is not to exceed \$75,000 annually.

About First 5 Kern

California voters approved Proposition 10, creating the California Children and Families Act of 1998. Proposition 10 levied a 50-cent tax on each pack of cigarettes sold, creating a trust fund to invest in childcare and education programs for children from prenatal to 5-years-old, and their families on a local level. Each county established a Commission that has local authority over how to spend Proposition 10 revenue in accordance with the intent of the law. The goal was that this funding will help children grow to be healthier and be better prepared for kindergarten, education, and life.

First 5 Kern, also known as the Kern County Children and Families Commission, is an independent, local public entity governed by nine Commissioners who represent county government, public health, social services, education, and early care and education. The Commissioners are charged with upholding the intent of Proposition 10 and administering the funds to support and promote programs and services for children prenatal through age 5 and their families.

VISION

A future where, together with families, communities, and other partners, every child and family in Kern County thrives in a safe, nurturing, and supportive environment.

MISSION

Enrich the lives of children ages prenatal to five through investments and community partnerships in child health and development, resilient families, and quality early learning.

INTENT

In December 2023, the First 5 Kern Commission adopted a new Strategic Plan to guide its investments from July 2025 through June 2028.

The Strategic Plan has four focus areas:

- Child Health and Development
- Resilient Families
- Quality Early Learning
- Strong Systems

Three focus areas advance specific children’s needs of Child Health and Development, Resilient Families, and Quality Early Learning. The fourth focus area, Strong Systems, ensures collaboration with other agencies, organizations, and entities with similar goals and objectives to enhance the overall efficiency of provider systems. Central to achieving these goals is a three-fold approach that prioritizes creating long-lasting impact, building partnerships, and leveraging Results-Based Accountability.

Evaluation is an important component of the Strategic Plan and our Proposition 10 implementation process. The evaluation process is designed to provide critical information to help continually improve the Proposition 10 implementation process, as well as measure our progress in improving the well-being of children ages 0 through 5 and their families in Kern County. The Commission uses this information to determine future funding.

Timeline	
Date	Action
March 18, 2024	Release of the RFQ online at First5Kern.org
April 1, 2024	Due date for vendor questions – Please email to funding@first5kern.org
April 15, 2024	Responses to vendor questions at First5Kern.org
April 19, 2024 – 5:00 p.m.	RFQ Submission Deadline
May 3, 2024	Notification to respondents
July 1, 2024	Contract start date

Note: Any date in this document may be changed at the discretion of First 5 Kern. This RFQ and any addenda that may be issued will be available on the First 5 Kern website [First5Kern.org](https://www.First5Kern.org).

ELIGIBILITY

This RFQ invites applications from experienced organizations or companies, as well as research institutions, that are interested in assisting the Kern County Children and Families Commission (“the Commission” or “First 5 Kern”) in effectively evaluating all Proposition 10 funded programs.

DESIRED QUALIFICATIONS

The ideal vendor should have the following qualifications:

Research Experience including, but not limited to:

- Experience designing and developing data collection tools
- Experience using online survey platforms
- Experience with quantitative and qualitative data analysis
- Experience collaborating on the conceptualization and design of research and research products

Research Reporting and Dissemination including, but not limited to:

- Experience producing findings, research briefs, and other research products for a variety of audiences (technical and non-technical)
- Experience producing findings, research briefs, and other research products to promote use of data
- Experience reporting on government or funding agencies

CONTRACT PERIOD

The evaluation services contract may be awarded for three (3) years (July 1, 2024 - June 30, 2027). Contracts may be extended for two (2) additional years, FY2027-28 – FY2028-29, depending on the success of the agency providing the services, demonstrated need in the community, and availability of funds. The project cost is not to exceed \$75,000 annually.

Scope of Services

First 5 Kern seeks to document the impact of funded programs, services and system change efforts in Kern County. The purpose of the Request for Quotations (RFQ) is to select a qualified organization or company to ensure comprehensive and integrated research, data collection, analysis and reporting for First 5 Kern. The primary objectives and activities of the evaluation services sought in this RFQ are as below. Services by the selected proposer may include, but may not be limited to:

GENERAL EVALUATION SERVICES

- Review, analyze and report the impact of First 5 Kern programs for children ages prenatal through 5 and their families, caregivers and community providers served;
- Utilize a variety of data collection methods, including, but not limited to key informant interviews, literature reviews, surveys/questionnaires, and observations;
- Analyze quantitative and qualitative data;
- Review and revise the existing logic model and data collection efforts for tracking outcomes at each funded site and across organizations, in alignment with the First 5 Kern Strategic Plan and in ongoing consultation with First 5 Kern staff;
- Conduct an annual review of the First 5 Kern Strategic Plan along with result indicators;
- Monitor milestones and indicators to enhance the sustainability of the service deliveries in the local community;
- Conduct quality checks on data received and address errors;

REPORTING

- Assist as needed in the submission of First 5 Kern's annual reporting data to First 5 California upon approval by First 5 Kern's Commission;
- Provide thought partnership on the conceptualization and development of an approach to address data needs through the local annual reporting process;
- Design a local outcome evaluation report that is in compliance with the [State's requirements](#);
- Provide onsite presentations to the Commission at Commission and/or Committee meetings approximately 2 times per year, including an "Annual Report of Findings";

DEVELOP RESEARCH PRODUCTS

- Development of research products and visualizations (e.g., reports, data briefs, findings memos, maps, graphs, etc.) based on state reporting requirements and First 5 Kern's data needs;
- Developing accessible and engaging research products and collateral materials for the appropriate audiences.

Target Deliverable Timeline

Specific deliverables are expected and include, but may not be limited to, the following work items:

FISCAL YEAR 2024-25 EVALUATION ACTIVITIES

1. In coordination with First 5 Kern evaluation staff, conduct a comprehensive review of assessments and data collection efforts, and subsequently, refine these elements in preparation for the FY2025-28 funding cycle.
2. Develop and design the evaluation framework for the new funding cycle (FY2025-28).
3. Review and refine the evaluation logic model.
4. Review existing data collection efforts for existing funding cycle and prepare a local evaluation annual report (not to exceed 50 pages) due on November 1, 2024.
5. Complete the local evaluation annual report by November 1, 2024, for FY2023–24 and present findings to the Commission in December 2024.
6. Provide support on the annual report to First 5 California.

FISCAL YEAR 2025-26 AND 2026-27 EVALUATION ACTIVITIES

1. Collaborate with First 5 Kern to develop and implement targeted initiatives for the new funding cycle.
2. Prepare and deliver an evaluation presentation to the grantees of the new funding cycle in Q1 of FY2025-26.

3. Submit the local evaluation report (not to exceed 50 pages) by November 1st of each fiscal year, and present to the Commission in December 2025 and 2026.
4. Annually review the result indicators.
5. Provide support on the annual report to First 5 California.

Submission Requirements

All quotations must be submitted to funding@first5kern.org by 5:00 p.m. PST on **Friday, April 19, 2024**. Respondents are solely responsible for ensuring their submissions are received on time. Late quotations will not be accepted.

All documents must be submitted in PDF form. Below are the required components and their assigned maximum scoring value.

Proposal Scoring Criteria

Applicants will be evaluated on the following criteria:

- **Experience of the Bidder.**

Evaluation of the quality and quantity of the proposers's experience and expertise in the areas proposed, supported by references.

- **Proposed Team (specific individual(s) responsible for performance of contract).**

Evaluation of the qualifications, reputation and compatibility with the needs of First 5 Kern.

- **Proposed Approach.**

Evaluation of the work to be performed to accomplish the goals outlined in the scope of work.

- **Capacity.**

Evaluation of the proposer's ability and commitment to the timeline for the project.

- **Cost Effectiveness/Budget.**

Hourly rate, number of hours to be devoted to the project. Budget line items and associated costs per line item must support the scope of work and be appropriate and cost-effective.

Narrative and Fee Breakdown (90 points) – FORM A – Attached:

Please submit in writing the requested information in brief narrative form, as outlined in the attached Form A and, to the extent possible, organize the narrative using headers (no more than 10 typewritten pages). Please do not use a font size smaller than 11-point size for legibility.

1. **Attachments (10 points) – Submissions must include the following:**

- a. Names, titles, and contact information for three (3) professional references of organizations or individuals for whom the respondent has provided services citing related experience.
- b. Conflict of Interest Disclosure: Include a statement describing any potential or known conflict of interest regarding this RFQ, First 5 Kern or affirm that you do not have a conflict of interest.

RFQ Process

Questions

Any questions about this RFQ must be submitted via e-mail to funding@first5kern.org with the subject line: "Question RFQ – Evaluation Services." Questions will be accepted until **Monday, April 1, 2024**. First 5 Kern will post answers to questions on our website at First5kern.org on **Friday, April 5, 2024**.

RFQ Review and Process

An oversight committee will review the applications. Applicants who meet the minimum qualifications set out in this RFQ may be asked to interview with the oversight committee. The interview will enable First 5 Kern to gather further information on any aspect of the application.

Respondents should be prepared to present and elaborate on their submission to the committee as requested. Following the submission deadline, all respondents will be notified by email confirming whether a presentation is required and, if necessary, additional logistics.

Following the review process, First 5 Kern will work with the recommended respondent to develop and finalize a contract agreement that will be presented to the First 5 Kern Commission for consideration and ultimate approval.

The contact person for each submission will be notified in writing of First 5 Kern's decision. All submitters, including those that are selected as a finalist, will be notified by **May 3, 2024**, of the status of their submission. Upon notification, the finalist will be contacted by First 5 Kern staff to confirm requirements prior to consideration by the First 5 Kern Commission.

FORM A - NARRATIVE AND FEE BREAKDOWN

RFQ – Evaluation Services

Please provide a brief narrative response to the following questions and to the extent possible, organize using headers. The narrative and fee breakdown should not exceed ten (10) typewritten pages. Please do not use a font size smaller than 11-point.

1. Organization Background/Description:

- a. Provide a brief history of your organization, including locations and number of years in business.
- b. Include a statement of being properly insured against fraud, errors, and omissions.
- c. Discuss any impending changes in your organization that could impact the delivery of services.
- d. What distinguishes your organization from others?

2. Experience:

- a. Describe the agency's experience in providing evaluation services.
- b. Knowledge of the communities of Kern County a plus.
- c. Familiarity with First 5 and Proposition 10 or early childhood systems of care.

3. Team Qualifications:

- a. Identify the lead staff, including bios and other members of the organization who would be involved in First 5 Kern's evaluation services by name, title, specialization, relevant experience, roles, and responsibilities.

4. Proposed Approach:

- a. Discuss agency's approach to evaluation services.
- b. Proposed schedule.

5. Fee Structure and Schedules:

Describe the fee structure and provide any schedules to support the structure. Provide itemized proposed fees and cost information for all services at an hourly rate. Include the following:

- a. Fee proposal.
- b. Address all services in the fee schedule that might reasonably be expected to support the request. The submitting organization should provide a comprehensive fee schedule and indicate how First 5 Kern would be invoiced for services.
- c. This information should be detailed and broken down by type of service and units of work or other applicable measure, separately, per entity. First 5 Kern reserves the right to not include compensation for items not addressed in the submitted quote.

Note: The fee quotation submitted along with the proposed approach will be used as a basis for any contract negotiations. The actual scope of services and fees included in the contract may be negotiated and may vary to satisfy the Commission's needs.

Reservations

- First 5 Kern is not responsible for any expenses incurred by an applicant in developing an application.
- First 5 Kern reserves the right to reduce, amend, and/or rescind this RFQ at any time prior to final execution of the contract.
- First 5 Kern is under no obligation to award a contract to the applicant that presents the lowest cost or highest yield. The selected applicant will be made based on a comprehensive evaluation of all the submitted proposals and the best interests of First 5 Kern as determined by the reviewers and the Executive Director.
- First 5 Kern reserves the right to request additional information and/or clarification from any or all applicants.
- All applications become the property of First 5 Kern.
- First 5 Kern reserves the right to accept all or a portion of any application.
- All applications will remain confidential until a contract is negotiated and signed. However, since First 5 Kern is a public entity, all applications can become public, with written request, after all successful contract negotiations.