

First 5 San Mateo County

Request for Qualifications

Help Me Grow San Mateo County:
Child Health Care Provider Liaison

Qualifications must be submitted by:
January 16, 2019 by 5:00 p.m.

Submit Qualifications to:

First 5 San Mateo County

Attn: Emily Roberts, Health and Development Specialist

1700 S. El Camino Real, Ste. 405

San Mateo, CA 94402

650-372-9500 ext. 225

eroberts@smcgov.org



Kitty Lopez, Executive Director

This Request for Qualifications (RFQ) is not a commitment or contract of any kind. First 5 San Mateo County (F5SMC/the Commission) reserves the right to pursue any and/or all ideas generated by this request. F5SMC reserves the right to reject any and all Qualifications Submittals and/or terminate the RFQ process if deemed in the best interest of the Commission. Further, while every effort has been made to ensure the information presented in this RFQ is accurate and thorough, F5SMC assumes no liability for any unintentional errors or omissions in this document. F5SMC reserves the right to waive or modify any requirements of this RFQ when it determines that doing so is in the best interest of the Commission. Costs for developing the Qualifications Submittals are entirely the responsibility of the Respondents and shall not be reimbursed.

General Provisions Regarding Public Nature of Qualifications Submittals: Government Code Section 6550, *et seq.*, the California Public Records Act (CPRA), defines a public record as any writing containing information relating to the conduct of the public business. The CPRA provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

F5SMC cannot represent or guarantee that any information submitted in response to this RFQ will be confidential. Please be advised that any contract that eventually arises from this RFQ is a public record in its entirety. Also, all information submitted in response to this RFQ is itself a public record without exception. Submission of any materials in response to this RFQ constitutes a waiver by the submitting party of any claim that the information is protected from disclosure. By submitting materials, (1) you are consenting to release of such materials by F5SMC if requested under the CPRA without further notice to you, and (2) you agree to indemnify and hold harmless F5SMC for release of such information.

All Qualifications Submittals submitted in response to this RFQ shall become the exclusive property of F5SMC. At such time that F5SMC approves an Agreement, all Qualifications Submittals submitted in response to this RFQ shall become a matter of public record and shall be regarded as public records.

Respondents' Rights Regarding Confidentiality of Qualifications Submittals: If F5SMC receives a request for any portion of a document submitted in response to this RFQ, it will not assert any privileges that may exist on behalf of the person or entity, and F5SMC reserves the right to disclose the requested materials without notice to the party who originally submitted the requested material. If a Respondent believes that a portion of its Qualifications Submittals is confidential and notifies F5SMC of such in writing, F5SMC may, as a courtesy, attempt to notify the Respondent of any request for the Qualifications Submittals. However, it would be the sole responsibility of that Respondent to assert any applicable privileges or reasons why the document should not be produced, and to obtain a court order prohibiting disclosure. The Respondent understands that F5SMC is not responsible, under any circumstances, for any harm caused by production of a confidential Qualifications Submittals.

F5SMC's Rights Regarding Confidentiality of Qualifications Submittals: To the extent consistent with applicable provisions of the CPRA and applicable case law interpreting those provisions, F5SMC and/or its officers, agents, and employees retain the discretion to release or to withhold disclosure of any information submitted in response to this RFQ. Submission of a Qualifications Submittals constitutes a complete waiver of any claims whatsoever against F5SMC and/or its officers, agents, or employees that F5SMC has violated a Respondent's right to privacy, disclosed trade secrets, or caused any damage by allowing the Qualifications Submittals to be inspected.

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SECTION 1: INTRODUCTION

First 5 San Mateo County (F5SMC) invites responses to this Request for Qualifications (RFQ) from qualified individuals, independent consultants, agencies, or organizations. The successful respondent may eventually enter into Grantee Agreement with F5SMC to serve as the Help Me Grow San Mateo County Child Health Care Provider Liaison (hereinafter referred to as “HMG SMC Health Provider Liaison”). See Attachment H: Consultant Agreement Template and Attachment I: Grantee Agreement Template.

F5SMC seeks the services of a qualified respondent to serve as the HMG SMC Health Provider Liaison for our local Help Me Grow San Mateo County system. The successful respondent would provide targeted outreach to child health providers to educate and motivate physicians and other child health care providers to systematize developmental surveillance and screening and the use of HMG SMC in their practices.

Respondents may request up to \$85,000 for the 17-month contract term which **begins February 15, 2019 and ends June 30, 2020.**

RFQ TIMELINE

Release of RFQ	December 14, 2018
Deadline for Respondents' Questions (Submitted to F5SMC via email)	December 20, 2018, 12 noon
Answers to Respondents' Questions Posted on F5SMC Website	December 21, 2018, 5 p.m.
Qualifications Submittals Due	January 16, 2019, 5 p.m.
Review of Qualifications/ Respondent Interviews (as needed)	January 21-25, 2019
Announcement of Recommendation and Approval (F5SMC Commission Meeting)	January 28, 2019
Appeal Deadline	February 4, 2019 (deadline for postmark)
F5SMC Response to Appeals	February 4-14, 2019
Agreement Negotiations	January 29 - February 14, 2019
Agreement Execution	By February 15, 2019
Anticipated Start Date	By March 1, 2019

Please review the RFQ materials for Scope of Work (SOW), submittal instructions and the criteria for selection. Interested respondents should submit their qualifications to:

Emily Roberts, Health and Development Specialist
First 5 San Mateo County
1700 S. El Camino Real, Suite 405

Qualifications must be submitted by mail or hand delivered with one (1) signed original, an additional six (6) copies (stapled or binder clipped), and (1) electronic copy on a flash drive labeled with the name of the Respondent, **by 5:00 p.m., January 16, 2019**. Late submissions may be rejected. Please submit along with the Request for Qualifications Cover Sheet (Attachment A), Budget Request and Budget Narrative Forms (Attachment B), Scope of Work Work Plans (Attachment C), and RFQ Reference Form (Attachment D). F5SMC will not accept faxed copies.

SECTION 2: BACKGROUND

Proposition 10 (Prop 10), the “California Children and Families Act of 1998”, imposed an excise tax on tobacco products and authorized counties to establish commissions to allocate these funds at the local level. Ordinance #03889 was adopted by the San Mateo County Board of Supervisors on March 9, 1999, creating the nine-member Children and Families First Five Commission (now referred to as First 5 San Mateo County Commission). The Commission was authorized to develop a Strategic Plan and allocate funds accordingly. The most recent Strategic Plan was completed and approved in September 2014.

The F5SMC Commission consists of: (a) one member from the Board of Supervisors, (b) the Director of the County Health System, (c) the Director of the County Human Services Agency, (d) the County Superintendent of Schools, and (e) five public members appointed by the Board of Supervisors. In addition, the F5SMC Commission recognizes the value of youth representation, and therefore invites up to two Youth Commissioners to serve as active members on the F5SMC Commission. The current Commission members include:

- Pam Frisella, Chair, Public Member
- Louise F. Rogers, Vice-Chair, Chief, San Mateo County Health System
- Nancy Magee, San Mateo County Superintendent of Schools
- David Canepa, San Mateo County Board of Supervisors
- Roseanne Foust, Public Member
- Michael Garb, Public Member
- Neel Patel MD, Public Member
- Sandra Phillips Sved, Public Member
- Nicole Pollack, Director, San Mateo County Human Services Agency

FIRST 5 SAN MATEO COUNTY STRATEGIC PLAN

In September 2014, the Commission adopted a new Strategic Plan for the years 2015-2020. The Commission identified the following Desired Outcomes to guide its efforts during the Strategic Plan period:

1. San Mateo County will give priority to young children and their families;
2. Communities provide a safe and healthy environment for young children;
3. Children have access to high-quality early care and educational settings;
4. Families feel connected to and supported by their community and able to nurture their child’s health and development;
5. Children have healthy attachments to their parents and caregivers; and
6. Children have access to and are utilizing appropriate health care services to meet their health and

developmental needs.

The 2015-2020 Strategic Plan is consistent with the focus and intent of the Children and Families Act, building on what has been learned and accomplished locally and providing a framework for the Commission and the community for how Proposition 10 funds will be strategically invested. Central to the success of these investments is a strong foundation that adequately prioritizes early childhood systems and services in San Mateo County. These foundational improvements will be furthered with investments in three core focus areas: Early Learning, Child Health & Development, and Family Engagement.

In light of the Commission's declining revenues, the First 5 San Mateo County Commission examined how its role in the community could best maximize positive impacts for children, families and the community. For the duration of the 2015-2020 Strategic Plan, F5SMC will focus on three primary community roles: Strategic Financial Investor, Community Partner in aligned efforts, and as a Community Leader to advocate for the prioritization of young children and their families in decision-making processes. Respondents should be familiar with the content of the Strategic Plan (Attachment E) which is also available on the F5SMC website at first5sanmateo.org.

BACKGROUND RESEARCH AND PROJECT JUSTIFICATION

Experts agree that the foundations of lifelong health are built in the early years (1) and that early detection of developmental concerns and connection to services lead to the best outcomes for young children. Early detection is critical for the 12 to 16 percent of all American children who experience developmental or behavioral problems (2). For children who have developmental delays, early interventions such as developmental behavioral therapies can improve development in many areas such as language and communication (3) (4), cognitive (5), and social-emotional (6) (7).

Families and providers need support to understand and navigate the complex array of community-based services and supports available to promote children's optimal health and wellness (8). Yet California's system for early identification and intervention has been failing. Despite developmental screenings receiving more recognition for the important role they play in helping to detect developmental, behavioral, physical delays, our state is now 43rd in the nation for ensuring early identification and linkage to intervention takes place (9). Seventy percent of California's children with delays are not identified until they are in Kindergarten (10).

In San Mateo County, early data indicates that each year 4,000 children ages 0 to 5 years with delays are not being identified or receiving critical early intervention services through the Regional Center, school district or the County Office of Education (11). In addition, children of color are identified at later ages and may not have the opportunity to benefit from early intervention services (12). This places an undue burden on our K-12 education system and sets our children up for disadvantaged learning experiences.

While child health care providers strive to provide high quality care in the medical home, the challenges of time and available resources impact their ability to deliver coordinated care and to follow-up on referrals, particularly for children with special health care needs (13). A recent statewide survey of pediatric medical providers in California conducted by the Silicon Valley Community Foundation Center for Early Learning found that 94% of providers would use a centralized access point to connect children with developmental concerns and their families to services, if available.

HISTORY OF F5SMC SPECIAL NEEDS INITIATIVES

Since 2007, F5SMC has funded Watch Me Grow, an Early Identification and Special Needs Initiative for Young Children and their Families. This collaborative initiative partners with 15 agencies that serve young children with or at risk of special needs to improve the system of care for these children and to optimize their development. The services provided through Watch Me Grow address particular gaps in the system of care by focusing on particular target populations or communities, helping to build out our system of care. The Watch Me Grow lead agency and partner agencies, in partnership with F5SMC, meet regularly to identify and act on systems gaps and barriers for children with special needs. This group identified the need for families and providers to have access to resources for child development and developmental concerns and recommended implementation of a local Help Me Grow system to help reduce barriers that still exist regarding early identification and access to necessary services.

HELP ME GROW

Help Me Grow is a nationally recognized model. Over the last 20 years, the HMG system has been adopted by 28 states across the US and 23 counties within California. Given the statewide momentum toward HMG affiliation, San Mateo County has a ripe opportunity to receive support from national and state leadership for the model and to learn from our counterparts in California and elsewhere.

The Help Me Grow model is designed to help communities leverage existing resources to provide information on child development, link families to community-based services, identify vulnerable children, and empower families to support their children's healthy development through the implementation of four core components.

Four Core Components

Child Health Provider Outreach supports community-based pediatricians by enhancing their developmental promotion and early detection activities for all children and families. Child health care providers are charged with supporting the health and safety of children. They are uniquely positioned to identify developmentally vulnerable children as collectively, they have near universal access to the population of young children. However, child health care providers often face challenges providing the ongoing monitoring of children's developmental status, including identifying early signs of developmental or behavioral concerns. Even when needs are recognized, keeping comprehensive and updated information on community-facing services is difficult and successful connection to those programs is time-consuming.

Family and Community Outreach promotes the HMG system, facilitates provider networking, and bolsters children's healthy development by supporting families. Family and Community Outreach is key to promoting the use of HMG and providing networking opportunities among families and community-based service providers. Family and Community Outreach staff work to engage families by participating in community meetings, forums, public events, fairs, and facilitating sessions that help families learn about child development and the role of HMG. These staff also establish and maintain relationships with community-based service providers.

Centralized Access Point typically takes the form of a call center and, more recently, an accompanying virtual service, that serves as the "go-to" place for family members, child health care providers, and other professionals seeking information, support, and referrals for children and early development. Telephone and web-based services have proven to be effective primary points of access to community resources. They are cost-effective, easy to promote, efficient in identifying needs, and effective in supporting callers and triaging to appropriate services.

Data Collection and Analysis ensures ongoing capacity for continuous system improvement. Data is collected throughout all components of the HMG system, including child health provider outreach, family and community outreach, and within the centralized access point. The collection of shared metrics across the HMG National Affiliate Network enables HMG affiliates to benchmark progress, identify areas of opportunity and systemic gaps, determine potentially advantageous partnerships, and guide strategic quality improvement projects.

The HMG model depends on **three Structural Requirements** to provide the foundation for building and managing the components of a HMG System effectively over time: **Organizing Entity, Scale and Spread, and Continuous Systems Improvement**. In San Mateo County, the Organizing Entity is F5SMC; Scale and Spread will be addressed in the planning process and by the Leadership Advisory Team, and Continuous Systems Improvement will be based on data collection and evaluation of HMG National Common Data Indicators.

HELP ME GROW SAN MATEO COUNTY

HMG SMC aims to develop a universal access system for all parents of young children and their providers to access information and resources about early development and support linkage to services. HMG SMC is a collective effort led by F5SMC with partners who are invested in ensuring that all children and their parents receive the information and support they need as early as possible in order to realize their child's greatest potential.

Since 2016, San Mateo County has been an Affiliate of Help Me Grow California. In 2016, HMG SMC conducted a Feasibility Study regarding the Centralized Access Point Component to assess the need for and viability of centralized telephone access, and its potential positioning within the current landscape of services and existing call lines for early childhood services (See Attachment F: Feasibility Study). In 2017-2018, F5SMC staff focused on securing additional revenue streams to help fund the HMG SMC effort and has made strides to build the structure and leadership to help ensure a successful launch of this initiative. F5SMC has allocated \$300,000 of Prop 10 monies and successfully raised an additional \$325,000 from the David and Lucile Packard Foundation and the Peninsula Health Care District to support the launch of Help Me Grow San Mateo County over the next two years and continues to explore sustainable funding opportunities for this initiative. F5SMC has identified Cheryl Oku Consulting to oversee the operations and rollout of the local Help Me Grow system. Under the shared leadership of F5SMC and Cheryl Oku Consulting, F5SMC has launched a Leadership Advisory Team, comprised of high-level leaders and decision-makers from several of the most prominent child-serving institutions to provide strategic visioning and feedback on the rollout of this model.

F5SMC issued a Request for Qualifications (RFQ) for Help Me Grow San Mateo County: Centralized Access Point and Family & Community Outreach Components in July 2018. Following a review of submitted proposals, Gatepath was recommended as the lead agency for the two core components and the recommendation was approved by the F5SMC Commission in September 2018.

For the Child Health Provider Outreach Component, the Physician Champion serves a key role in providing credibility and authority for the HMG system with the medical community. Dr. Neel Patel, a pediatrician and F5SMC Commissioner, has been identified as the HMG SMC Physician Champion for his demonstrated interest in early intervention and connection with the local pediatric provider community. A Pediatric Advisory Group is being formed under his guidance to expand collaboration with other local health care providers and to support planning for HMG SMC, utilizing the provider knowledge base around issues of child development, developmental screening and surveillance, and provider outreach and engagement.

The HMG SMC Health Provider Liaison will conduct targeted outreach to child health providers through office-based education, trainings and/or workshops. The purpose is to educate and motivate physicians and other child health care providers to systematize developmental surveillance and screening and the use of HMG SMC in their practices. Additional activities include follow-up office visits to leave materials, maintain visibility of HMG SMC and learn about local issues, specific needs, and best practices in supporting developmental surveillance and screening.

HELP ME GROW SAN MATEO COUNTY: ROLES AND RESPONSIBILITIES

F5SMC serves as the backbone entity for HMG SMC and will be responsible for:

- The procurement process for providers of the HMG SMC Core Components
- Convening a Leadership Advisory Team to engage systems leaders in guiding the development of the HMG SMC system
- Communications with HMG California and HMG National
- Policy and advocacy efforts related to HMG SMC
- Evaluation of HMG SMC to ensure fidelity to the HMG System Model
- Financing strategies to sustain the HMG SMC system
- Contracting with HMG SMC consultants and contractors for program management, technical expertise and systems level services
- Reporting to funders and HMG California
- Participating in HMG National and HMG California convenings and activities

Cheryl Oku Consulting serves as the HMG SMC Consultant and will be responsible for:

- Partnering with the F5SMC HMG SMC team to coordinate planning, sustainability, and implementation of the HMG SMC System
- Coordinating communication among the designated providers for the HMG SMC Core Components
- Providing content expertise for the development of the HMG SMC Core Components, including development of SOWs and implementation plans
- Providing guidance and technical assistance to ensure implementation of the HMG Structural Requirements and fidelity to the model
- Monitoring progress on the SOW
- Convening HMG SMC networking events with partners
- Participating in HMG National and HMG California convenings and activities
- Supporting reporting to funders and HMG California

Gatepath serves as the HMG Centralized Access Point and Family & Community Outreach Components Provider and will be responsible for:

- Working closely with designated F5SMC staff, the HMG SMC Consultant, and other partners to establish roles, responsibilities and processes to support the successful planning, sustainability, and implementation of the HMG SMC system
- Developing an Implementation Plan for the HMG SMC Centralized Access Point and the HMG SMC Family & Community Outreach components
- Facilitating or participating in meetings and presentations with F5SMC staff, HMG SMC consultants, community partners, and families about HMG SMC
- Participating in the development of HMG SMC branding and communications strategy and materials

- Implementing and managing the HMG SMC Centralized Access Point and the HMG SMC Family & Community Outreach components including but not limited to the following activities:
 - Staffing the project coordinator and other positions
 - Recruiting, training, scheduling and supervising staff for the call center and for family & community outreach
 - Maintaining a community resource database
 - Building partnerships with community-based organizations and agencies
 - Creating an outreach plan, including developing materials and strategies
 - Conducting outreach activities with families and community-based providers
 - Collecting and entering individual client data and outreach activity data into the STAR database and generating regular reports from the database, including on the HMG Common Data Indicators
 - Utilizing data for continuous quality improvement
 - Reporting per F5SMC evaluation requirements
 - Participating in HMG SMC networking activities and events

The HMG Health Provider Liaison will be responsible for the following:

- Working closely with designated F5SMC staff under the supervision of the HMG SMC Consultant to establish roles, responsibilities and processes to support the successful planning and implementation of the HMG SMC system
- Working with the Physician Champion and Pediatric Advisory Group for guidance and support for outreach activities in the pediatric provider community
- Developing an implementation plan for the HMG SMC Child Health Provider Outreach Component
- Working in collaboration with Gatepath as the Lead Agency for the HMG Family & Community Outreach Component
- Facilitating and participating in meetings and presentations with F5SMC staff, HMG SMC Consultants and community partners about HMG SMC
- Participating in the development of HMG SMC branding and communication strategies and materials
- Implementing and managing the HMG SMC Child Health Provider Outreach Component including, but not limited to:
 - Staffing the Child Health Provider Liaison position
 - Building partnerships with child health providers and organizations
 - Creating an outreach plan, including developing materials and strategies
 - Conducting outreach activities with child health providers
 - Collecting and entering outreach activity data into the designated database
 - Utilizing data for continuous quality improvement
 - Reporting on F5SMC and HMG evaluation requirements
 - Participating in HMG SMC networking activities and events

PROJECT SCOPE AND TIMELINE

The selected respondent will be responsible for implementation of the HMG SMC Child Health Provider Outreach Component and activities. The 17-month contract term is expected to commence shortly following the soft launch of the HMG SMC Centralized Access Point in January of 2019. The selected respondent will also be responsible for Data Collection and Analysis, another Core Component, for activities specific to Child Health Provider Outreach.

While we are hopeful for the future of the model and its sustained funding, there is no certainty that the model or its funding streams will continue beyond the proposed contract term.

SECTION 3: SCOPE OF WORK AND DELIVERABLES

In collaboration with F5SMC staff, the HMG SMC Consultant, the Physician Champion, and the Pediatric Advisory Group, the successful Respondent will conduct targeted outreach to child health providers to educate and motivate physicians and other child health care providers to systematize developmental surveillance and screening and the use of HMG SMC within their practices.

The Respondent is responsible for completing their own Scope of Work (SOW) utilizing the F5SMC SOW Work Plan (Attachment C). **The Respondent should submit two complete SOWs, one for each year (Year 1: February 15, 2019- June 30, 2019; Year 2: July 1, 2019- June 30, 2020).** The SOW should include all of the components listed below and also detail any specific activities that will be executed by the respondent in support of the Child Health Provider Outreach Component. Goals should be specific, clear, realistic, and measurable and attainable with the human and financial resources available. The Scope of Work will be finalized with the successful candidate during contract negotiations.

Child Health Provider Outreach supports an evidence-based approach to early detection and intervention through provider education on developmental screening and surveillance and referral pathways to meet the developmental needs of children.

Activities include:

- Working with the Physician Champion, Pediatric Advisory Group and HMG Consultant to research and establish relationships with local child health providers and organizations
- Developing and using a training curriculum for office-based education on developmental screening and surveillance and referral pathways to further assessment and/or early intervention services
- Promoting the HMG SMC Centralized Access Point to connect young children and families to community-based services
- Creating an outreach plan, including strategies and materials
- Coordinating with the HMG SMC Centralized Access Point and Family & Community Outreach staff in planning and conducting community provider outreach
- Conducting outreach activities with child health providers and organizations
- Providing in-office trainings on developmental screening and surveillance and referral pathways
- Collecting feedback forms from staff participating in trainings
- Documenting activities and materials distributed in the designated database
- Creating and using an evaluation tool to measure the impact of outreach activities
- Generating reports and utilize data for continuous quality improvement
- Reporting on F5SMC and HMG evaluation requirements
- Participating in HMG networking activities and events

Data Collection supports evaluation, helps identify systems gaps and barriers, bolsters advocacy efforts and guides quality improvement so the system is constantly becoming better. Data is collected within the Child Health Provider Outreach component to ensure the ongoing capacity for continuous system

improvement. The collection of a set of shared metrics across the HMG affiliate network enables HMG to benchmark progress, to identify areas of systemic gaps and opportunity and to guide advocacy and strategic quality improvement activities. (See Attachment G: HMG Common and Impact Data Indicators.) **As a part of this initiative, the selected respondent will be expected to utilize the designated database.** F5SMC will provide funding for staff training and data collection activities, including:

- Entering child health provider outreach activity information into the designated database
- Generating regular reports
- Utilizing data for continuous quality improvement

F5SMC EVALUATION PROTOCOL

The F5SMC Evaluation Protocol will be implemented by the identified Respondent as a part of their scope of work activities to collect and submit the required information. The following is included for informational purposes:

All funded entities must agree to track process and outcome measures for their specific project. Additionally, funded projects will be expected to participate in an evaluation of the effectiveness of efforts under Proposition 10, which may include but are not limited to:

- Allocating staffing resources and time to comply with the evaluation requirements;
- Administering /using any and all survey instruments as directed by F5SMC, and/or the F5SMC Evaluation Consultant, including outcomes and satisfaction measurement instruments.

Successful respondents will be expected to comply with evaluation requirements as specified by F5SMC. Data collection activities may include:

- Agency-level information, such as time spent by staff on activities relevant to the Initiative's desired outcomes; or information-sharing practices.
- Systems-level information, such as the extent of cooperation and coordination amongst participating agencies; perceived quality and availability of relevant services within the County.

SECTION 4: TIMELINE AND PROJECT BUDGET

CONTRACT TIMELINE

The term of the contract will be for **17 months, from February 15, 2019 through June 30, 2020**. All F5SMC contracts are subject to Agreement Term and Termination Provisions as stated in Attachment H: Consultant Contract Template or Attachment I: Grantee Agreement Template. Please note, however, that funding for year 2 is not guaranteed and will be contingent upon satisfactory performance in Year 1.

FUNDING AMOUNT

First 5 San Mateo County, with braided funding from the David and Lucile Packard Foundation and Peninsula Health Care District, has dedicated **up to \$85,000 to support this work over the 17-month contract term.**

BUDGET

Provide a detailed budget describing all costs associated with the services you intend to provide using

Attachment B: Budget Request and Budget Narrative Form. Applicants should submit a two-year budget (Year 1: February 15, 2019- June 30, 2019; Year 2: July 1, 2018- June 30, 2020) without exceeding the maximum grant amount of \$85,000. The project budget will be finalized during contract negotiations with the successful candidate.

For individuals or independent consultants, the hourly rate is anticipated to include operational expenses as well as indirect costs. For agencies and organizations submitting, budget should itemize personnel cost and benefits, as well as any operational expenses and/or indirect costs.

SECTION 5: DESIRED QUALIFICATIONS

DESIRED QUALIFICATIONS

F5SMC is seeking a respondent with expertise and ability in the following areas:

Knowledge and Expertise

- Bachelor's Degree required in child development, social work, psychology or a health-related field with specific coursework in child development required, graduate degree preferred.
- A minimum of 2 years of relevant work experience in a similar position
- Knowledge of child development of children ages 0-5 years
- Knowledge of recommended best practices and resources for child health care providers related to developmental surveillance, screening and referral pathways
- Familiarity with health systems serving young children in San Mateo County and experience working with child health providers
- Strong reputation for collaborating with community and project partners
- Ability to be flexible and adapt strategies and activities to the changing needs of the target population
- Experience working with diverse populations, including those from different cultural, linguistic and socio-economic backgrounds and those with diverse abilities
- Experience conducting effective outreach and marketing to providers
- Strong reputation for working collaboratively with community partners in support of the healthy development of young children and families
- Strong reputation for delivering high-quality services

Skills

- Success developing and implementing similar projects
- Ability to engage in timely follow-up and communications with the funder and consultant(s)
- Experience working in partnership with service providers and community-based organizations
- Strength in project management skills, including keeping prior projects of similar size and scope on schedule
- Compliance with reporting requirements
- Ability to identify and address project challenges and barriers
- Ability to utilize data and incorporate ongoing learnings to improve service delivery in a timely manner
- Agility in implementing new technology, tools, and strategies to more effectively serve providers
- Ability to develop and adhere to budgets of a similar size and scope
- Ability to scale services to serve providers throughout San Mateo County

- Effective delivery of office-based trainings
- Presentation & networking skills specific to child health providers
- Self-starter; able to work both independently and as a team member
- Computer and database skills, including data entry and reports

SECTION 6: SUBMITTAL INSTRUCTIONS

SUBMITTAL INSTRUCTIONS

Qualifications Submittals are due by **5:00 p.m. on January 16, 2019**. Late submissions may be disqualified.

Qualifications Submittals must be submitted by mail or hand delivered with one (1) signed original, six (6) bound copies, and (1) electronic copy provided on a flash drive and labeled with the Respondent's name. Please submit along with the RFQ Cover Sheet (Attachment A), Budget Request and Budget Narrative Forms (Attachment B), SOW Workplans (Attachment C), and Reference Forms (Attachment D). F5SMC will not accept faxed copies. Deliver or mail submittals to:

First 5 San Mateo County
 Attn: Emily Roberts
 1700 S. El Camino Real, Ste. 405
 San Mateo, CA 94402

COMMUNICATION WITH F5SMC

Please note that as of the issue date of this RFQ and continuing through the Commission vote(s) to award grant(s), all F5SMC personnel, consultants, Commissioners, and Review Panel members have been specifically directed not to hold meetings, conferences, or technical discussions regarding this RFQ with prospective Respondents unless otherwise indicated in the RFQ timeline and set forth in Section 7: Selection Criteria and Selection Process. Please read this entire RFQ and all enclosures before preparing your response.

1. Any clarification desired by Respondent regarding the meaning or interpretation of this RFQ must be requested by email **no later than 12 noon on December 20, 2018**.
2. Respondents should address any issue or question via email to: Emily Roberts at eroberts@smcgov.org.
3. Respondents should address every item listed in this RFQ. Brevity and clarity are of utmost importance. Responses that do not comply with all requirements of this RFQ, including the submittal deadline, may not be considered.
4. The signed, original Qualifications Submittal shall include a statement signed by an owner, officer, or agent of the Respondent who is authorized to commit its firm, acknowledging and accepting the terms and conditions of this RFQ.
5. The Qualifications Submittal shall be bound and printed vertically ("portrait" orientation) on standard 8 ½" by 11" paper. The responses shall not exceed 8 pages, single-spaced. Type size shall be no smaller than 12 point, Arial Font. The page limit does not include attachments such as samples of work product, resumes, and other attachments called for by this RFQ.

INFORMATION TO BE INCLUDED IN QUALIFICATIONS SUBMITTALS

The body of the response shall include the following minimum information and must be organized according

to the following sections, including section titles and numbering:

1. RFQ Cover Sheet (Attachment A)

- a. Name of Respondent
- b. Address of Respondent
- c. Respondent Agency Information (if applicable)
- d. Telephone Number
- e. Email Address
- f. Primary Contact Person

2. Brief History of Respondent

- a. Legal Structure (individual, independent consultant, non-profit, corporation, partnership, joint venture, etc.)
- b. Size of Agency / Staff (if applicable)
- c. Years in Business
- d. Organizational Chart of Agency (if applicable)

3. Respondent Roles

Provide the names of the individual(s) who will be assigned to this project, their titles, and their role in this project. Also provide a resume for each individual including the following information:

- a. Name, Office Location, Phone Number
- b. Years of Service
- c. Education
- d. Professional Experience
- e. Pertinent Experience
- f. Anticipated Services to be Provided
- g. Role and Time Commitment for this Project

4. General Project Approach

- a. Describe your approach to planning, implementing, and growing a new initiative or project
- b. Describe your strategy for promoting a new countywide resource for child health providers and their patients
- c. Describe your experience effectively engaging child health providers serving families from diverse cultural and socio-economic backgrounds, particularly those with young children and/or children with special needs
- d. Describe your experience partnering with other local service providers, including those that provide family support or health-related services
- e. Describe your capability to absorb additional workload and commitment to provide services on a timely basis
- f. Describe how, if selected, you will closely interface and coordinate with F5SMC Staff, Commissioners, the HMG SMC Consultant, and other stakeholders throughout the phases of the project
- g. Describe what you anticipate the challenges will be for this project.

5. Unique Qualifications

- a. This section is an opportunity to provide specific information that may differentiate the respondent from others. This statement should be limited to one page.
- b. May provide any additional supporting documentation or information that would be helpful in evaluating respondent's qualifications and commitment within the specified page limit.

6. Scope of Work

- a. Provide detailed Scopes of Work (SOW) utilizing the F5SMC SOW template (Attachment C). Respondents should submit two complete SOWs, one for each year (Year 1: February 15, 2019- June 30, 2019; Year 2: July 1, 2019- June 30, 2020). Please see Section 3: Scope of Work and Deliverables, for more information.

7. Project Budget

- a. Provide a detailed budget describing all costs associated with the services you intend to provide using Attachment B: Budget Request and Budget Narrative Form. Applicants should submit a two-year budget (Year 1: February 15, 2019- June 30, 2019; Year 2: July 1, 2019- June 30, 2020) without exceeding the maximum grant amount of \$85,000. Please see Section 4: Timeline and Project Budget, for more information about the target allocation and breakdown.

8. Client References

- a. To demonstrate your experience, complete the RFQ Reference Form (Attachment D). Client Reference Forms will not be tabulated as part of the previously stated page limit.
- b. Include a description of the related experience/project, project budget, and your participation in the project.

POSTING OF ANSWERS TO QUESTIONS BY SUBMITTERS

F5SMC will accept Questions regarding this RFQ by email by December 20, 2018 until 12 p.m. sent via email to eroberts@smcgov.org. Answers to all questions received will be posted to the F5SMC website by December 21, 2018. F5SMC at its sole discretion may choose to provide additional information following receipt of the questions. F5SMC is responsible only for what is expressly stated in this RFQ and authorized written addenda thereto. F5SMC is not responsible for, and shall not be bound by, any non-authorized person acting or purporting to act on its behalf.

QUALIFICATIONS SUBMITTALS

1. All Qualifications Submittals submitted in response to this RFQ shall become the exclusive property of F5SMC.
2. The Qualifications Submittal shall be used to determine the qualifications of an agency or organization's ability to render the services to be provided. The failure to comply fully with the instructions in this RFQ may eliminate Qualifications Submittals from further evaluation as determined at the sole discretion of F5SMC. F5SMC reserves the sole right to evaluate the contents

of Qualifications Submittals in response to this RFQ and to select a successful agency, if any.

3. All Qualifications Submittals must remain valid for a period of not less than one hundred twenty (120) days from the closing date for submission.

SECTION 7: SELECTION CRITERIA AND PROCESS

SELECTION CRITERIA

The criteria by which each Qualification Submittal will be judged are as follows:

1. **Completeness of Qualifications Submittal:** Qualifications Submittals should reply to each of the items set forth in the RFQ and adherence to the formatting rules.
2. **Successful Development of Similar Projects:** Proven experience working collaboratively with community-based services and families to launch a new service or project, such as information and referral or warmline and family & community outreach.
3. **Content Area Knowledge:** Familiarity with health systems serving young children and experience working with health providers; Knowledge of child development birth through 5 years, including developmental milestones and related parenting issues; Recommended best practices and protocols for early identification, including developmental screening, assessment, referrals and follow-up; Effective outreach strategies and materials for the targeted populations of child health providers
4. **Regional Knowledge and Reach:** Familiarity with San Mateo County landscape, demographics, and communities; Ability to scale services to serve child health providers throughout San Mateo County
5. **Target Population:** Experience providing outreach and office-based training to child health providers for children ages 0-5 years and their families with diverse backgrounds.
6. **Project Management:** Demonstrated strength in project management skills, including keeping prior projects on schedule of similar size and scope; Ability to utilize data and incorporate ongoing learnings to improve service delivery in a timely manner; Agility in implementing new technology, tools, and strategies to more effectively serve child health providers
7. **Collaboration:** Ability to engage in timely follow-up and communications with the funder and consultant(s); Strong reputation for working collaboratively with community partners in support of the healthy development of young children and families; Strong reputation for delivering high-quality services to clients and providers
8. **Evaluation:** Ability to utilize a database to track outreach and training activities and to ensure measurement of progress on outcomes and common data indicators for HMG
9. **Project Budget:** Demonstrated ability to develop realistic budgets and adhere to budgets for prior projects of similar size and scope
10. **References:** List of three professional references for which you have provided services of a similar nature, including contact names and phone numbers

F5SMC may consider any other criteria it deems relevant and is free to make any recommendations it deems

to be in the best interest of F5SMC.

SELECTION PROCESS

F5SMC will award a contract to a qualified applicant with the expertise and qualifications outlined in the RFQ. Qualifications Submittals will be reviewed by a Review Panel which includes a F5SMC staff member as well as external reviewers. The Selection Criteria is matched to desired responses, to the questions listed above, as well as to criteria outlined in Section 3: Scope of Work & Deliverables, Section 5: Desired Qualifications and Section 6: Submittal Instructions.

F5SMC may conduct interviews of Respondents on the week of **January 21-25, 2019**, as needed. Respondents must participate in the interview process, as requested, to be eligible to contract with F5SMC.

SECTION 8: OTHER INFORMATION

OTHER INFORMATION

1. **Complete & Timely Qualifications Submittals:** F5SMC reserves the right to reject submittals that are incomplete or submitted after the date specified in the RFQ.
2. **Addendums:** If needed, an appropriate addendum will be posted to the F5SMC website stating revisions, deletions, or additions to be made to the specifications as a result of any inquiries.
3. **Solicitation of Qualifications Submittals:** In no way obligates F5SMC to purchase any or all of the described goods or services.
4. **Indemnification, Workers' Compensation & General Liability Insurance:** F5SMC shall require indemnification on behalf of itself and San Mateo County entities with any agencies or individuals with which it enters into agreements. In addition, F5SMC requires all agencies and consultants to provide evidence of both workers' compensation and general liability insurance. See Grantee Agreement Template (Attachment I) and Consultant Agreement Template (Attachment H).
5. **Additional Information:** If F5SMC determines, in its sole discretion, that additional information is required or desirable beyond that provided in the Qualifications Submittals, F5SMC reserves the right to schedule an interview with the Respondent as set forth in the RFQ Timeline, and Section 7: Selection Criteria and Selection Process.
6. **Errors:** If errors are found in a Qualifications Submittals, F5SMC may reject the Qualifications Submittal; however, F5SMC may, in its sole discretion, correct arithmetic and/or transposition errors. The agency or organization will be informed of the errors and corrections.
7. **Late Qualifications Submittals:** Any Qualifications Submittals received AFTER 5:00 p.m. on January 16, 2019 may be rejected by F5SMC as not meeting the requirements of this RFQ. Faxed Qualifications Submittals will not be accepted.
8. **Rejection of Qualifications Submittals:**
 - a. F5SMC may reject any Qualifications Submittals that do not meet the minimum requirements of this RFQ.

- b. F5SMC reserves the right to reject any and all Qualifications Submittals.
 - c. F5SMC reserves the right to waive any requirements of this RFQ when it determines that waiving a requirement is in the best interest of F5SMC. F5SMC's waiver of an immaterial requirement shall not excuse the respondent from full compliance with remaining requirements and the contents of its Qualifications Submittals in the event it is awarded the contract.
9. **Notification:** Notification of the announcement of recommendation will be done by certified or registered mail. Notification may also be conducted via email and/or phone.
10. **Inability to Negotiate an Agreement:** After a respondent has been recommended for funding by the Review Panel and selected for funding by F5SMC, negotiations will commence to institute a contractual Agreement. If a satisfactory contract cannot be negotiated, F5SMC may, in its sole discretion, defer the amount of funding to another date or award the funds to another respondent.
11. **Appeal Process:** An email informing unsuccessful respondents that their proposal has not been selected for funding will be sent by **January 28, 2019**, to the contact person identified on the Request for Qualifications Cover Sheet. A respondent must submit a written appeal postmarked by **February 5, 2019** to the attention of the Executive Director of F5SMC. Written appeals will be accepted at:

First 5 San Mateo County
1700 S. El Camino Real, Suite 405
San Mateo, California 94402-3050

Written appeals transmitted via email or fax shall not be accepted.

Appeals shall be in writing, submitted as stated above and shall be limited to the following grounds:

- a. Any failure of F5SMC to follow RFQ procedures as articulated in the RFQ; and/or
- b. The RFQ review criteria were not appropriately applied to the proposal.

The respondent must include a statement of explanation in the appeal letter describing the specific reasons that form the basis of the appeal. The Executive Director of F5SMC will respond in writing to the appeal within 10 calendar days of the receipt of the written appeal. F5SMC staff may establish a meeting with the respondent in order to discuss the concerns. The decision of the Executive Director of F5SMC is final. **If the respondent fails to follow any of the instructions set forth in this RFQ, the respondent will waive the right to file an appeal with the Commission.**

RESOURCES

- Help Me Grow National Center: <https://helpmegrownational.org/>
- Help Me Grow California: <http://helpmegrowca.org/>
- American Academy of Pediatrics: AAP News & Journals: Promoting Optimal Development: Screening for Behavioral and Emotional Problems: <http://pediatrics.aappublications.org/content/135/2/384>

CITATIONS

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SECTION 9: ATTACHMENTS

1. Attachment A: RFQ Cover Sheet
2. Attachment B: Budget Request and Budget Narrative Form
3. Attachment C: Scope of Work (SOW) Work Plan
4. Attachment D: RFQ Reference Form
5. Attachment E: F5SMC 2015-2020 Strategic Plan
6. Attachment F: Feasibility Study
7. Attachment G: HMG National Center: Common and Impact Indicators
8. Attachment H: Consultant Agreement Template
9. Attachment I: Grantee Agreement Template