



FORM A - NARRATIVE
Evaluation Services RFQ

Please provide a brief narrative response to the following questions and, to the extent possible, organize using headers. The narrative should not exceed eight (8) pages. Please do not use a font size smaller than **11-point** size for legibility.

1. Share about your agency's mission and how it relates to the mission and vision of First 5 Fresno County.
2. Describe your firm's qualifications as they relate to the Eligibility and Scope of Services sections on page 4 of the RFQ. Include the number of years of experience your firm has in designing and implementing performance measurement, applied research or evaluation projects with agencies similar to First 5 Fresno County. Be sure to reference the experience of your personnel included in FORM B- the Scope of Work and Budget.
3. List specific examples of past projects your firm has completed related to the intent of this RFQ (see Scope of Services on page 4) and your firm's specific role in each project including the methods of analysis applied. Please provide links to these projects being referenced.
4. Describe your initial ideas and approach to designing evaluation activities related to First 5 Fresno County's established evaluation framework included in Exhibit A. Include a projected timeline for planning and implementation.



APPENDIX A - EVALUATION FRAMEWORK Evaluation Services RFQ

PURPOSE

The evaluation framework provides a roadmap for how First 5 Fresno County will assess the progress and impact of its core investments and systems-level coordination over the next five years, and how the Commission will track broader, population-level indicators of family and community wellness. The evaluation framework serves as a tool to ground First 5 Fresno County in its mission and vision, and to hold it accountable to its intended outcomes following its [2020-2025 Strategic Plan](#)¹.

COMPONENTS OF THE EVALUATION FRAMEWORK

First 5 Fresno County's 2020-2025 evaluation framework is designed around the **Commission's five core investment areas**, as detailed in its Strategic Plan: (1) African American Infant Mortality Prevention, (2) Direct Service Programs, (3) Help Me Grow Fresno County, (4) the Lighthouse for Children, and (5) Quality Counts California.

For each investment area, the framework presents a series of evaluation areas and potential measures to gauge progress and impact. Example data sources include participant surveys, focus groups, client demographic and service data, performance reports, etc. In addition, the evaluation framework outlines a set of **key countywide indicators** that span multiple investment areas and are designed to assess the success of First 5 and its partners in "moving the needle" on childhood and family wellness at the population level across Fresno County. Examples of these indicators are listed in the strategic plan.

For each core investment, the evaluation framework asks:

- What did we do?
- How much did we do?
- How well did we do it?

At the population level, the evaluation framework presents one key question: **What impact are First 5 Fresno County and its partners having on child and family wellness in Fresno County?**

As First 5 Fresno County continues implementation of its 2020-2025 Strategic Plan activities, and as these activities evolve over the years, it is anticipated that these evaluation questions and indicators will be adjusted and honed as needed. Further, detailed evaluation methods and reporting processes will be expanded upon within each core investment area, as the Commission develops formal agreements and service models with funded partners for programs launching in Fiscal Year 2020-2021.

¹ First 5 Fresno County 2020-2025 Strategic Plan: <https://www.first5fresno.org/wp-content/uploads/2019/07/First-5-Fresno-County-2020-2025-Strategic-Plan-FINAL.pdf>