SECTION 1: INTRODUCTION

The California Children and Families First Act of 1998 (Proposition 10) created a statewide program to promote support, and improve the early development of children from the prenatal stage to five years of age. The intent of this act is to enable counties to create and implement an integrated, comprehensive and collaborative system of information and services to enhance optimal early childhood development.

In April of 2009, First 5 Alameda County approved a strategic plan for a comprehensive system of early intervention services for children 0 to 5 years of age and their families in Alameda County. This plan is called Every Child Counts.

Every Child Counts (ECC) is designed to support young children at home, in child care, and in the community. Our programs promote system changes and improve early childhood development through family support, parent education, child care and health care services. Program descriptions, past strategic plans and annual reports may be found on our website at www.first5ecc.org.

PARENTING PARTNERSHIP MULTI-MEDIA EVALUATION CONSULTANT

First 5 Alameda County (F5AC) is seeking a consultant to facilitate development and production of a multi-media program evaluation report for our Parenting Partnership program. Please review the application materials for qualifications, application instructions and the criteria for selection.

Interested individuals and organizations should submit their qualifications to:
Malia Ramler, Community Grants Administrator
First 5 Alameda County
1100 San Leandro Blvd., Suite 120
San Leandro, CA  94577

Qualifications should be submitted by mail, email or hand delivered and received by 5:00 p.m. on September 21, 2009. We will not accept faxed copies.

If you have questions about the RFQ, please contact Malia Ramler, Community Grants Administrator at 510-875-2444 or Malia.Ramler@acgov.org.
SECTION 2: BACKGROUND

A key component of the First 5 Alameda County strategic plan is the Community Grants Initiative (CGI) Partnership Program (2009-2013 Strategic Plan, page 16). The CGI funds service providers throughout the county to expand and enhance services for children ages 0 to 5. In addition to funding, Partnership Grants involve a cohort of grantees in an intensive training and peer learning program to develop best practices in specific fields. In the 2007-2009 CGI grant cycle, Partnership programs focused on best practices in parenting education.

Over the past two years, six Parenting Partnership grantees have provided parenting support and education as well as opportunities for parent-child activities to help parents successfully develop and use parenting skills, understand child development and learn different approaches to child rearing. Grantees have met regularly as a cohort over the grant term for training and peer support and have participated in on-site technical assistance. Training and consultation has focused on developing a common language, identifying standards of quality practice, and building knowledge and capacity to implement best practices in parenting education and support.

First 5 Alameda County is seeking a consultant to assist F5AC and the Partnership Grantee agencies to develop and produce a multi-media program evaluation report. The report is intended to be used by both First 5 Alameda County and the six Partnership organizations to communicate to stakeholders by describing their work in parenting education and describe the lessons learned through the partnership process. The consultant will provide technical expertise and training to First 5 and Partnership organization staff in development of a multi-media report. The report must integrate existing evaluation data collected by F5AC.

SECTION 3: TIMELINE, FUNDING AND DELIVERABLES

Contract Timeline
The term of the contract will be September 23, 2009 through December 31, 2009.

Funding
First 5 Alameda County has allocated up to $24,000 toward consultation costs. Proposals that exceed this amount will not be considered.

Scope of Work

The Contractor selected will:

1. Prepare and train, as necessary, 15-20 grantee and First 5 staff in the skills and tasks necessary for creation of multi-media evaluation stories about the Parenting Partnership.

2. Provide technical assistance to grantees and First 5 staff on the development of multi-media stories.

3. Work with First 5 staff to analyze evaluation stories and additional evaluation data (e.g. interview transcripts, narrative grantee reports, parenting practice self-assessments, parental stress stories, other existing First 5 evaluation data, etc.) and incorporate them into integrated findings.

4. Design and produce a multimedia evaluation report that will be completed no later than December 31, 2009. First 5 will review the report and provide feedback (if appropriate) to be used towards the finalization of the report.
SECTION 4: QUALIFICATIONS & APPLICATION INSTRUCTIONS

Qualifications
We are looking for an agency or individual that has expertise and demonstrated ability in the following areas:

- Evaluation of community based human services
- Digital storytelling
- Production of multi-media evaluation products with utility for various stakeholders
- Ability to work effectively with multi-disciplinary groups
- Knowledge of early childhood issues, public health, public policy or a related field
- Ability to synthesize and analyze qualitative and quantitative data
- Ability to work effectively within the constraints of tight timelines
- Experience working with diverse communities

Application Instructions
Response to the request for Qualifications is due September 21, 2009 by 5:00 pm.

Responses may be submitted electronically by e-mail or hard copy in the office. No faxed copies will be accepted. Applicants are responsible for ensuring that applications are received timely.

Please respond in no more than four (4) total pages of narrative in font size 12.

1. Describe your experience developing and producing multi-media evaluation reports.

2. Describe your qualifications to conduct human service evaluations utilizing multiple (qualitative and quantitative) data sources.

3. Describe your approach to using digital storytelling as an evaluation modality.

4. Briefly describe how you will prepare and train grantee/community based agency staff to effectively and quickly develop their digital stories.

Other Required Information (not included as part of the 4 page narrative):

5. Please provide 2-3 client references (Names, email addresses and phone numbers).

6. Please provide a comparable work sample (digital evaluation report).

SECTION 5: PROJECT BUDGET

Project Budget
1. Please provide a budget of your proposed expenses. The budget does not count toward the 4 page limit.

2. Please provide a narrative line item justification of your budget request (1 page limit).
**SECTION 6: 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 communicating evaluation findings through digital storytelling.

2. **Applicable approach** – The extent to which the applicant describes an approach that is consistent with the needs and constraints of First 5 and of community based organizations that may not have a high level of technical expertise.

3. **Demonstration of understanding** – The extent to which the applicant communicates an understanding of the uses of evaluation as a learning and communication tool for multiple stakeholders.

4. **Fit with First 5 Alameda County** – The degree to which the applicant’s approach and values are consistent with that of First 5 Alameda County.

5. **Cost** – Should be reasonable, well justified and not exceed $24,000.

Selection Process
All applications will be reviewed by an internal staff committee using a ranking tool. References will be consulted.

**SECTION 7: OTHER INFORMATION**

1. No response will be considered for award unless submitted in full, delivered on or before *September 21, 2009 at 5:00 pm* to:

   First 5 Alameda County  
   1100 San Leandro Blvd Suite 120  
   San Leandro, CA 94577

   Electronic submissions must have a time and date stamp that meets the deadline. Electronic submissions should be sent to Malia Ramler at: Malia.Ramler@acgov.org

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

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

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.