

Get Healthy San Mateo County Program Evaluation RFQ

Questions & Answers

1. Which decision makers are interested in the evaluation, and what is their intended use of the evaluation findings?

The purpose of the project is to create the framework to evaluate the process and/or outcomes of Get Healthy San Mateo County (SMC) activities. Get Healthy SMC implements a variety of strategies (policy, planning, community implementation funding, research, capacity building, and communication) and the evaluation results should inform if the strategies are being implemented as they should and if they are achieving the desired effects. These results will be shared with the following:

- Health Policy & Planning team (part of the Public Health, Policy, and Planning division under the Health System), which facilitates Get Healthy SMC
- Other teams in the Health System that support Get Healthy SMC activities, such as the Epidemiology and Communications teams
- Health System leadership that oversee Get Healthy SMC

The evaluation is driven by the internal team's interest in learning from our efforts and understanding how we could improve. There is no one outside of the immediate team that is requesting or requiring an evaluation.

2. Will the contractor be responsible for carrying out the evaluation, or just for providing the logic model and plans?

At this time, the San Mateo County Health System is seeking a contractor to only develop a logic model, evaluation plan, and data collection plan.

3. What is to be evaluated - the policies; the plans; the community-based primary prevention and health equity efforts; the toolkits and publications; the technical assistance and support provided to organizations and agencies; the quality of communication and collaboration; the system-wide impacts of the whole? Are any of these components of higher priority than others, in terms of evaluation?

Because this is a first-time evaluation effort for the current strategic plan and the strategic plan covers a wide range of implementation strategies and priority areas, the San Mateo County Health System seeks feedback on how to best conduct an initial program monitoring and/or impact assessment. The ideal evaluation project will develop evaluation deliverables that can be reasonably implemented and provide a framework with which Get Healthy SMC can expand and further build on for future evaluation activities. The contractor may develop a logic model, evaluation plan, and data collection plan that focus on one or more of the following (but are not limited to):

- One or several components of Get Healthy SMC priority areas
- One or several implementation strategies used by Get Healthy SMC
- Process evaluation
- Outcome evaluation

For more information about Get Healthy SMC's 2015-2020 plan, click [here](#).

4. What resources (staff, time, and funds) will be available for carrying out the evaluation plan? What background and expertise do staff have in administering evaluations?

The evaluation will be conducted by the Health Policy & Planning (HPP) team in partnership with the Epidemiology team. HPP is made up of staff with diverse backgrounds in public health, urban planning, and policy, while Epidemiology staff have a combination of experience in epidemiology, research, and evaluation. Because there is no staff specializing in evaluation, epidemiologists will oversee the program evaluation effort for Get Healthy SMC, with HPP staff working closely to provide support. At this time the specific amount of resources dedicated to the evaluation has not been allocated. Based on the evaluation plan developed by the contractor, the Health System will consider whether a contractor may be appropriate to bring in one time per year or per strategic planning period to review the data collection to date by staff and implement additional strategies to support the evaluation.

5. What is the budget range you project for the program evaluation services?

We are open to seeing what estimates we receive and reviewing our budget capabilities to meet our needs based on the proposals. We do not anticipate spending more than \$35,000-\$40,000.

6. Has a due date for the deliverables been determined?

We would like to have a plan in place by Spring 2018, but we are flexible if the contractor can work more hours upfront and move the project on a faster timeframe.