

## Introduction

The Child Abuse Prevention Center of Sacramento (CAP Center) is seeking responses to this RFA for Evaluation Consultant Services related to the Strategies Technical Assistance (STA) program that provides technical assistance and consulting to California counties and prevention agencies to assist with the development of unified county-wide prevention-focused networks, which can collaborate effectively to develop county-wide prevention plans to meet the needs of children and families, build protective factors, and mitigate the major risk factors of child abuse and neglect.

The STA program is a collaboration between The Child Abuse Prevention Center and the Children's Bureau of Los Angeles. The program is funded by the California Department of Social Services Office of Child Abuse Prevention (OCAP). The OCAP will inform and approve the final Evaluation Plan.

We are seeking an external evaluator to assist us to develop and implement a complete evaluation strategy to measure the outcomes and impact of the STA program. We are interested in developing an evaluation strategy to highlight improvements in child wellbeing and increase in protective factors in communities. The emphasis on measuring positive improvements is critical to an evaluation strategy for STA.

A successful external evaluator for the STA program will have:

- Experience with programs that provide technical assistance to non-profit agencies, counties, and communities to mitigate the major risk factors of child abuse and neglect
- Experience with the type of evaluation planned for STA
- Independence to render an honest unbiased opinion of the program's outcomes and impacts
- Experience and willingness to work in a collaborative model that includes non-profit agencies and The OCAP
- Capacity to conduct the proposed evaluation in terms of technical assistance.

## Theory of Change

STA's Theory of Change guides the evaluation of short-term, intermediate, and long-term outcomes. STA's Theory of Change holds that if county, county prevention partners, and communities are provided technical assistance to develop a unified countywide child abuse prevention focused network and if that network develops and implements a coordinated child abuse and neglect initiative that effectively addresses the risk factors associated with child abuse and neglect and builds protective factors then the safety and well-being of children will be safeguarded.

To prevent child abuse and neglect, the organizations and communities that support families need support themselves to envision innovation and build networks, policies, and practices that are trauma-informed, strength-based, and equity-focused. STA, partnering with the OCAP, will build and sustain a system of TA with a consistent framework and customizable array of tools and supports, diverse expertise, peer support, and regional/statewide networks. To strengthen child abuse and prevention networks across California, STA will

support collaborative county teams, and link initiatives into a statewide network of mutual support and movement to strengthen at-risk families and reduce child abuse and neglect across California.

## Project Objective

The purpose of the evaluation is to:

This RFA seeks respondents to develop and implement an evaluation process and a Continuous Quality Improvement Initiative (CQI) based on the following components:

1. Support the reporting requirements of federal CAPTA and CBCAP funds and The OCAP's Strategic Plan.
2. Design an evaluation strategy to:
  - a. Monitor STA activities and the extent to which the program is being implemented as proposed
  - b. Measure the impact of the TA provided
  - c. Serve as a tool for continued program improvement to inform changes as needed in program operations
  - d. Ensure that STA achieves proposed outputs and short, intermediate, and long-term outcomes
3. Define baseline data and data sources for ongoing measurement of short-term, intermediate, and long-term outcomes and impact.

## Project Specifics

A logic model for the Strategies Technical Assistance program is attached. Specific activities for the evaluation project include, but are not limited to:

1. Develop research questions and surveys to be completed by county networks
  - a. To evaluate short-term outcomes to assess increased collaborative participation of cross-sector systems in child abuse and neglect prevention, increased capacity to build a unified prevention network to better meet the needs of at-risk children and families, increased knowledge of the importance of evidence-informed frameworks and evidence-based practices in the county prevention plans, and increased knowledge of the importance of evidence-informed frameworks and evidence-based practices in the county prevention plans for counties and/or OCAP grantees who started and completed STA technical assistance activities.
  - b. To evaluate intermediate outcomes to measure the extent to which:
    - i. Cross-sector collaboration infrastructure in child abuse and neglect prevention reduces risk factors and increases protective factors for families and community.
    - ii. a more unified prevention focused network effectively collaborates to better meet the needs of at-risk children and families.
    - iii. implementing evidence-informed frameworks and evidence-based prevention practices reduces risk factors and increases protective factors for families and community.
2. Develop and implement a strategy for evaluating long-term outcomes:
  - a. In collaboration with the STA team, plan an evaluation methodology to measure long-term outcomes of the technical assistance provided to counties in developing county-wide prevention plans.

- b. Consult with county prevention networks to provide guidance related to development of their own data collection and analysis.
- c. Identify baseline data sources and county demographic data that relate to county prevention goals.
- d. Identify methods to define data that identifies risk factors and how to demonstrate reduction.
- e. Define data that identifies Protective Factors and how to demonstrate increase.

## Additional Activities

- Evaluation methodology planning in collaboration with the STA program team and the OCAP.
- Consultation to individual counties in relation to the prevention goals and prevention plans developed by the collaborative county network.
- Provide guidance to design evaluation measures and tools to track progress on the STA goals
- Present evaluation reports to Child Abuse Prevention Center, Children’s Bureau, and the OCAP.

## Funding

1. **Source of Funds:** The Strategies TA External Evaluator is supported by funds from the CA Office of Child Abuse Prevention.
2. **Funding Cycle and Duration:** The agreement will begin in January 2021 and extend through June 30, 2022. The first 3 months (January 2020-March, 2021) will be the planning and development period. The second two years will be the focus of the evaluation activities.
3. **Projected Funds Available:** The amount available for general evaluation consultant services is \$50,000 for initial startup and implementation January-June 2021, with continued implementation funds subject to renewal.

The CAP Center is under no obligation to continue funding beyond the contract term stated in this RFA and expressly reserves the right to:

- Negotiate changes to the proposed project.
- Make awards of contracts for all the deliverables offered or for any portion of the deliverables offered in the submittal.
- Recommend and/or award amounts less than stated in the RFA and to negotiate or modify deliverables within resultant contracts commensurate with availability of funds.
- Make no funding recommendations for the RFA.

## Submittal of Response

Respondents are highly encouraged to submit their response by **Tuesday, November 17, 2020 at 5:00 p.m.** The response should contain the agency name, contact person and title, contact information (address, phone number, and e-mail address), and the elements of the Content of Submittal described below.

The Response should be e-mailed, in Portable Document Format (PDF), to:

**Contact: Mr. Michael Williams**

**Email: [mwilliams@thecapcenter.org](mailto:mwilliams@thecapcenter.org)**

The CAP Center does not provide notification receipt. You may request a “Read Notification” to verify the letter was received by The CAP Center. The CAP Center must receive your response by November 17.

## Format of Submittal

The submittal has no specific page limit; however, the narrative portion should be 1.5 spacing and a 12 point Arial font. The submittal should be clear and concise. If needed, the CAP Center may request further detail during or following the selection process.

## Content of Submittal

Please submit one PDF of the required submission. Each respondent must include the following items in their submission, in this order:

1. **Qualifications Cover Letter** placed at the front of the Submittal package. An official authorized to act on behalf of the agency must sign the Respondent’s Statement.
2. Narrative:
  - a. **Qualifications, Experience, and Competence of Agency** that include summarizing and documenting the qualifications, experience, and competence of the agency in relation to the contractual activities anticipated. It is desirable that the consultant(s) has worked with or is familiar with The CAP Center.
  - b. **Personnel Qualifications and Availability** must identify and summarize the relevant experience of personnel that would provide the anticipated evaluation services. Describe staff’s capacity to provide in-depth analysis and maximize information available through multiple data systems. Please include resumes of key personnel identified.
3. **Line Item Budget and Narrative** that includes a total cost to perform the proposed work, a cost breakdown for major budget categories, including estimated personnel and deliverables.
4. **Sample of Previous Work**. Please attach, to your submittal one sample of an evaluation design and one sample evaluation report you have completed.
5. **List of three (3) references** from current and/or past clients.

## Selection Process

Each submittal will be reviewed for the required documents and completeness of requirements. Thereafter, there will be a review process to score each submittal. Notification of finalists will be on December 4, 2020. Follow-up interviews will be scheduled for the week of December 7, with final selection by December 18, 2020.

Final selection is at the discretion of both the Child Abuse Prevention Center and the Office of Child Abuse Prevention.

The Child Abuse Prevention Center website: [www.thecapcenter.org](http://www.thecapcenter.org)