



Family Resource Center Association  
Connecting Resources, Impacting Lives

# **REQUEST FOR PROPOSALS**

## **Equitable Evaluator**

*Released: December 1, 2021*

*Response Due: December 22, 2021*

Family Resource Center Association  
2543 California Street  
Denver, CO 80205-2929  
[www.cofamilycenters.org](http://www.cofamilycenters.org)

# INTRODUCTION

The Colorado General Assembly established Family Resource Centers (FRCs) in 1993 as a five-year pilot project, a public-private initiative, to establish FRCs in local communities to serve as a “single point of entry for providing comprehensive, intensive, integrated, and collaborative community-based services for vulnerable families, individuals, children, and youth.”

In 1998, the Family Resource Center Association (FRCA), a non-profit organization, was established as a strategic statewide network to support the FRCs. Since that time, FRCA has served as the intermediary organization for the network and worked to improve equity in our systems, capacity, and outcomes for family support services provided by the Colorado FRCs. One of the many benefits of membership in the FRCA is an annual evaluation that includes referrals, services, family-driven goals and outcome assessments that measure progress toward economic and health well-being.

FRCA and its network of FRCs have long held a core value of addressing systemic barriers that create inequities for families. During the past year, we have intentionally expanded this focus by taking an equity stance and through partnerships with funders, an equity consultant, and evaluation partner finalized our [Equitable Evaluation Framework](#). FRCA drew upon the recommendations within the Framework and guidance from the Program & Evaluation (P&E) Committee to draft this project.

## 1. Project Purpose

FRCA is seeking an evaluation partner to conduct an equitable evaluation using quantitative and qualitative methods for the period of July 1, 2021 to June 30, 2022. FRCA is soliciting responses to this Request for Proposals (RFP) for a one-year bid from a qualifying vendor to conduct the annual evaluation for services provided by the FRCs, located throughout Colorado, that currently use our centralized data system as described below.

FRCA reserves the right to renew a non-competitive contract for up to an additional three years.

## 2. Project Scope, Deliverables and Timeline

### Description

Colorado Family Resource Centers are stand-alone organizations, such as a non-profit organization or a school-based resource center. Every FRCA member organization is required by Colorado Statute to provide, at minimum, a screening process to assess a family’s needs and strengths. Screening results become a practice tool assisting families in setting their own goals and aid in the development of a written plan to pursue those goals in working toward increased family well-being.

At minimum, required services at every FRC include:

- 1) Referrals to services that help families meet their goals; and,
- 2) Comprehensive, coordinated family support services (strength-based case management model known as Family Development Services).

## Scope of Project

The data to be analyzed and reported will be single sourced from FRCA's centralized data system, FRCAforce.

FRCA prioritizes conducting annual program evaluations, using a third-party evaluation vendor, to demonstrate positive outcomes for families in the areas of economic self-sufficiency, family protective factors, and health. FRCA has transitioned to more equitable evaluation methods, tuning into who is accessing center services and who is benefiting, or not, from Family Development Services. At minimum this project includes, analysis and reporting of data from approximately 25,000 individuals in 13,000 families served by 26 FRCs during the reporting period. This project includes: 1) exploration of the posed equitable evaluation questions, 2) analysis of quantitative and qualitative data, 3) an executive summary report, and 4) individual center-level data reports for the FRCs that have at least 20 matched family assessments (typically about 19 of the 26 FRCs), as described below:

### A. Equitable Evaluation Questions:

Under Program Design, FRCA's equitable evaluation framework recommended leveraging the Program & Evaluation (P&E) Committee to think through evaluation questions to answer this year. P&E Committee members prioritized the following two equitable evaluation questions.

1. Do families with different demographic backgrounds experience growth at different levels?
2. Are different families declining family development than accepting?
3. Do families in different geographic regions of the state experience growth at different levels?

### B. Aggregate Quantitative Data Analysis:

1. Data preparation and cleaning (reviewed for completeness and incongruences);
2. Calculating effect size (analyzing what is most appropriate in light of the renewed American Statistical Association's guidance);
3. Examine geographic trends in growth for various Colorado Family Support Assessment 2.0 (CFSA 2.0) items using the counties where clients reside (potential to group by region or urban/rural);
4. Disaggregate CFSA 2.0 data by race and ethnicity to get insights into whether families of different backgrounds experience similar or different amounts of growth through their involvement with family development services;
5. Disaggregate CFSA 2.0 data by primary language spoken in the home to get insights into whether families who speak a language other than English experience similar or different amounts of growth along areas measured by the CFSA 2.0; and
6. Graphing the data with brief narratives for internal program evaluation purposes.

### C. Aggregate Qualitative Data Analysis:

1. Data preparation, identification, examination, and interpretation of patterns and themes in textual data;

### D. Executive Summary report:

A work product that brings the story of our data visually and contextually to life. The intended audiences of the Executive Summary are the participating families, the FRC staff partnering with families and those leading the organizations including board of directors, various funders, evaluation partners, and stakeholder groups.

### E. Individual summary report for approximately 19 of the FRCs:

1. Short summary report for the FRCs that meet eligibility for a center-level report that graphs their data compared to aggregate data above. At minimum, these reports would include:
  - a. Short description of data considerations

- b. Results in following areas:
  - i. Family Characteristics (demographics, screening questions)
  - ii. CFSA 2.0 Domain Matrix Results (baseline; matched follow-up assessments)
  - iii. Protective Factors Results (matched follow-up surveys)
  - iv. Numbers served in each service category

## Deliverables and Timeline

1. Preliminary data preparation and cleaning March 1, 2022
2. Data analysis as described above by September 1, 2022
3. Aggregate Executive Summary report by September 16, 2022
4. Short individualized reports for approximately 20 FRCs by October 7, 2022
5. Post Webinar with FRCA Network to present Executive Summary and Individual Summary Report findings and recommendations by October 14, 2022
6. Monthly Team Meetings from January – December, 2022

## 3. Project Management

Progress Reports/Meetings: The following meetings, at minimum, between the vendor's Evaluation Team and the FRCA Evaluation Team will be necessary to monitor progress on this project (video-meeting format is acceptable):

- Monthly meetings during January – December 2022
- Interim progress reports/meetings as determined jointly by FRCA and the vendor

## 4. Vendor Qualifications

Vendors must meet the following criteria:

- Have a demonstrated depth of knowledge about building evaluation approaches for organizations/networks that incorporate principles of equity into every component – including the evaluation questions, evaluation processes, and how findings are translated into organizational thinking and practice.
- Be willing and able to guide an organization through its thinking and practices around equitable evaluation, recognizing where it is at on that journey – while also pushing for improvements to better align the work with principles of equity.
- Ability to adapt to changing circumstances and thinking as the client organization evolves its own thinking and direction related to equitable practices.
- Organization must have demonstrated experience providing advanced analysis of data and reporting from organizations serving at least 1,000 families annually.

## 5. Proposal Guidelines

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until **5pm MST December 22, 2021**. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal intends to outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must include any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the organization(s) being contracted.

Vendor bid must include, at minimum:

1. Contact information
2. History of relevant work
3. Bios of staff assigned to this project and their role in the project
4. Detailed Project Plan with Timeline
5. Detailed Budget (Bids should not exceed \$32,000)
6. References from two projects of similar scope

## 6. RFP Timeline\*

RFP Released: December 1, 2021  
Q & A Window: December 1 – December 8, 2021 (send questions to [info@cofamilycenters.org](mailto:info@cofamilycenters.org) with subject line of: Evaluation RFP Questions. Responses posted to agency website on 12/10/21.  
Submission Deadline: December 22, 2021, 5:00pm MST  
RFP Award: December 30, 2021  
Contracting Finalized: January 31, 2022  
*\*FRCA reserves the right to revise the timeline as needed. Changes will be posted at: [www.cofamilycenters.org](http://www.cofamilycenters.org)*

## 7. Proposal Evaluation Criteria

Applicants should ensure the proposal is complete and addresses all of the following:

- Overall suitability: Bids meet the scope and timeline included and implied herein and is presented in a clear and organized manner
- Organizational Experience: Bidders demonstrate the organizational infrastructure and experience to deliver the scope of this project, including documented experience designing and conducting program evaluations that include considerations of diversity, equity and inclusion in the way they are constructed and carried out
- Staff Experience: Assigned staff have the experience and expertise needed to meet all project requirements
- Detailed project plan meeting deliverables is complete and complies with stated timelines
- References: Vendor has provided at least two references from prior work projects with similar scopes
- Detailed Budget is accurate and commensurate with value offered by vendor

## 8. Submission

Bids must be emailed as one document in PDF format to:

[info@cofamilycenters.org](mailto:info@cofamilycenters.org)

by **5:00pm MDT on Wednesday, December 22, 2021**

Please use the subject line: Equitable Evaluator Bid