



REQUEST FOR QUOTATIONS

Help Me Grow San Mateo County Consultant

Responses must be received via email by 5pm on Friday, October 9, 2020

Send responses to Mai Le at mle@smcgov.org and Emily Roberts at eroberts@smcgov.org

Note regarding the Public Records Act:

Government Code Sections 6250 et seq., the California Public Record Act, defines a public record as any writing containing information relating to the conduct of the public business. The Public Record Act 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.

Be advised that any contract that eventually arises from this Request for Quotations is a public record in its entirety. Also, all information submitted in response to this Request for Quotations is itself a public record without exception. Submission of any materials in response to this Request for Quotations 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 the County if requested under the Public Records Act without further notice to you and (2) you agree to indemnify and hold harmless the County for release of such information.

INTRODUCTION

Experts agree that the foundations of lifelong health are built in the early years¹ 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 However, 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.³ In addition, children of color are identified at later ages and may not have the opportunity to benefit from early intervention services.⁴ This places an undue burden on our K-12 education system and sets our children up for disadvantaged learning experiences.

In recognition of these challenges and following on a long history of supporting efforts focused on children with special needs, First 5 San Mateo County (F5SMC) recently committed funding for the Integrated Systems for Children with Special Needs Initiative. This effort aims to bolster the continuum of care to identify and treat children with special needs and to support the ongoing efforts to address systemic issues that impact access to and quality of these services. The recently funded initiative builds on existing partnerships as well as new opportunities and synergies, thereby maximizing impact and resources.

HELP ME GROW

Central to the newly funded initiative is Help Me Grow. Help Me Grow (HMG) is a nationally recognized model to advance developmental promotion, early detection and linkage to services to support healthy development of all young children. Since 2005, the HMG system has been adopted by 31 states across the US and 24 counties within California. 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.

¹ Center on the Developing Child (2010). The Foundations of Lifelong Health Are Built in Early Childhood. Retrieved from www.developingchild.harvard.edu.

² Boyle CA, Boulet S, Schieve LA, et al. Trends in the prevalence of developmental disabilities in U.S. children, 1997–2008. *Pediatrics* 2011;127:1034–42.

³ Source for FY 2017: Part C Early Intervention Numbers and Percentages 2016. Retrieved from <https://www2.ed.gov/programs/osepidea/618-data/static-tables/2016-2017/part-c/child-count-and-settings/1617-cchildcountandsettings-1.xlsx> Citation Source for Part B Child and Adolescent Health Measurement Initiative, Data Resource Center for Child and Adolescent Health, National Survey of Children with Special Health Care Needs (Dec. 2012)

⁴ Liptak, J.S. et al: Disparities in diagnosis and access to health services for children with autism: data from the National Survey of Children's Health, *Journal of Developmental Behavioral Pediatrics*, 2008 Jun;29(3):152-60.

Four Core Components

I. *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.

II. *Family & Community Outreach* promotes the HMG system, facilitates networking between community providers, and bolsters children's healthy development by supporting families. Family & Community Outreach is key to promoting the use of HMG and providing networking opportunities among families and community-based service providers. Family & 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 and maintain a community resource directory.

III. *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.

IV. *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.

HELP ME GROW SAN MATEO COUNTY

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 access to services. HMG SMC is a collective effort led by F5SMC with the support of the HMG Consultant, along with Lead Agency AbilityPath and its subcontracted partners, all of whom are invested in ensuring that all children and their parents receive the information and support they need as early as possible to realize their child's greatest potential.

Below is a summary of the HMG SMC efforts to date:

2016: San Mateo County becomes an Affiliate of Help Me Grow California and Help Me Grow National. The California Community Care Coordination Collaborative and F5SMC conduct a landscape analysis to assess the potential for a centralized telephone access point. The CAP Feasibility Study supports the decision to move forward with this vision.

2017: F5SMC allocates funding and secures additional revenue streams to help fund the HMG SMC effort and begins building the structure and leadership to help ensure a successful launch and sustainable funding.

2018: F5SMC identifies its first HMG Consultant to advise on operations and rollout of the local Help Me Grow system. F5SMC awards a contract to Gatepath (recently renamed AbilityPath) to support the implementation of the HMG Centralized Access Point and Family & Community Outreach Components. Dr. Neel Patel, pediatrician and F5SMC Commissioner, is identified as the HMG SMC Physician Champion. Under his leadership, HMG SMC convenes a Physician Advisory Group to inform and guide efforts in partnership with the medical community.

2019: F5SMC launches HMG SMC 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. Gatepath HMG SMC staff conduct outreach to families and community partners, gather resources for the community resource directory and launch the Call Center. F5SMC's communications consultant, RSE, develops outreach strategies, messages and materials. F5SMC selects Stanford Children's Health to implement the Child Health Provider Outreach Component. Stanford Team develops outreach and training materials, conducts a needs assessment, and provides outreach and training to pediatric practices. F5SMC receives funding from The David and Lucile Packard Foundation, Sequoia Health Care District, and Peninsula Health Care District to support the HMG SMC effort.

2020: Launch of the bilingual HMG SMC website. HMG SMC staff pivot as needed to maintain service delivery during the COVID-19 pandemic. F5SMC surveys local stakeholders to gauge progress and barriers within the current system and issues an Intent to Negotiate process for the first three years of the Integrated Systems for Children with Special Needs Initiative. AbilityPath is selected as the lead agency, having convened and successfully coordinated with six other local agencies who hold significant roles as subcontracted partners.

AbilityPath and its subcontracted partners intend to provide the following during their three-year contract (FY 2020-2023):

1. Advocacy for policies and legislation
2. Centralized Access Point and care coordination services
3. Multidisciplinary case conferencing model
4. Systems-building, integration, and improvement
5. Strategic services to fill gaps and reduce barriers
6. Provider capacity building
7. Developmental screenings
8. Outreach to pediatric medical providers, general community-providers, and families

STATEMENT OF INTENT

F5SMC is seeking quotes for the role of Help Me Grow Consultant to support the Help Me Grow System in San Mateo County, particularly related to the Structural Requirements of the model. This role will support the ongoing growth and implementation of the Help Me Grow San Mateo County system by serving three primary functions: content expert, research and evaluation administrator, and co-convenor/facilitator. We envision the role to be carried out by one entity or individual who will work closely and collaboratively with F5SMC staff as well as the lead agency and its subcontracted partners for the F5SMC Integrated Systems for Children with Special Needs Initiative, who oversee and support the operations of many of the core components and functions of the Help Me Grow San Mateo County model.

The desired tasks and qualifications are outlined below. Final scopes of work and deliverables will be established during contract negotiations with F5SMC prior to the start of the project.

DESIRED TASKS AND QUALIFICATIONS

I. Content Expert

Qualifications

- Deep content expertise related to developmental screening systems and tools, including efficacy of tools, interface and integration of screening tools with other databases and electronic health records, and use of said tools by other systems within San Mateo County
- Strong familiarity with the Help Me Grow system at a local, statewide, and national level
- Knowledge of the history of local efforts to promote early identification of special needs in San Mateo County, including related successes and challenges
- Solid understanding of the entities designed to serve children with or at risk for special needs and the mandates of these entities
- Knowledge of the relationship between adverse childhood experiences (ACEs) and developmental concerns

Tasks

- Effectively distill and translate the complexities of the systems and the desired outcomes of this effort through verbal and written communication, including visuals
- Provide technical assistance to F5SMC, as well as lead and partner agencies, on screening systems and protocols, system/resource navigation, and best practices for early intervention and linkage to services
- Represent HMG SMC in countywide, regional, statewide, and national discussions or efforts, as needed
- Identify linkages to other regional, statewide, or national efforts to learn from and leverage, as appropriate
- Update and/or assist with updating of the F5SMC Screening and Services Protocol

II. Research and Evaluation Administrator

Qualifications

- Detailed knowledge of the data collection and evaluation requirements for HMG at the local, state, and national levels, including the common data indicators
- An understanding of data systems used by local HMG partners and providers to collect, store, and manage client-level data, and how those data systems may support or impede HMG-specific data collection and evaluation requirements
- Ability to coordinate with funded partners to obtain necessary data in a timely fashion to complete reporting to outside funders and affiliate leads
- Solid grasp of evaluation strategy, including indicators, outcomes, and data-driven quality improvement practices

Tasks

- Use data to monitor and support the Structural Requirements of the HMG model; specifically Scale and Spread, and Continuous Quality Improvement
- Co-develop local research, evaluation, and data collection strategy with local funders and participating agencies
- Hold primary responsibility for annual reporting to HMG National and HMG California
- Compile and organize data from funded partners to include in reports to outside funders
- Complete a targeted research project/ landscape scan to illuminate persistent barriers within systems designed to serve children with special needs and their families

III. Convener/Facilitator

Qualifications

- Significant experience with group facilitation and adult learning principles, including planning for, leading, and evaluating meetings; structuring meetings to achieve

specific outcomes; establishing rapport and expectations with participants to deepen trust; and effective time-management skills

- Experience and comfort with conducting effective and engaging meetings through online platforms

Tasks

- Along with F5SMC staff and other designated leaders, co-design and co-facilitate meetings to include local stakeholders to support the Help Me Grow San Mateo County model, including but not limited to the HMG Physician Advisory Group, HMG Leadership Advisory Team, and the Systems Change for Children with Special Needs Meeting
- Leverage existing relationships and connections to help identify other theme- or content-specific leaders to contribute to meetings and work closely with them to help coordinate content to ensure successful meeting outcomes

IV. General

Qualifications

- Strong collaboration and communication skills
- Nuanced ability to work across sectors and with a variety of agencies and individuals

Tasks

- Prepare for, attend, and present at F5SMC Commission Meetings as requested
- Attend ongoing meetings, initiate check-ins, and correspond with F5SMC to manage the project, as requested
- Knowledge of San Mateo County child- and family-serving professionals, agencies, and the landscape of service provision

BUDGET

The proposed budget for the approximately 32-month term should not exceed \$258,000. The budget submitted should span the entire 32-month term and should estimate overall expenditures per fiscal year (July 1- June 30) and by activity.

TIMEFRAME

The anticipated timeframe for service delivery for all roles is from November 9, 2020 through June 30, 2023 (approximately 32 months).

RFQ PROCESS

This RFQ is not a commitment or contract of any kind. F5SMC reserves the right to pursue any and/or all ideas generated by this RFQ. The responses will be used to determine the respondent's ability to render the services to be provided. The failure of a respondent to comply fully with the instructions in the RFQ may eliminate its response from further evaluation as determined at the sole discretion of F5SMC.

RESPONSE SUBMISSIONS

Responses must address content areas 1 through 6 on the following pages and should be single spaced with 12-pt font. Submit an electronic copy of your response via email to Mai Le at mle@smcgov.org and Emily Roberts at eroberts@smcgov.org. **All responses must be received by 5pm on Friday, October 9, 2020.**

REVIEW PROCESS

The evaluation of quotes will be made by a Review Panel comprised of F5SMC staff and outside experts in Early Learning, Child Health and Development, and Family Support and Engagement. The review panel will be selected by the Executive Director of F5SMC. The Review Panel will objectively and fairly assess each quote and the qualifications of those submitting proposals. Their review will include their individual reading and scoring of proposals, and participation in one or more meetings of reviewers designed to determine funding recommendations and amounts. During this process, F5SMC may require a respondent's representative to answer questions orally and/or in writing.

The criteria used for the review will include, but will not be limited to, the following:

- Qualifications and experience of responding entity, including capability of key personnel to deliver desired tasks,
- Overall strategy, including approach to fulfilling proposed functions and ability to partner with other entities as indicated,
- Ability to articulate the significance of this work to the larger effort to serve children and families,
- History of successfully working with public agencies, organizational leaders, and direct-service providers from multiple sectors,
- Familiarity with issues confronting families with young children in San Mateo County, Cost of services
- Clarity of oral and written expression,
- Compliance with requirements of submission as outlined in this RFQ document

The decision made by F5SMC will be communicated via email and will be final.

QUOTATION STRUCTURE

1. Independent Consultant or Agency (no more than 1 page)

Please provide the name and address of the independent consultant or agency submitting this quote. Include the number of years the entity or individual has been in business and its experience working with the public sector and across disciplines to support efforts focused on serving children with special needs and their families, as well as the agencies and systems that are intended to support them. Provide brief descriptions of similar projects that you/ your entity has successfully undertaken.

2. Personnel (no more than 1 page)

Please provide the name and title of each individual who will be working on this project, the specific function that they will be performing, and a brief description of their relevant qualifications and experience, including linguistic and cultural competencies. Include each person's hourly rate. You may attach résumés if you'd like; these will not count toward the one-page limit for this section.

Indicate which individual is the contact person for this project and provide that person's phone number and email address.

3. Timeframe (no more than 1 paragraph)

Provide the date by which your entity will be available to start this work, and any lead-time or startup requirements that you may have. If you have an internal deadline for project completion (e.g. because a key staff member is going out on leave), include that information here as well.

4. Insurance (no more than 1 paragraph)

The County has certain insurance requirements that must be met. In most situations those requirements include the following: the contractor must carry \$1,000,000 or more in comprehensive general liability insurance; the contractor must carry motor vehicle liability insurance, and if travel by car is a part of the services being requested, the amount of such coverage must be at least \$1,000,000; if the contractor has two or more employees, the contractor must carry the statutory limit for workers' compensation insurance; if the contractor or its employees maintain a license to perform professional services (e.g., architectural, legal, medical, psychological, etc.), the contractor must carry professional liability insurance; and generally the contractor must name the County and its officers, agents, employees, and servants as additional insured on any such policies (except workers compensation). Depending on the nature of the work being performed, additional requirements may exist. **Please indicate whether your entity can meet these insurance requirements or note any questions or concerns you may have.** Please note that in some circumstances, these requirements have been waived and inability to meet these requirements does not automatically disqualify proposers.

5. Project Summary (no more than 1 page)

Provide a general overview of the structure and strategy you intend to employ to meet the intent of the proposed role. Please include your overall approach to working with multiple entities, including organization, communication, time management and prioritization of deliverables.

Indicate the intended total budget amount per fiscal year in this section, as well as the rationale for the allocations you propose.

6. Activities and Budget (no more than 2 pages)

Complete the Proposed Scope of Work table below. Include specific activities and the anticipated hours and cost associated with each. You may add rows if needed. Please note that activities and budget will be agreed upon and finalized during contract negotiations if your submittal is recommended for funding.

Scope of Work Table

Activity	Estimated Hours	Estimated Cost	Person(s) Responsible