

Request for Proposals
Evaluation for CAP4 and Evaluation Training
Port Towns Community Health Partnership

Description:

Since 2009, the Port Towns Community Health Partnership (PTCHP) has invested resources to provide better access to healthy food and active living to everyone who lives, works, studies and plays in the Port Towns of Bladensburg, Colmar Manor, Cottage City and Edmonston, MD.

This has included two youth development initiatives at Bladensburg High School with the Port Towns Youth Council (a community-based multi-school youth leadership program), two urban farms, a farmers' market, nutrition and cooking classes, four community gardens, systems-level changes and other related programs in the four Port Towns. The targeted audiences have included high school students and their families, senior citizens, families, the Latino community and other key stakeholders.

The PTCHP believes that developing a framework for the PTCHP and its partners to measure future work will help our communities build strong initiatives to increase access to healthy food and active living.

Each proposal must address how the following tasks can be accomplished:

1. Develop a research design/methodology including unified indicators that will be used across-the-board by and for each organization to measure the same behaviors and/or factors.
2. Address making the evaluation process user-friendly for our partners and the broader community.
3. Engage in gathering high-quality secondary data and analysis to measure the impact of the PTCHP's joint efforts to increase access to healthy food and active living within the four communities.
4. Recommend a framework that the PTCHP and its partners can measure the impact of future initiatives and programs.
5. Furnish a detailed description of a one-day workshop that will provide PTCHP partners with evaluation tools and will teach the partners to use the tools to generate and analyze high-quality data. Approximately 20 workshop participants are anticipated for this workshop.

The PTCHP and its partners will use the data, framework and lessons learned to further its work, including:

- applying for general operating support grants
- gather available secondary data to provide a more comprehensive baseline
- determine program impact
- improve program design
- advance the PTCHP's and its partners' work
- publicize PTCHP's and individual partners' work
- share program successes, challenges, and lessons learned throughout the community and with stakeholders

Evaluation description

PTCHP seeks a high-quality quantitative study that analyzes the PTCHP's impact and helps guide its future strategic and tactical decisions. Optimally, the analysis would show longitudinal, quantitative, and demonstrated direct impact. PTCHP recognizes that it may not be realistic to achieve all three characteristics immediately. PTCHP seeks help to:

- **Assess PTCHP's overall progress.** Is there yet evidence of changed behavior or conditions, and if so, to what extent? Has the supply of healthy foods and active living opportunities changed in meaningful ways? Is it easier for residents to access good information about health and well-being? Is there evidence of collaborative partnerships within the community which are improving access to healthy food and active living in the Port Towns? What, if any, conditions, behaviors, or other variables have changed that promote healthy eating and/or active living?
- **Framework.** Since the work is being done by four towns, four key nonprofits and at least ten other nonprofit organizations, the partners need a framework to help measure future initiatives and address any gaps. All bidders must submit a framework that addresses how the partners can generate and analyze high quality data coming from a variety of sources and target audiences, ranging from youth to senior citizens, from families to businesses, from restaurants to parks.
- **Detailed description of a one-day workshop.** The bidder should include an agenda which includes at least two hands-on exercises to demonstrate tools that will be introduced, and at least three website resources that the participants can readily access to answer any questions after the workshop.

Process and Timeline

Target Timeline	
Release RFP	September 12, 2016
Mandatory Bidders' Meeting	2 p.m. on October 10, 2016
Deadline for proposals	5 p.m. on October 21, 2016
Announcement of winner	November 18, 2016
Kick-off meeting	2 p.m. on December 2, 2016
Training Workshop	9 a.m. to 4 p.m. on February 1, 2017
Mid-Term Report	5 p.m. on February 28, 2017
Final deliverables due	5 p.m. on May 1, 2017

The timeline to the RFP is shown on the right. If circumstances warrant, milestones may shift. Those interested in this Request for Proposal should contact Kimberley M. Knox, Port Towns Community Health Partnership's Program Coordinator at 240-366-7542 or placematterspgc@gmail.com in order to be informed of any changes to the timeline. Indications of interest are not an obligation to submit a proposal. **All proposals with their detailed budget must be submitted by email at placematterspgc@gmail.com by the deadline.**

Deliverables

The three core deliverables will be the summary report (limited to ten pages) of the qualitative and quantitative data collected about the impact of PTCHP and its partners with an additional one to two-page data-graphic summary, a detailed agenda for the training workshop and the actual full-day training workshop for the PTCHP's key stakeholders.

The qualitative and quantitative data generated and collected in the evaluative process must be made available to the stakeholders in a format that can be early understood and accessed by a wide range of stakeholders. This includes being compliant with the Americans with Disabilities Act. PTCHP will be releasing the report to the public.

Partnerships

PTCHP welcomes applications from individuals, firms, nonprofits and/or a collaborative.

Special Consideration

Evaluators who are familiar with Prince George's County and have undertaken similar evaluations and/or worked with the American with Disability Act community and/or nonprofit groups will be given special consideration.

Audiences for the Completed Evaluation

This evaluation will be used to help determine the future direction of the PTCHP. Primary audiences for the evaluation's results will be the four towns, the four key nonprofits (ECO City Farms, End Time Harvest Ministries, Ecumenical Health Council and Prince George's County Food Equity Council), PTCHP and other key stakeholders.

Budget

All bids greater than \$20,000 will not be considered. **Bidders should provide a detailed line item budget and budget narrative** The successful bidder will receive half of the amount at the beginning of the contract and the second half of the amount when all of the deliverables have been delivered and approved by the PTCHP.

Proposal Guidelines

The proposal should be concise and succinct. It should be no longer than 8 pages in length with an additional one to two pages of graphics showing the results and should include the following components:

- Narrative description
- Rationale for using that approach
- Overview of proposed evaluation methodology
- Organizations that will be evaluated
- Data collection and analysis methodology
- Work plan
- Evaluation Workshop's agenda, explanation of at least two exercises that will be used in the workshop and at least three web-based resources that the workshop's participants will be able to access for questions.

- Framework on how PTCHP and its partners can use to evaluate future initiatives in order to ensure high-quality data collection and analysis
- Proposed budget
- Bidder experience, including identifying key persons who will be involved in each phase of the work, and a summary of each person's experience and qualifications

Contact

Please contact Kimberley M. Knox, Project Coordinator, at placematterspgc@gmail.com or 240-601-2802 with any questions.