

# CaMHSA Request for Statement of Qualifications for Evaluation of Statewide PEI Initiatives

## Respondents' Webinar

August 15, 2011  
1:00pm - 4:00pm



*"A George Hill: Company Administered JPA"*

## Introduction

- ▶ **Facilitators:**
  - Landon Williams, Stephanie Welch, and Darcy Johnson
  
- ▶ **Respondents' Webinar Scheduled for 1:00 PM to 4:00 PM**

## Webinar Logistics

- ▶ Participation today is by computer-based Webinar or conference call
- ▶ Additionally, written questions have been received prior to today and will be responded to during the Q&A
- ▶ Every Participant has the opportunity to ask questions during the Q&A session
- ▶ Final responses to all questions received will be posted on the CalMHSa website by Monday, August 22, 2011 ([www.calmhsa.org](http://www.calmhsa.org))

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## Ground Rules

- ▶ Participants' phones will be muted.
- ▶ Questions should be limited to concerns about minimum Respondent qualifications, SOQ format, Scope of Work, evaluation, and selection process.
- ▶ Specify RFSQ section number, paragraph number, page number and passage that prompted the question.
- ▶ Facilitators will read and respond to unique questions aloud – duplicates or similar questions will be acknowledged.
- ▶ Final answers to all questions will be posted following the Webinar on the CalMHSa website ([www.calmhsa.org](http://www.calmhsa.org)) by Monday, August 22, 2011.

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## Agenda

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|-------------------|---|
| 1:00 PM – 1:15 PM | Welcome, Overview, and Purpose of the Respondents' Webinar      |
| 1:15 PM – 1:45 PM | RFSQ Purpose, Minimum Respondent Qualifications, and SOQ Format |
| 1:45 PM – 2:45 PM | Review of the RFSQ Evaluation Services Scope of Work            |
| 2:45 PM – 3:00 PM | BREAK   |
| 3:00 PM – 4:00 PM | Questions & Answers   |
| 4:00 PM           | Adjourn   |

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## RFSQ Purpose

- CalMHSA's PEI Work Plan and Addendum articulate how CalMHSA will implement and evaluate three comprehensive and coordinated initiatives. (RFSQ Part A, 1.1)
- The RFSQ is issued to solicit Statements of Qualifications from one or more contractor(s) to enter into Services Agreement(s) with CalMHSA to develop a plan and implement a comprehensive statewide evaluation of the PEI Initiatives during the three-year implementation phase of the Work Plan. (RFSQ Part A, 1.1 and 1.2)

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## Minimum Respondent Qualifications (RFSQ Part B)

- Three years experience providing similar comprehensive project evaluation services. (1.1)
- Managers must have 3 years within the last 5 years leading or providing substantial project evaluation projects/services. (1.2)
- Respondents must provide a detailed description of its project evaluation capability, including its formal methodology, process or approach utilized with public and/or private sector agencies/organizations. (1.3)
- Respondent must provide at least 5 references related to the same or similar scope of evaluation services provided within the last 3 years – at least one reference must be from a public entity. (1.4)

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## Minimum Respondent Qualifications (RFSQ Part B)

Continued...

- ▶ Respondent must include examples of substantial project evaluation work performed in the last 3 years that is large-in-scale, multifaceted, and similar in scope and breadth as RFSQ's Scope of Work.(1.5)
- ▶ Respondent must demonstrate that it has assembled and managed a team with the skills necessary to conduct a complex evaluation. (1.6)
- ▶ Respondent should demonstrate that it has previously worked collaboratively with diverse interest and stakeholder groups, and successfully established and maintained collaborative, non-hierarchical working relationships with external, partner organizations. (1.7)

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## Minimum Respondent Qualifications (RFSQ Part B)

Continued...

- ▶ Respondent must comply with the Statement of Qualifications (SOQ) format and requirements –proper organization regarding content and sequence, and contain all forms contained in Appendix A and as required in RFSQ Part C Instructions to Respondents (1.8)
- ▶ Respondent must have the ability to comply with all insurance provisions as set forth in the CalMHSA General Services Agreement Terms and Conditions (1.9)
- ▶ Respondent must not currently have a Settlement Agreement with any of CalMHSA's member counties or DMH for repayment of funds. (1.10)

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## Preparation and format of the Statement of Qualifications (RFSQ Part C, 5.0)

Respondents must submit an SOQ that is:

- ▶ Typewritten in 12-point Times Roman, Arial, or equivalent font
- ▶ Double spaced
- ▶ Securely bound
- ▶ Identified by the RFSQ title

***Any SOQ that deviates from this format may be rejected without review at CalMHSA's sole discretion***

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## Preparation and format of the Statement of Qualifications (RFSQ Part C, 5.0) Continued...

The content and sequence of the SOQ must be as follows:

- ▶ Transmittal Letter
- ▶ Table of Contents
- ▶ Respondent's organization Questionnaire/Affidavit
- ▶ Proposer's Qualifications (Section A)
- ▶ Required Forms (Section B)
- ▶ Proof of Insurability (Section C)

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## SOQ Submission

- ▶ Original and three copies in a sealed envelope plainly marked "SOQ FOR PEI INITIATIVE EVALUATION SERVICES"
- ▶ Delivered or mailed so that it arrives at the CalMHSA office by September 16, 2011 at 5:00PM Pacific Time
- ▶ Respondent is solely responsible for the delivery and receipt of the SOQ by CalMHSA by the due date and time
- ▶ No facsimile (fax) or electronic mail (e-mail) copies will be accepted

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## Scope of Work

### RFSQ Part A, 1.2

- ▶ Request for Statement of Qualifications (RFSQ) will be used to qualify one or more contractors to enter into subsequent Services Agreement(s) with CalMHSA.
- ▶ Contractors will develop a plan and implement a comprehensive statewide evaluation of the PEI Initiatives during the three-year implementation phase of the Work Plan.
- ▶ The breadth and diversity of projects to be evaluated are likely to necessitate that the contractor(s) develop and oversee a team of subcontractors with the necessary and specific evaluation expertise to be successful in carrying out the scope of work.

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## Scope of Work

### RFSQ Part A, 1.2

- ▶ Contractor(s) are to be active and leading participants in the strategy for the evaluation rather than simply administrators of a team of subcontractors.
- ▶ Because the evaluation is intended to be comprehensive and integrated, it is expected that if more than one contractor is selected, that the selected contractors will work together in a collaborative and strategic manner.

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## Scope of Work

### RFSQ Part A, 1.2

To be deemed qualified, Respondents must demonstrate proven ability to:

1. Strategize, plan, develop, implement, and manage substantial evaluation projects, commensurate with the funding amount, scope and complexity of the current project. This may include direction and management of several subcontracts to obtain needed evaluation specialties.
2. Work in a collegial, collaborative, and hands-on manner with program-based personnel in determining appropriate measurement indicators, in the development and implementation of supporting data collection infrastructure, data analytic and interpretive methodologies, and in timely completion of evaluation projects.
3. Develop clear and transparent recommendations and solutions to issues identified during the course of the evaluation.
4. Demonstrate the ability to work with multiple stakeholders and interest groups.

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## Scope of Work

### RFSQ Part A, 1.2.1

#### Development of the Evaluation Strategic Plan:

- ▶ The selected contractor(s) will be expected to develop a comprehensive strategic plan for the PEI Initiatives evaluation.
- ▶ The strategic plan must reflect the Work Plan's and Addendum's statewide goals, vision, and mission, and must be reasonable and actionable with respect to overall resources and timelines.
- ▶ Due to the need for a short time line regarding implementation of the evaluation, it is expected that the contractor(s) will commence baseline assessments as well as other substantial aspects of the evaluation while others continue to be designed.
- ▶ A lengthy evaluation development and planning period without the early execution of substantial evaluation implementation components will not be appropriate for this evaluation initiative.

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## Scope of Work

### RFSQ Part A, 1.2.1

#### 1.2.1.1 Collaboration

- ▶ Development of the strategic plan will involve collaboration and responsiveness to direction/input from CalMHSA, its designated entities, other oversight organizations (e.g., MHSOAC) and stakeholders with regard to goals and deliverables.
- ▶ The strategic plan will also be based on considerable interaction and collaboration with at least 25 program partner personnel for the three statewide PEI Initiatives.

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## Scope of Work

### RFSQ Part A, 1.2.1

#### 1.2.1.1 Collaboration (Continued)

- ▶ The contractor(s) will be expected to become familiar with the projects/programs, interview appropriate personnel, hold stakeholder input meetings, and develop an overall strategic plan for a comprehensive and integrated evaluation of the statewide PEI Initiatives.
- ▶ The strategic plan is expected to identify goals, objectives, roles and responsibilities of evaluators and program personnel, tasks, milestones, time, budget resources necessary, and ensure that baseline, benchmark, and outcome/impact data result. The evaluation must be tailored to the project/programmatic activities based on collaboration with projects/programs.

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## Scope of Work

### RFSQ Part A, 1.2.1

#### 1.2.1.2 Efforts Toward an Integrated Evaluation

- ▶ The individual PEI projects/programs are diverse, ranging from program based primary care and behavioral health integration activities to anti-stigma media campaigns; from student mental illness reduction efforts to large-scale suicide prevention activities.
- ▶ While a qualified respondent is not required to conduct all of the evaluation activities alone, the diversity in subject and scale necessitates knowledge of a wide variety of evaluation types and methodologies, ranging from the assessment of individuals receiving services/interventions to public opinion polls, and further to examination of vital statistics.

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## Scope of Work

### RFSQ Part A, 1.2.1

#### 1.2.1.2 Efforts Toward an Integrated Evaluation (Continued)

- ▶ The contractor(s) will be required to match evaluation strategies appropriately to project type/goals, and will be expected to determine areas where similar types of evaluation may be applied so that some uniformity, standardization, and comparability may be achieved across projects, where indicated.
- ▶ An overall determination of the impact of the PEI Initiatives is desired. A plan that addresses the projects in some consolidated manner is preferred over one that would result in a mere compendium of individual project outcomes.
- ▶ It is also intended that data strategies and methodologies developed for this PEI Initiative will be useful and generalizable to future evaluation efforts, by establishing appropriate baseline measures, data points, and an "infrastructure" for future measurement systems.

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## Scope of Work

### RFSQ Part A, 1.2.2

**Development of the Evaluation Strategic Plan:** The contractor(s) will be responsible for implementing the Evaluation Strategic Plan, and leading and overseeing all aspects of the Statewide PEI Evaluation in consultation with CalMHSA.

**The following is a non-exhaustive list of the types of activities the contractor(s) will be required to perform with respect to implementing the Evaluation Strategic Plan:**

1. Carry out the large-scale, multi-faceted evaluation that is necessary to meet the goal of the Statewide PEI Evaluation. Planning and implementation activities must be carried out simultaneously, ensuring baseline and early assessments are completed, and that actual measurement activities begin quickly and are not delayed.

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## Scope of Work

### RFSQ Part A, 1.2.2

**List of activities (continued):**

2. Design and develop guidance documents for carrying out specific evaluations within the overall Evaluation Strategic Plan.
3. Provide interim and ongoing progress reports and presentations to CalMHSA, its designees, and stakeholders as requested, and adjust the course of the evaluation as necessary.
4. Provide ongoing documentation of expenditures/budget details.

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## Scope of Work RFSQ Part A, 1.2.2

### List of activities (continued):

5. Provide products, services, and deliverables on time and within budget.
6. Lead as an active participant in the evaluation, while CalMHSA provides administrative oversight.
7. Efficiently sub-contract with appropriate entities.
8. Assign functions and tasks to sub-contractors and oversee activities.

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## Scope of Work RFSQ Part A, 1.2.2

### List of activities (continued):

9. Work collaboratively and successfully with project/program personnel.
10. Design data collection, management, and analytic strategies, and determine roles and responsibilities for data entry and data access.

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## Scope of Work

### RFSQ Part A, 1.2.2

#### List of activities (continued):

11. Develop, implement and maintain data capture systems as needed, without creating too much redundancy and/or siloed systems. Through this process, develop a data collection “infrastructure” that can be used and generalized to other projects/services once this PEI Initiative evaluation is completed.
12. Securely house data and/or contract for a data warehouse/repository.

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## Scope of Work

### RFSQ Part A, 1.2.2

#### List of activities (continued):

13. Address data security, privacy, confidentiality, e.g., Health Information Portability and Accessibility Act (HIPAA), human subjects’ protection issues. Establish business associate agreements and take other appropriate security and privacy measures regarding data access and use, as necessary.
14. Research and locate external sources of data (e.g., vital statistics, population data, current trends/events, etc.) and use appropriately as outcome information, and to enhance interpretation of other data collected.

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## Scope of Work

### RFSQ Part A, 1.2.2

#### List of activities (continued):

15. Develop performance indicators and data analytic methods. Analyze data appropriately to determine programmatic success and goal achievement. Use process measures, and explore causal and correlational relationships among variables.
16. Collect baseline data early in the evaluation with respect to individual, program and community indicators (e.g., suicide rates) and compare with interim and post program implementation data so that the impacts of the PEI Initiative can be ascertained. A “dashboard” approach is desirable.

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## Scope of Work

### RFSQ Part A, 1.2.2

#### List of activities (continued):

17. Interpret data with respect to programmatic and environmental (e.g., community, political) contexts. Work with stakeholders to ensure appropriate interpretation of findings.
18. Work with CalMHSA, its designees, other oversight entities, programs, and stakeholders using a quality improvement orientation. Foster the use of data within a quality culture.
19. Consolidate findings and condense information into manageable/simplified formats for results dissemination, publication and media use. This includes graphical and tabular representation of data. Contextual interpretation and a description of the implications of the data should always accompany numeric/graphical information.

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## Scope of Work

### RFSQ Part A, 1.2.2

#### List of activities (continued):

20. Create expert reports and presentations for multiple audiences (e.g., State legislature, administration, scientific community, consumers and family members, public, etc.) Information should be tailored to the audiences' expectations and interests; different writing styles for scientific versus general audiences are also required. Ensure integrity and accuracy of findings are maintained in all reports/presentations.
21. Work with media and other entities that disseminate information in order to ensure information is presented accurately and within appropriate contexts.

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## Scope of Work

### RFSQ Part A, 1.2.3

#### Program Evaluation Overview

Program evaluation consists of collecting and analyzing information about the PEI Initiatives in order to determine their effectiveness and the extent to which they meet the Work Plan and Addendum statewide goals. Program evaluation is useful in:

- a) Understanding, verifying or increasing program impacts on the target populations,
- b) Improving program delivery mechanisms to increase efficiency and reduce costs (thereby enhancing program sustainability),

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## Scope of Work

### RFSQ Part A, 1.2.3

#### Program Evaluation Overview (continued...)

- c) Identifying program strengths and weaknesses for program improvements, and
- d) Verifying that the programs are operating as originally planned and having the desired impacts.

**Guided by the Evaluation Strategic Plan, the comprehensive PEI Initiatives Evaluation must include goals-based, process based, and outcomes-based evaluation, as described on the following slides.**

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## Scope of Work

### RFSQ Part A, 1.2.3

#### 1.2.3.1 Goals-Based Evaluation

The goal-based evaluation should evaluate the extent to which programs are meeting the statewide goals and objectives. For example, the evaluation should determine:

- a) The status of the program's progress toward achieving the goals; and
- b) Whether the goals will be achieved according to the timelines specified in the Work Plan, Addendum, RFPs/RFA, and Evaluation Strategic plan,\* and if not, why not.

\*See CalMHSA Work Plan and Addendum as well as the SP, SDR, and SMH RFPs and RFAs which are available on the CalMHSA website, [www.calmhsa.org](http://www.calmhsa.org).

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## Scope of Work

### RFSQ Part A, 1.2.3

#### 1.2.3.2 Process-Based Evaluation

- ▶ Process-based evaluations are geared to fully understanding how a program works; that is, how it produces the results that it does.
- ▶ The process-based evaluation should assess how a program operates in order to determine which programs to replicate and how they might be replicated.

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## Scope of Work

### RFSQ Part A, 1.2.3

#### 1.2.3.3 Outcomes-Based Evaluation

- ▶ The outcomes-based components of the evaluation should determine if the activities are the right ones to implement; that is, are there positive mental health and stigma reduction outcomes as a result of the activities?
- ▶ Examples of positive outcomes are improved mental health and coping skills for consumers and family members, and enhanced/improved knowledge, understanding, perceptions and attitudes or skills of target populations.

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# Questions

Questions and final answers will be  
posted on the CalMHSa website  
([www.calmhsa.org](http://www.calmhsa.org))

Thank You!