Questions & Answers to the Countywide Systems Improvement Comprehensive Evaluation RFP

1. What do you expect when you say measuring public knowledge and behavior change? Do you expect at the end of evaluation to be able to say a statement about improved knowledge?

First 5 LA expects applicants to design an evaluation plan that best addresses both components of the study. As stated in the RFP, the first part of this study will seek to measure increased public knowledge, behavior changes and improved public policies to keep children ages 0-5 healthy, safe and ready for school, as well as a greater quantity and quality of services available for children ages 0-5 and their families. The second part of the study will look at the four intermediate outcomes and how they have led to those changes: Relationships, Influence, Leverage and Capacity Building.

Given this expectation, applicants should identify key measures of public knowledge and behavior change and develop a plan to collect data that tracks our progress in achieving intermediate and long-term outcomes.

It is important to note that we are not expecting an analysis of population level behavior change.

2. Will this project touch special needs children?

Countywide Systems Improvement strategies may build capacity and resources for children with special needs but this project will not examine special needs children explicitly or the services specifically designed for special needs children.

3. Does the evaluation plan need to address long term and intermediate outcomes?

Given the timeline for this project, we are primarily interested in the intermediate outcomes. However, proposed evaluation plans should incorporate long term outcomes to the extent that they help to answer the evaluation questions listed in the RFP. For example, the RFP states that First 5 LA is interested in how its County-wide strategies have contributed to changes in policy, public knowledge, and resources available to serve children 0-5 and their families. These are long-term outcomes outcome areas identified in the logic model.

4. Are you interested in measuring small changes in the logic model or are you more interested in looking at long-term changes at the end; measure the disparity of changes?

We are not expecting the evaluator to get into specific details of each component on the logic model but rather pick a few measures that can tell the story of the whole system change.
5. **As mentioned in the RFP, Public Affairs is conducting a study on perceptions. Whose perceptions are they looking at?**
   The study is examining the perception of First 5 LA by external stakeholders. This includes current and former grantees and partners, community leaders and organizations not currently funded by First 5 LA.

6. **Can you tell us more about the desire for the social network analysis? Is it specifically targeting the system, not looking at anything outside/population-level?**
   In an exploratory study that looked at the different departments at First 5 LA -- specifically Community Investments, Policy, and Public Affairs -- it was reported that all of the departments share some common elements in completing their work, one of which was the importance of relationship building. Thus the idea of a social network analysis was conceptualized to explore the relationships First 5 LA has within the county.