



A Health Equity Foundation

REQUEST FOR QUALIFICATIONS (RFQ)

MACRO-EVALUATION OF COMMUNITY PARTNERSHIPS FOR HEALTH EQUITY

Release date: March 26, 2018

DEADLINE AND SUBMISSION INSTRUCTIONS:

Letters of qualifications are due at 12 p.m. on April 27, 2018.

Submission should be sent electronically to [Nancy Csuti](#)
in Microsoft Word (.doc) or Adobe Acrobat (.pdf) format.

We encourage you to contact Nancy Csuti, DrPH, vice president of Research, Evaluation & Strategic Learning (nancy@coloradotrust.org, 303.539.3109), with any questions about this RFQ prior to submission.

COMMUNITY PARTNERSHIPS FOR HEALTH EQUITY MACRO-EVALUATION

Purpose

The Colorado Trust seeks a firm or team of qualified evaluators to design and conduct an evaluation of the Community Partnerships for Health Equity strategy, referred to as the macro-evaluation. Through this RFQ process, our goal is to identify an experienced evaluation firm or team with expertise in evaluating community change, movement building and equity.

About The Colorado Trust

The Colorado Trust (The Trust) is a private, statewide health foundation that was created in 1985 with the proceeds from the sale of the PSL Healthcare Corporation. Dedicated to advancing the health and well-being of the people of Colorado, The Trust's long-term vision is that all Coloradans have fair and equal opportunities to lead healthy, productive lives regardless of race, ethnicity, income or where we live.

Overview of the Community Partnerships Strategy and Principles

Community Partnerships for Health Equity (CPHE) is one of The Trust's primary strategic directions. Through the CPHE strategy, The Trust partners with residents in cities, towns or neighborhoods across the state to build power in communities to promote health equity. The Trust defines health equity as ending inequalities that affect racial, ethnic, low-income and other vulnerable populations, so that every Coloradan can have fair and equal opportunities to achieve good health.

The Trust is deeply committed to equity and fairness, both as an outcome of the CPHE work and as a means of building power within communities to address inequities. The Trust is dedicated to inclusion and social justice, inviting community voices that are often marginalized and most affected by inequities. By listening to, trusting and empowering people who are most affected by community issues, we believe the solutions proposed through the CPHE plans will be locally relevant, effective and long lasting.

Our guideposts for CPHE work include that it must:

- Be authentically resident-led
- Meaningfully involve affected individuals and groups in the leadership, planning, implementation and evaluation of the work
- Address one or more social determinants of health
- Seek to narrow or eliminate a health equity gap
- Address an important, established need in the community (based on both quantitative and qualitative data)
- Require a deep understanding of an issue by community members, so that root causes and solutions can be identified
- Resonate broadly across diverse groups of people in the community (a self-defined sense of place)
- Simultaneously build resources, capacity and a team to do the work—both short- and long-term.

Evaluation plays a crucial role in supporting this vision of health equity for all Coloradans. This RFQ seeks applications from experienced evaluation firms or teams to evaluate the CPHE strategy across communities.

Description of Currently Funded Community Partnerships Communities

There are currently eight funded communities moving into the Implementation Phase (the last of five phases in CPHE work). The goal of the Implementation Phase is for funded communities, through financial and other support, to implement their resident-driven solutions that promote health equity. During this final phase, resident teams will be supported to identify and secure diverse funding for long-term sustainability; receive ongoing capacity building focused on specific needs to achieve their plans (e.g., advocacy, policy change, grant writing, fundraising); and conduct local evaluation to determine their success in achieving their community goals and objectives.

Communities have identified a number of important health equity issues (“upstream” social determinants of health) through in-depth root-cause analyses. These include poverty and social disconnection, depressed economic conditions, lack of educational opportunities, and lack of power to influence greater economic and social opportunity. Resident teams are currently in the process of identifying potential solutions and partners for helping them implement their plans—as well as local evaluators who will work alongside them to support the design of a meaningful and realistic evaluation plan.

Resident teams are racially and ethnically diverse, and speak multiple languages. The Trust has contracted with Change Matrix, LLC to serve as the Empowerment Evaluation contractor. This contractor team is expected to build capacity of resident teams and their local evaluators around learning and evaluation for current and future community-change efforts.

While there are currently eight communities moving into the Implementation Phase, there are more communities in Colorado in earlier stages of this work. Over time, additional communities (up to 26) will be engaged in various stages of this work.

A description of the philosophy and approach of The Trust’s CPHE funding strategy and selected Colorado communities where this work is underway can be found on our [website](#).

Who Can Apply

Evaluation firms and teams of evaluators (including those from universities) are encouraged to apply. We welcome responses to this RFQ from evaluators both inside and outside of Colorado.

Proposed Scope of Work and Deliverables

We expect to work with the selected evaluation contractor to co-create the evaluation plan, final scope of work and deliverables for this macro-evaluation contract. Given our experience with the CPHE work to date, we anticipate the macro-evaluation will help answer a range of evaluation questions about the effectiveness of the CPHE strategy. Some examples may include:

- To what extent has power been built in the CPHE communities? What does it take to build power and voice among people historically excluded?
- What are the early and ongoing indicators that the CPHE strategy is narrowing an equity gap?
- Is the CPHE strategy building capacity (e.g., leadership development, civic participation, critical thinking, conflict management) in resident team members and communities?
- Is the CPHE strategy, as well as community solutions, reaching most impacted populations?
- What are the indicators of sustainability for the CPHE work?

Although the scope of work and deliverables will be co-created with the selected evaluation team, we anticipate the following:

- Collaborate with Change Matrix, LLC, the empowerment evaluation coaches who will be working in communities to build local evaluation capacity. See the [RFQ link](#) for a description of this position
- Use of creative, diverse and mixed methods to evaluate the effectiveness of the CPHE strategy
- Work with The Trust evaluation workgroup and community partners to coordinate and integrate data collection and evaluation efforts
- Collect relevant cross-site data and share findings back with resident teams
- Attend in-person quarterly meetings in Denver. Travel costs will come from the evaluator's budget
- Oral and written dissemination of findings to various audiences, such as community members, foundation staff and other funders, academic audiences or The Trust's board of trustees.

Given the nature of the CPHE strategy, the macro-evaluation team must be flexible and comfortable with shifts and changes in the evaluation plan, including process and outcomes.

Budget

The five-year budget for this evaluation is \$1.3 million. We anticipate that this five-year contract will begin in June 2018.

Briefing Webinar

The Trust will hold a [webinar](#) on April 4, 2018 from 11 a.m. to 12 p.m. MST to provide more information and answer questions from prospective applicants. During the webinar, we will provide an overview of the various components of the CPHE strategy, including other evaluation efforts, discuss this RFQ and answer any questions. [Click here to register](#) for the webinar. If unable to attend at this time, the webinar will be recorded and can be viewed later by potential applicants.

In-Person Interview

As part of the selection process, finalists will be required to participate in an in-person interview at The Trust. Finalists are expected to bring lead evaluators and other key staff who will be directly involved in the work. Associated expenses for travel, food and lodging related to the interview, for up to 4 individuals per finalist, will be paid for by The Trust. The Trust anticipates the interviews will take place on May 10 or 11, 2018.

Key Dates and Deadlines

- RFQ release: Monday, March 26, 2018
- RFQ webinar: Wednesday, April 4, 11 a.m. – 12 p.m. MST
- RFQ response deadline: Friday, April 27, 12 p.m. MST
- Target dates for in-person finalist interviews: May 10 or 11, 2018
- Anticipated award date: June 1, 2018

RFQ Submission Format

Interested evaluators should submit responses to this RFQ using the following format. Your submission should be no more than 10 pages, excluding resumes and references, and use either Adobe Acrobat (.pdf) or Microsoft Word (.doc) format. *Please submit responses in two separate files—one with the 10-page response only, and second with any supporting documents including resumes and references.*

1. **Organizational mission and description** (~1 page). Please provide a description of your organization (and partner organizations, if relevant). Please include a brief history, commitment to equity, diversity and inclusion, as well as major areas of expertise.
2. **Evaluation expertise and experience** (~3 pages). We're interested in learning more about your team's understanding and experience with evaluations of community-based work similar to CPHE (e.g., evaluations related to health and racial equity involving the social determinants of health; building of resident-led change efforts; and evaluations of systems of power-building). Please include examples of how your team has worked across different sites/communities to achieve a coherent and integrated macro-evaluation.
3. **Experiencing facilitating opportunities for learning from evaluation findings** (~2 pages). An important part of this evaluation will be sharing information and findings with various audiences, including community members (some with limited English) as well as The Trust. Please describe your experience facilitating conversations and sharing data and information with various non-technical audiences.
4. **Experience in evaluation methods** (~2 pages). Please describe your team's expertise with qualitative and quantitative evaluation methods, mixing methods and case studies.
5. **Evaluation team roles and qualifications** (~2 pages). Please describe your evaluation team. Who is the team lead, who will be involved in this work, and what do each of these team members bring to the work? How have you worked together as a team in the past? Please note if you have any bilingual/bicultural team members. Include a brief resume for all personnel listed (not part of the 10-page limit, and to be included in the file with the supporting materials).
6. **Two references**. Please provide names and contact information for two references; one should be a former or current funder of your work and one should be a participant (e.g., community member, agency staff, etc.) in something you have evaluated.