



CRDP Statewide Evaluator &  
Technical Assistance Provider Solicitations  
Bidders Conference

Prepared by:



ANDREW CHANG & CO, LLC

September 2, 2015

# Agenda

---

**1:00 – 1:05**

***Housekeeping***

William Porter, MS, Contract Manager  
Office of Health Equity, California Department of Public Health

**1:05 – 1:15**

***Welcome & Introductions***

Jahmal Miller, MHA, Deputy Director  
Office of Health Equity, California Department of Public Health

**1:15 – 1:45**

***California Reducing Disparities Project (CRDP) Overview***

Marina Augusto, MS Counseling, Staff Services Manager  
Office of Health Equity, California Department of Public Health

**1:45 – 2:00**

***Procurement Overview***

Andrew Chang, MBA/MPP, Consultant  
Andrew Chang & Company

**2:00 – 2:20**

***Statewide Evaluator***

William Porter, MS, Contract Manager  
Office of Health Equity, California Department of Public Health

**2:20 – 2:30**

***Break***

**2:30 – 2:50**

***Population-specific Technical Assistance Providers***

Kimberly Knifong, MBA, Health Program Specialist  
Office of Health Equity, California Department of Public Health

**2:50 – 4:00**

***Q&A***

All



# Agenda: Housekeeping

<b>1:00 – 1:05</b>	<p><b><i>Housekeeping</i></b>          William Porter, MS, Contract Manager          Office of Health Equity, California Department of Public Health</p>
<b>1:05 – 1:15</b>	<p><b><i>Welcome &amp; Introductions</i></b>          Jahmal Miller, MHA, Deputy Director          Office of Health Equity, California Department of Public Health</p>
<b>1:15 – 1:45</b>	<p><b><i>California Reducing Disparities Project (CRDP) Overview</i></b>          Marina Augusto, MS Counseling, Staff Services Manager          Office of Health Equity, California Department of Public Health</p>
<b>1:45 – 2:00</b>	<p><b><i>Procurement Overview</i></b>          Andrew Chang, MBA/MPP, Consultant          Andrew Chang &amp; Company</p>
<b>2:00 – 2:20</b>	<p><b><i>Statewide Evaluator</i></b>          William Porter, MS, Contract Manager          Office of Health Equity, California Department of Public Health</p>
<b>2:20 – 2:30</b>	<p><b><i>Break</i></b></p>
<b>2:30 – 2:50</b>	<p><b><i>Population-specific Technical Assistance Providers</i></b>          Kimberly Knifong, MBA, Health Program Specialist          Office of Health Equity, California Department of Public Health</p>
<b>2:50 – 4:00</b>	<p><b><i>Q&amp;A</i></b>          All</p>

## Housekeeping

---

- We will be recording the Bidders Conference. We ask that you use the microphones when speaking
- Out of respect for all participants, all questions will be held until the end of the conference, in the time allotted for Q&A. Questions and answers will be used to create a Frequently Asked Questions list that will appear on our website and on BidSync
  - Each speaker will be allotted two minutes. We ask that you identify yourself when speaking
- We will only address questions related to these procurements
  - A second Bidders Conference will be held on September 9<sup>th</sup> for Implementation and Capacity Building Pilot Projects
- Our staff have cards if you wish to write down your questions. You may also ask staff to pass them to us and we will read them for you. Please put your name on the card.
- Preliminary responses may be provided to questions verbally during this conference, however no responses will be considered final or binding until they have been posted in writing to the CDPH website and to BidSync
- Sign-in sheets and list of webinar participants will be shared

## Housekeeping

---

- Restrooms, exits, refreshments
- Please turn off cell phone ringers
- Only bottled water allowed in this room
- Doors to the terrace will lock behind you.
- Allow presenters to finish presentations. There will be time at the end of the presentation for questions
- Listen actively. Respect others when they are talking
- If you are participating by WebEx/Dial-In and wish to submit a question or comment, please do so through the WebEx Q & A function. Staff will be monitoring the questions and provide time to address them in each Q & A session
- If you have any technical problems during the Forum, please email Dawn Munoz at [dawn.munoz@cdph.ca.gov](mailto:dawn.munoz@cdph.ca.gov) or call (916) 893-9946

# Agenda: Welcome & Introductions

**1:00 – 1:05**

***Housekeeping***

William Porter, MS, Contract Manager  
Office of Health Equity, California Department of Public Health

**1:05 – 1:15**

***Welcome & Introductions***

Jahmal Miller, MHA, Deputy Director  
Office of Health Equity, California Department of Public Health

**1:15 – 1:45**

***California Reducing Disparities Project (CRDP) Overview***

Marina Augusto, MS Counseling, Staff Services Manager  
Office of Health Equity, California Department of Public Health

**1:45 – 2:00**

***Procurement Overview***

Andrew Chang, MBA/MPP, Consultant  
Andrew Chang & Company

**2:00 – 2:20**

***Statewide Evaluator***

William Porter, MS, Contract Manager  
Office of Health Equity, California Department of Public Health

**2:20 – 2:30**

***Break***

**2:30 – 2:50**

***Population-specific Technical Assistance Providers***

Kimberly Knifong, MBA, Health Program Specialist  
Office of Health Equity, California Department of Public Health

**2:50 – 4:00**

***Q&A***

All



# Welcome and Introductions

---



CRDP Bidders Conference | September 2, 2015

# Agenda: California Reducing Disparities Project (CRDP) Overview

1:00 – 1:05

## **Housekeeping**

William Porter, MS, Contract Manager  
Office of Health Equity, California Department of Public Health

1:05 – 1:15

## **Welcome & Introductions**

Jahmal Miller, MHA, Deputy Director  
Office of Health Equity, California Department of Public Health

1:15 – 1:45

## **California Reducing Disparities Project (CRDP) Overview**

Marina Augusto, MS Counseling, Staff Services Manager  
Office of Health Equity, California Department of Public Health

1:45 – 2:00

## **Procurement Overview**

Andrew Chang, MBA/MPP, Consultant  
Andrew Chang & Company

2:00 – 2:20

## **Statewide Evaluator**

William Porter, MS, Contract Manager  
Office of Health Equity, California Department of Public Health

2:20 – 2:30

## **Break**

2:30 – 2:50

## **Population-specific Technical Assistance Providers**

Kimberly Knifong, MBA, Health Program Specialist  
Office of Health Equity, California Department of Public Health

2:50 – 4:00

## **Q&A**

All



## Office of Health Equity was created with the goal of eliminating health and mental health disparities and inequities

---

- Achieve the highest level of health and mental health for all people, with special attention focused on those who have experienced socioeconomic disadvantage and historical injustice, including, but not limited to, vulnerable communities and culturally, linguistically, and geographically isolated communities.
- *Work collaboratively* with the Health in All Policies (HiAP) Task Force to *promote* work to prevent injury and illness through improved social and environmental factors that promote health and mental health.
- *Advise and assist* other state departments in their mission to increase access to, and the quality of, culturally and linguistically competent health and mental health care and services.
- Conducting policy analysis and developing strategic policies and plans regarding specific issues affecting vulnerable communities and vulnerable places to increase positive health and mental health outcomes for vulnerable communities and decrease health and mental health disparities and inequities.
- Establishing a comprehensive, cross-sectoral strategic plan to eliminate health and mental health disparities and inequities.

## CRDP's Vision is a California in which all individuals receive quality, culturally and linguistically competent mental health services

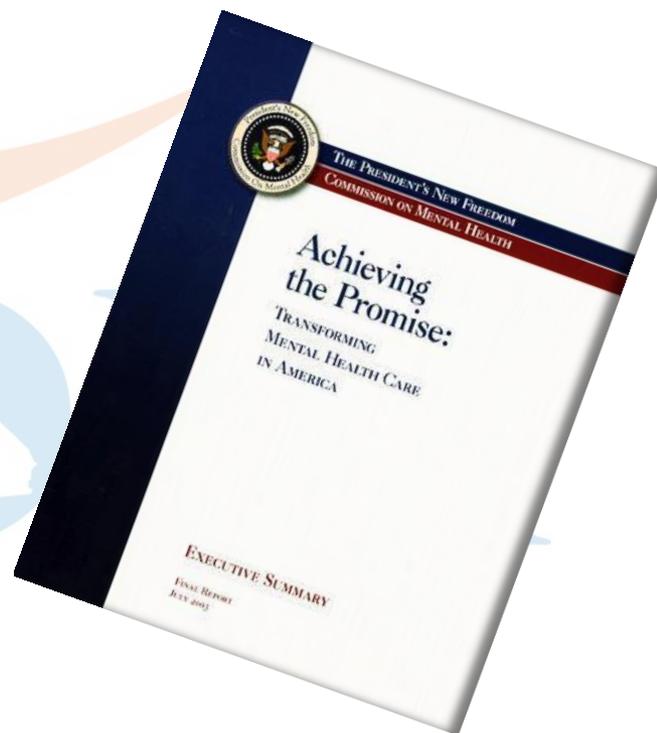
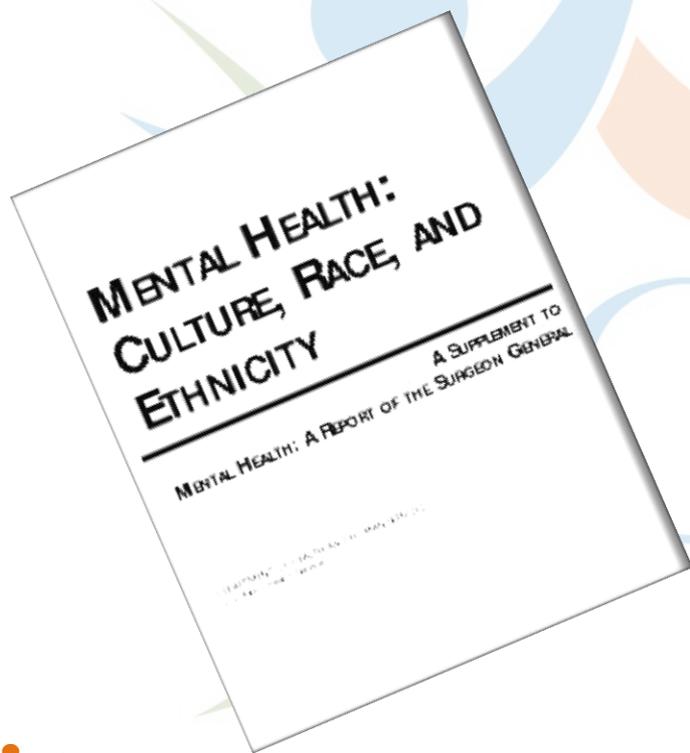
---

We envision a California in which all individuals, regardless of race, ethnicity, sexual orientation, or gender identity, receive quality mental health prevention and treatment services delivered in a culturally and linguistically competent manner.

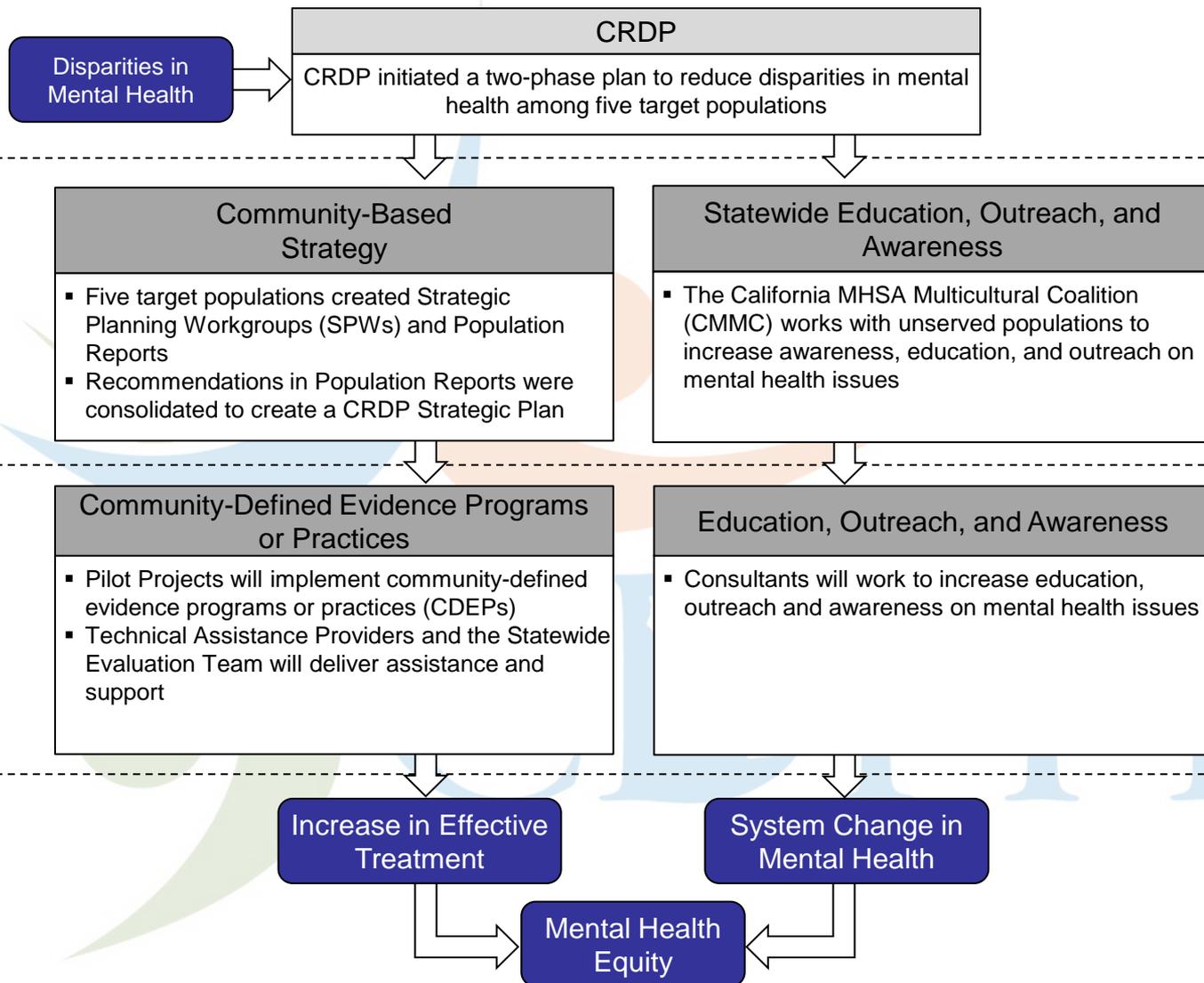
- Anticipated near-term (5-10 year) outcomes:
  - Numerous Community Defined Evidence Practices (CDEPs) funded in Phase 2 found to be effective
  - Validated CDEPs funded by county mental health departments throughout California using Mental Health Services Act (MHSA) funds
  - Relationship between unserved, underserved and inappropriately served communities and county mental health departments is healing
  - Underserved communities advocate for individual and collective needs locally and statewide

## The vision of CRDP emerged from two seminal documents

- Mental Health: Culture, Race, and Ethnicity – A Supplement to Mental Health: A Report of the Surgeon General
- Achieving the Promise: Transforming Mental Health Care in America, Executive Summary – The President's New Freedom Commission on Mental Health



# CRDP is working to identify strategies to reduce mental health disparities through two phases



## The CRDP Strategic Plan includes four overarching themes and five goals

---

### **Four Over Arching Themes:**

1. Address and incorporate cultural and linguistic competence at all levels
2. Implement Capacity Building at all levels
3. Improve data collection standards
4. Address social and environmental determinants of health

### **Five Goals:**

1. Increase Access
2. Improve the Quality of Services
3. Build on Community Strengths to Increase the Capacity of and Empower Unserved/Underserved/Inappropriately Served
4. Develop, Fund, and Demonstrate the Effectiveness of Population-Specific and Tailored Programs
5. Develop and Institutionalize Local and Statewide Infrastructure to Support the Reduction of Mental Health Disparities

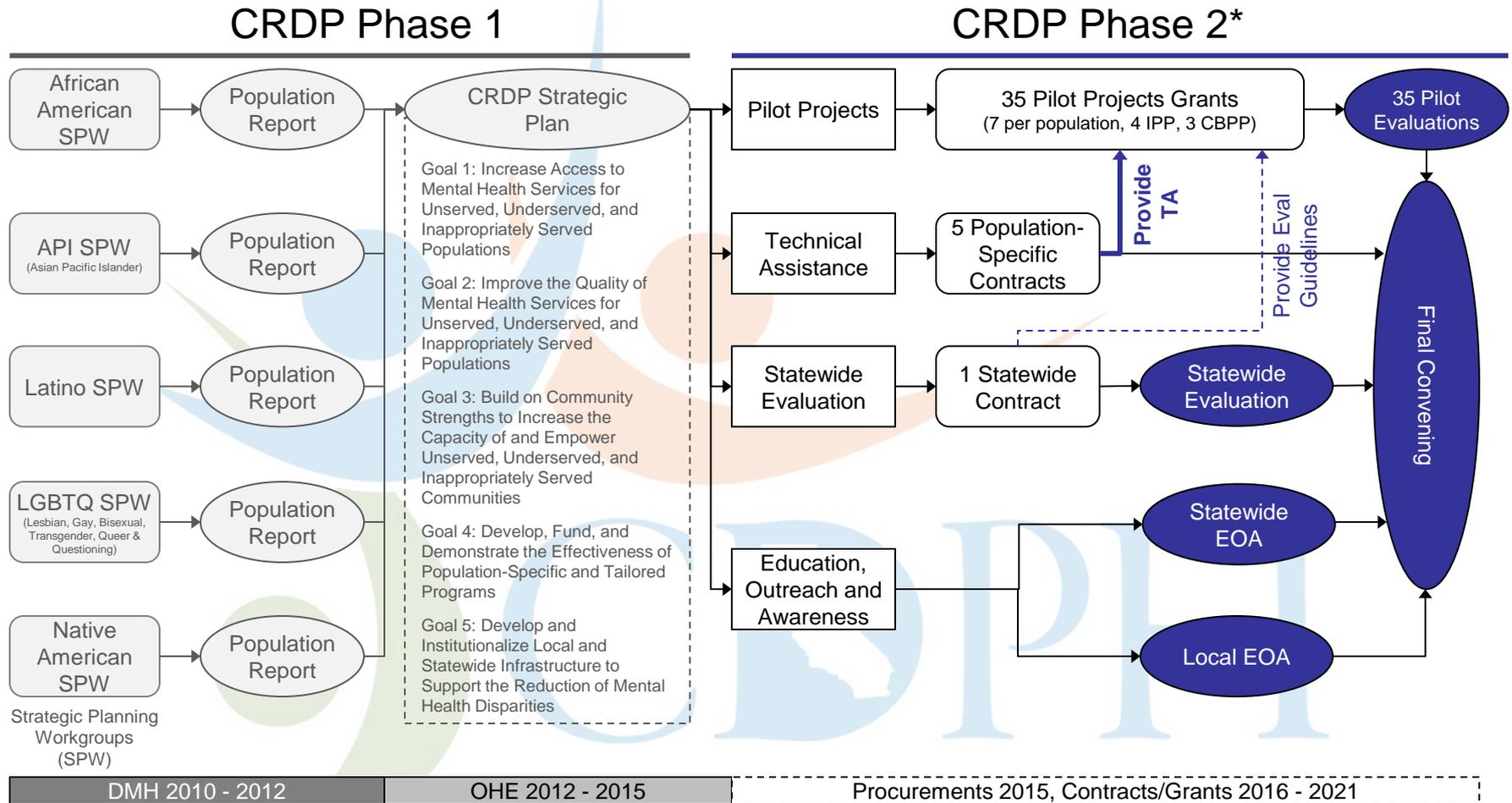
## CRDP Phase 1 Update

---

The Draft CRDP Strategic Plan was extensively vetted:

- 35 day public comment period which included 5 Town Halls (Los Angeles, San Diego, Fresno, Oakland, and Eureka)
- CRDP Partners from each of the 5 populations / CA MHSa Multicultural Coalition
- Community
- State departments and other entities called to action in the Strategic Plan
  
- Timeline for Publication/Dissemination
  - A mock up of the Strategic Plan will be submitted this week to include graphic design
  - The final document will be submitted to CDPH leadership and CA Health & Human Services for review and approval
  - Once approved:
    - CPEHN posts on their website / Eblast Announcement
    - Office of Health Equity Press Release: Ethnic Media Outlets
    - Office of Health Equity Website & Eblast Announcement
    - CPEHN's Final Conference: Winter 2015-16

# CRDP Phase 2 consists of over 40 contracts and grants



\* In process, specific details subject to change



CRDP Phase II is focused on the demonstration and evaluation of promising practices

### What CRDP Phase II Is

- One-time demonstration of limited number of promising practices within targeted communities
- Opportunity to develop and implement new methods to gather data
- Exhibition of new community participatory program evaluation methods to prove effectiveness
- Effort to achieve system changes through concerted efforts

### What CRDP Phase II Is Not

- Comprehensive program to address all the mental health needs of targeted communities
- Statewide program that impacts populations beyond African American, Asian American/Pacific Islander, Latino, Native American and LGBTQ communities
- Continuous funding source for promising practices

## Demonstration pilot projects are seeking to validate community-defined evidence practices

---

Community-Defined Evidence Practice: A set of bottom-up practices derived from a community's ideas of illness and healing or positive attributes of cultural or traditional practices. In addition, the practice has been used by the targeted community, which has determined it to yield positive results through community consensus. While some CDEPs may have been measured empirically, this is not necessary to show that there is a consensus in the community regarding its effectiveness. CDEPs can include a range of culturally tailored treatment approaches or support (Martinez, 2010; CIBHS, 2014; Community Defined Evidence Project Work Group, 2007). These services are often culture-specific practices that are supported by community experience but generally not yet recognized or funded by the public mental health system.

# CRDP Phase 2 solicitations were drafted and vetted through a thorough public process

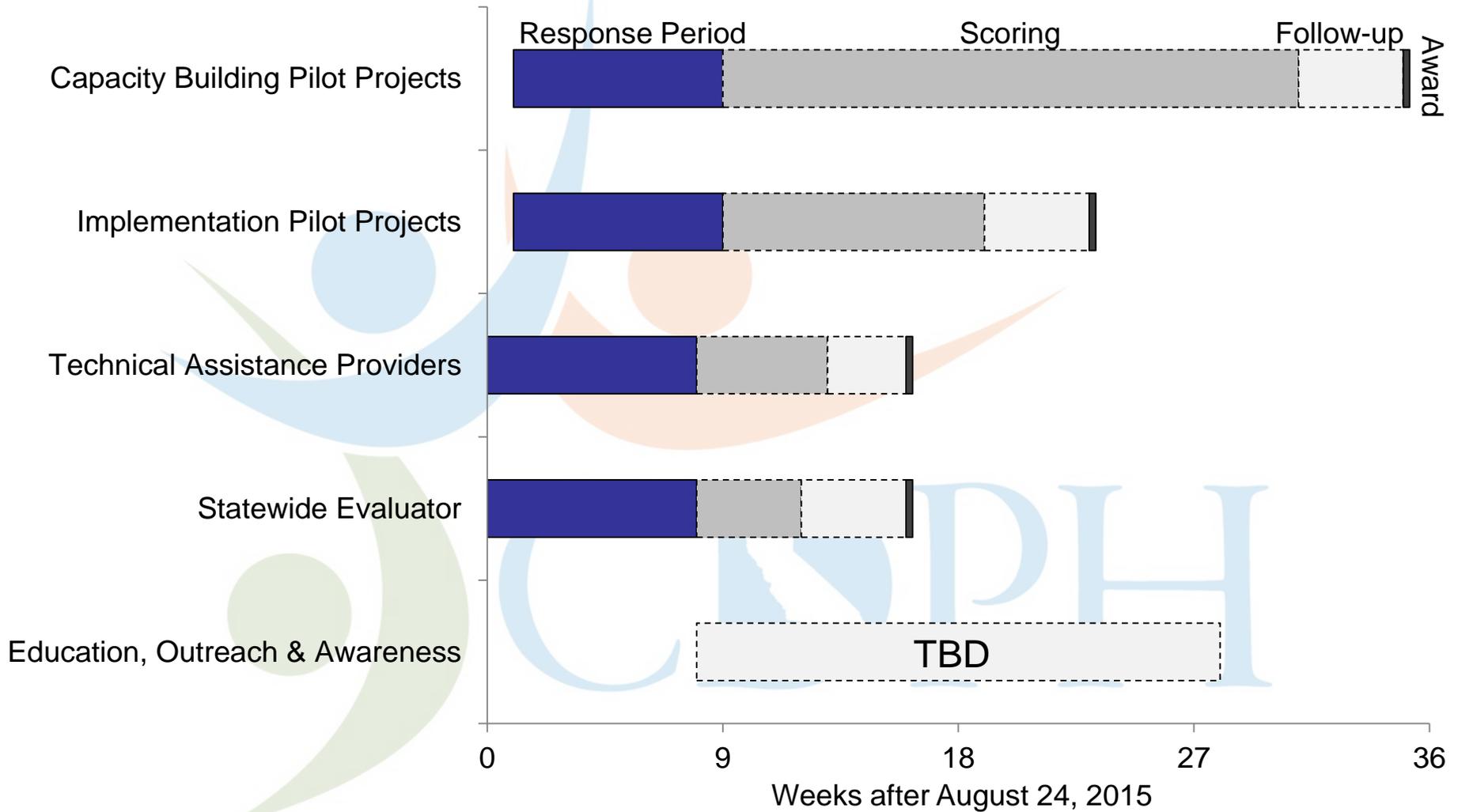


Timeline	April 2014 - Present	August 2014	December 2014	March 2015
	<ul style="list-style-type: none"> <li>Interviews conducted with internal and external informants</li> </ul>	<ul style="list-style-type: none"> <li>An informal advisory committee comprised of subject matter experts that provided feedback to CDPH regarding its planned design for Phase II.</li> <li>Approximately 6 Brain Trust members were selected based on their professional reputation in cultural competence and experience working with CRDP target populations.</li> </ul>	<ul style="list-style-type: none"> <li>Four community forums held across the state:               <ul style="list-style-type: none"> <li>Oakland</li> <li>Los Angeles</li> <li>Fresno</li> <li>Online</li> </ul> </li> <li>Over 200 attendees</li> <li>Over 100 questions answered</li> </ul>	<ul style="list-style-type: none"> <li>Solicitations were made available for public comment for four weeks</li> <li>68 comments received from 28 individuals</li> </ul>

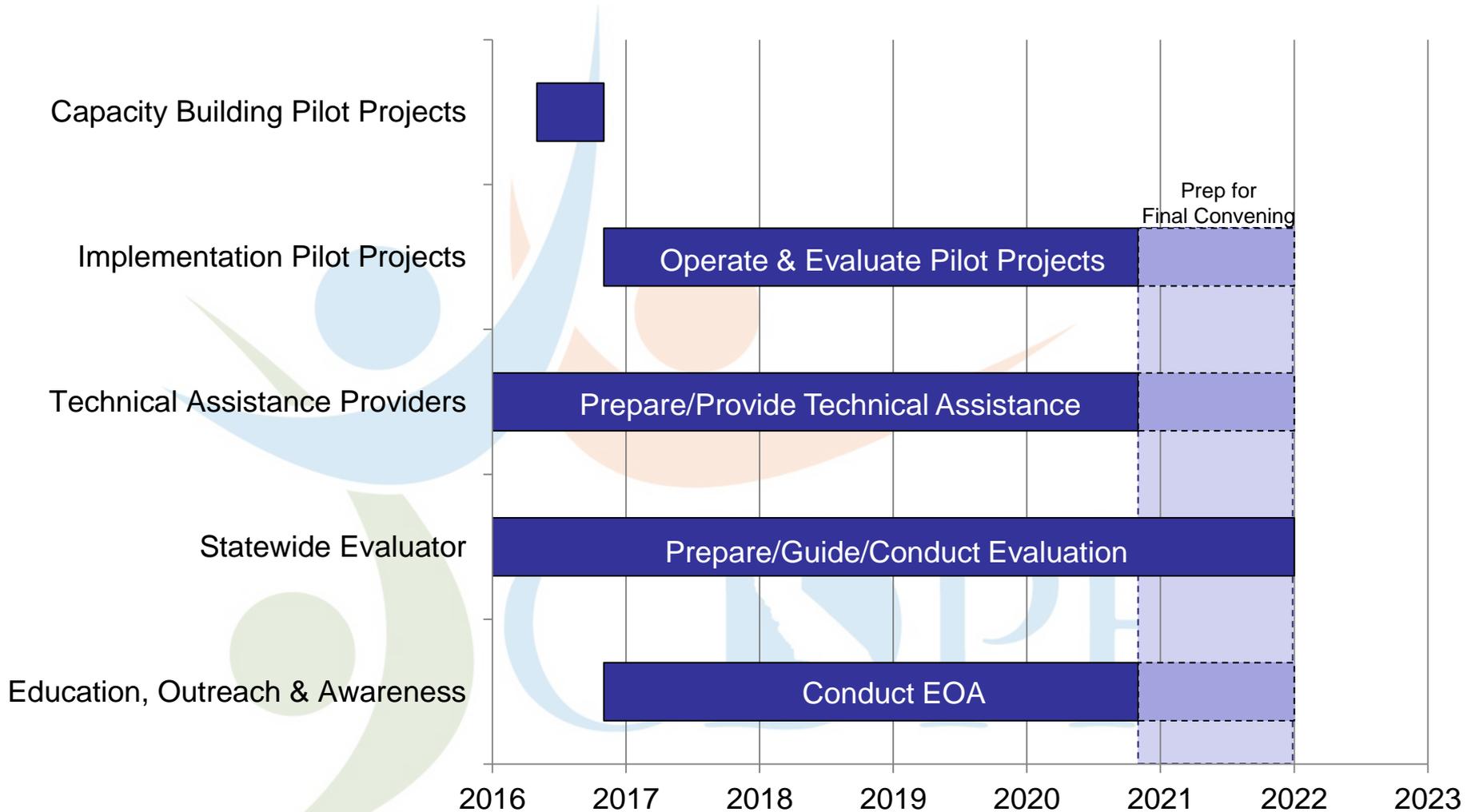
In total, over 40 solicitations will be completed with a budget of \$60,000,000

Wave	Procurement	Key Functions	# Awards	Total Funding	Funding Term	Avg per contract per year
I	Statewide Evaluator	<ul style="list-style-type: none"> <li>Statewide evaluation</li> <li>Establish guidelines for population based evaluations</li> <li>Establish guidelines for pilot project evaluations</li> </ul>	1	\$4,000,000	6 years	\$667,000
II	Population Based Technical Assistance	<ul style="list-style-type: none"> <li>Business and development technical assistance for pilot projects</li> <li>Evaluation technical assistance for pilot projects</li> </ul>	5	\$12,500,000	6 years	\$417,000
III	Population Based Capacity Building Pilot Projects	<ul style="list-style-type: none"> <li>Aimed at allowing less developed organizations to develop capacity to participate as CRDP phase II pilot projects</li> </ul>	15	\$600,000	6 months	\$40,000
IV	Population Based Implementation Pilot Projects	<ul style="list-style-type: none"> <li>Aimed at allowing population based CDEPs to operate for a year period to establish records of performance and effectiveness</li> </ul>	35 (Includes 15 CBPPs)	\$39,900,000	5 years	\$228,000
V	Education, Outreach & Awareness	<ul style="list-style-type: none"> <li>Aimed at providing education, outreach and awareness service to inform policy decision makers and stakeholders about issues impacting mental health disparities in population</li> </ul>	TBD	\$3,000,000	5 years	TBD
Total			40+	\$60,000,000		

We anticipate awarding all contracts and grants by early 2016



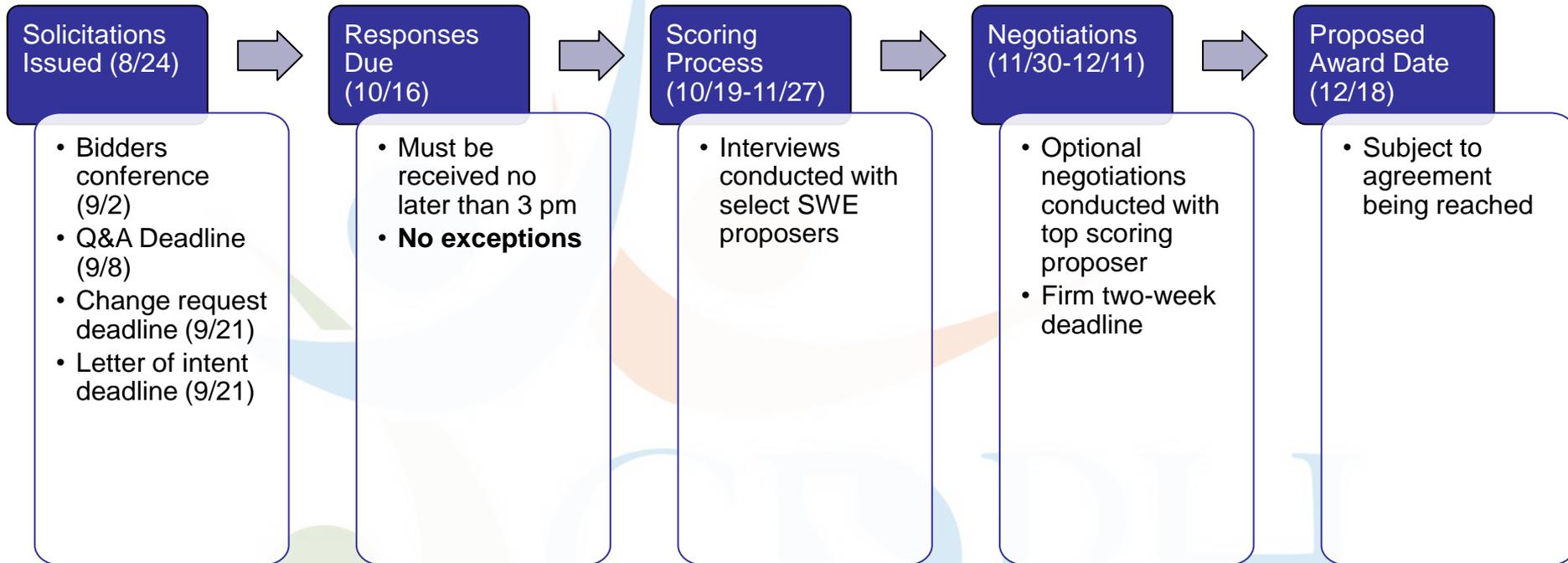
We anticipate the first contracts will begin in early 2016 and CRDP Phase 2 will conclude by the end of 2022



# Agenda: Procurement Overview

- 
- 1:00 – 1:05**      ***Housekeeping***  
 William Porter, MS, Contract Manager  
 Office of Health Equity, California Department of Public Health
- 1:05 – 1:15**      ***Welcome & Introductions***  
 Jahmal Miller, MHA, Deputy Director  
 Office of Health Equity, California Department of Public Health
- 1:15 – 1:45**      ***California Reducing Disparities Project (CRDP) Overview***  
 Marina Augusto, MS Counseling, Staff Services Manager  
 Office of Health Equity, California Department of Public Health
- 1:45 – 2:00**      ***Procurement Overview***  
 Andrew Chang, MBA/MPP, Consultant  
 Andrew Chang & Company
- 2:00 – 2:20**      ***Statewide Evaluator***  
 William Porter, MS, Contract Manager  
 Office of Health Equity, California Department of Public Health
- 2:20 – 2:30**      ***Break***
- 2:30 – 2:50**      ***Population-specific Technical Assistance Providers***  
 Kimberly Knifong, MBA, Health Program Specialist  
 Office of Health Equity, California Department of Public Health
- 2:50 – 4:00**      ***Q&A***  
 All

# Responses to these solicitations will be accepted until 3 pm on October 16, 2015



## Interested parties may request CDPH change requirements

---

- This Solicitation includes a number of requirements on the Proposer, including format, content and qualifications
- Proposers may request requirements be changed if they believe any of the requirements are inappropriate or unduly limit competition
- Requests must be emailed to [OHE.Solicitations@cdph.ca.gov](mailto:OHE.Solicitations@cdph.ca.gov) and received by September 21, 2015
- Requests will be evaluated on a case-by-case basis
- Responses will be provided within one week but proposers should continue to prepare to submit a response to the solicitation as currently written

We are Public Contracting Code (PCC) exempt, but we are following PCC, except for three areas

---

### Follow On Contracting

- **CBOs that participated in CRDP Phase I are being allowed to submit applications in Phase II**

### Negotiations

- **We will be conduct negotiations as necessary to fine tune the solicitations**

### DGS Approval

- **Contracts do not need to be approved by DGS**
- **Formal DGS protest process does not apply**

## CRDP Phase 2 is in open procurement

---

- Throughout the procurement process from public comment until the contracts are awarded, CDPH OHE must work to ensure all potential proposers have a level playing field and that the CDPH OHE operates in a manner that is accountable to the public
- CDPH OHE will not be able to take personal meetings or respond to telephone inquiries regarding the solicitations to ensure a level playing field, full transparency and the integrity of the solicitations
  - As described in the following slide, please direct all correspondences to [ohesolicitations@cdph.ca.gov](mailto:ohesolicitations@cdph.ca.gov)
- If you would like to be added to the OHE email announcement list, please subscribe at [OHE@cdph.ca.gov](mailto:OHE@cdph.ca.gov)

All correspondence, questions, inquiries should be made in writing

---

- All correspondence, questions, inquiries should be made in writing via email to [ohesolicitations@cdph.ca.gov](mailto:ohesolicitations@cdph.ca.gov)
- Do not contact any other CDPH employee regarding this solicitation. All participants in this process are subject to applicable State and Federal codes regarding Public Officials and State of California bidding policies and codes
- Questions submitted by email will be made anonymous, responded to (as reviewed by CDPH team) and posted for all bidders to see
- Only written responses posted on BidSync and the CDPH website shall be considered binding
- Check bid posting site often!
- Alternately, if email is inconvenient, phone calls may be directed to (916) 445-4139. Questions will be transcribed and posted with answers on the CDPH website and on BidSync. No answers provided verbally shall be considered binding

# Proposers are responsible for regularly checking BidSync or the CDPH website for updates and FAQ

en Español  
→ Su salud en su idioma

**Most Popular Links**  
→ Birth, Death, & Marriage Certificates  
→ Licensing and Certification  
→ WIC

**Quick Links**  
→ About Us  
→ CDPH Open Data Portal  
→ Decisions Pending & Opportunities for Public Participation  
→ Diseases & Conditions  
→ Job Opportunities  
→ Language Access Complaint Process  
→ Local Health Services  
→ Newsroom  
→ Public Availability of Documents

**Related Links**  
→ California Health and Human Services Agency  
→ Department of Health Care Services (includes Medi-Cal)  
→ State Agencies Directory

Home > Programs

**California Reducing Disparities Project (CRDP)**

**CRDP Phase II**

The focus of Phase II will be on demonstrating the effectiveness of community-defined evidence in reducing mental health disparities. CRDP Phase II is a multi-component program, funding selected approaches across the five CRDP-targeted populations with strong evaluation, technical assistance, and infrastructure support components.

After successful completion of this multiyear investment in communities and to provide the state, and the nation, a model!

**CRDP PHASE II Solicitations:**

*OHE cannot provide individual guidance about have provided this email address to receive you OHE.Solicitations@cdph.ca.gov. This mailbox Frequently Asked Questions (FAQs) on the web parties.*

**CRDP Phase II Solicitations:** [BidSync](#).

**CRDP Phase II Solicitations in PDF Forms:** [Soli](#)

**CRDP Phase II Frequently Asked Questions (FAQ)**

**CRDP Solicitations Tutorial:** [Click here!](#)

**CRDP Pilot Projects Tutorial:** [Click here!](#)

**Bid #15-10603 - CRDP Phase 2 Statewide Evaluator**

State of California, CA Public Health, Department of

[Register now for free!](#)

Time left: 45 days, 5 hrs  
Bid started: Aug 24, 2015 12:50:19 PM PDT  
Bid ends: Oct 16, 2015 3:00:00 PM PDT

[Download Bid Packet](#) [Add to My bids](#)

**Details Documents Pre-bid conference Vendor ads**

**Bid #15-10603 - CRDP Phase 2 Statewide Evaluator RFP**

Bid contact: [Please log in to view Bid contact information](#)  
Issuing agency: State of California, CA [See other Bids by this agency](#)  
Issuing department: Public Health, Department of [See other Bids by this department](#)  
Description: The purpose of this Solicitation is to secure a Contractor to serve as the California Reducing Disparities Project (CRDP) Statewide Evaluator. The CRDP Statewide Evaluator is integral to Phase 2 and will work closely with the Pilot Projects, Technical Assistance providers, and the Statewide and Local Education, Outreach and Awareness Consultants, as well as CDPH staff. The Statewide Evaluator must provide services in a manner that is both culturally and linguistically competent and closely adheres to the guidelines as outlined in the American Evaluation Association Public Statement on Cultural Competence in Evaluation (Fairhaven, MA, Retrieved from <http://www.eval.org/pic/mlid/92>). The Contractor will provide services throughout California. Please see the attached documents for more information.

Added on Aug 25, 2015:  
A question and answer document has been added to the Bidder's Library documents.

Added on Aug 27, 2015:  
The Bidders' Conference Information (containing web conferencing information) has been added to the documents.

Classification codes: [View classification codes](#)  
Estimated Amount: \$4,000,000.00  
Regions: [View regions](#)

[Standard disclaimer](#)

Please log in to see Bid details or to add this to My Bids. If you are not registered, [please register](#) for free.

[Login](#) [Register now!](#) [Leave Feedback](#)

- Updates and Frequently Asked Questions (FAQ) will be posted to BidSync and the CDPH website: <https://www.cdph.ca.gov/programs/Pages/OHECaliforniaReducingDisparitiesProjectPhaseII.aspx>
- Questions submitted to CDPH will be posted anonymously and answered publicly in the FAQ so all potential bidders may benefit from the information
- Bidders are responsible for regularly checking BidSync or the CDPH website and is responsible for being aware of any updates and accounting for all updates in their response

# Agenda: Statewide Evaluator

- 1:00 – 1:05**      **Housekeeping**  
William Porter, MS, Contract Manager  
Office of Health Equity, California Department of Public Health
- 1:05 – 1:15**      **Welcome & Introductions**  
Jahmal Miller, MHA, Deputy Director  
Office of Health Equity, California Department of Public Health
- 1:15 – 1:45**      **California Reducing Disparities Project (CRDP) Overview**  
Marina Augusto, MS Counseling, Staff Services Manager  
Office of Health Equity, California Department of Public Health
- 1:45 – 2:00**      **Procurement Overview**  
Andrew Chang, MBA/MPP, Consultant  
Andrew Chang & Company
- 2:00 – 2:20**      **Statewide Evaluator**  
William Porter, MS, Contract Manager  
Office of Health Equity, California Department of Public Health
- 2:20 – 2:30**      **Break**
- 2:30 – 2:50**      **Population-specific Technical Assistance Providers**  
Kimberly Knifong, MBA, Health Program Specialist  
Office of Health Equity, California Department of Public Health
- 2:50 – 4:00**      **Q&A**  
All

The Statewide Evaluator is responsible for developing the evaluation of CRDP overall and providing guidance to CDPH and Pilot Projects

---

The Statewide Evaluator will be responsible for:

- Evaluating overall CRDP Phase 2 effectiveness in identifying and implementing strategies to reduce mental health disparities
- Determining the effectiveness of Community-Defined Evidence Programs
- Supporting CDPH in developing evaluation systems and guidelines, including a model evaluation framework for future CDEPs, and in communicating evaluation results

The Statewide Evaluator will be responsible for evaluating CRDP overall, CDEP effectiveness and viability, and for supporting CDPH

---

## Overall Evaluation

Evaluates CRDP Phase 2 as a whole

---

- Evaluates the success of each component, including Pilot Projects, Technical Assistance and State and Local Education, Outreach & Awareness Contractors
- Develops a business case for the CRDP model

## CDEP Evaluations

Evaluates the effectiveness and viability of CDEPs

---

- Provides programmatic (non-clinical) evaluation of the success of Pilot Projects in reducing severity of targeted mental health conditions
- Evaluates status and potential for acceptance and funding as evidence based
- Identifies best practices and develops a model framework for future CDEP evaluations

## Support CDPH

Provide guidance and communicate evaluation results

---

- Develops guidelines for Pilot Project evaluations to ensure necessary consistency of data and credible results, while allowing Pilot Projects to develop an appropriate community participatory evaluation model
- Provides recommendation to CDPH on the Pilot Project evaluation plans and results
- Organizes final convening and presents at stakeholder briefings and other meetings

## SWE Proposers must meet a number of important requirements

### Minimum Qualifications

1. At least three years of experience in the development and management of mental health program evaluations for community-based mental health programs and/or programs directed toward the reduction of mental health disparities.
2. Experience operating and managing a project similar in scope with an annual budget of \$1 million or greater.
3. Organization has an established headquarters or other office in California.

### Desired Qualifications

1. Proposer's team has significant understanding of and direct experience working with California's African American, Asian Pacific Islander, Latino, Native American and LGBTQ communities in a culturally and linguistically competent manner, especially on projects related to reducing mental health disparities.
2. Proposer's team can demonstrate support from and a trusted relationship with California's African American, Asian Pacific Islander, Latino, Native American and LGBTQ communities, including subpopulations, especially from organizations and individuals that are involved in direct service provision and consumers. Subpopulations include, but are not limited to, age, gender, sexual orientation, gender identity, immigration status, national origin and language of origin.
3. Proposer's team has significant expertise and academic credentials to perform advanced program evaluations and guide pilot project evaluations.
4. Proposer's team has significant hands-on experience designing and conducting multi-year evaluations for programs that are similar in size and scope to CRDP.
5. Proposer's team has significant hands-on experience guiding pilot project evaluations for community-based organizations, utilizing mixed methods and community-participatory evaluations.
6. Proposer has significant experience communicating findings to key stakeholder groups, including providing program and policy briefings to high-level officials, and planning and executing large public stakeholder conferences.

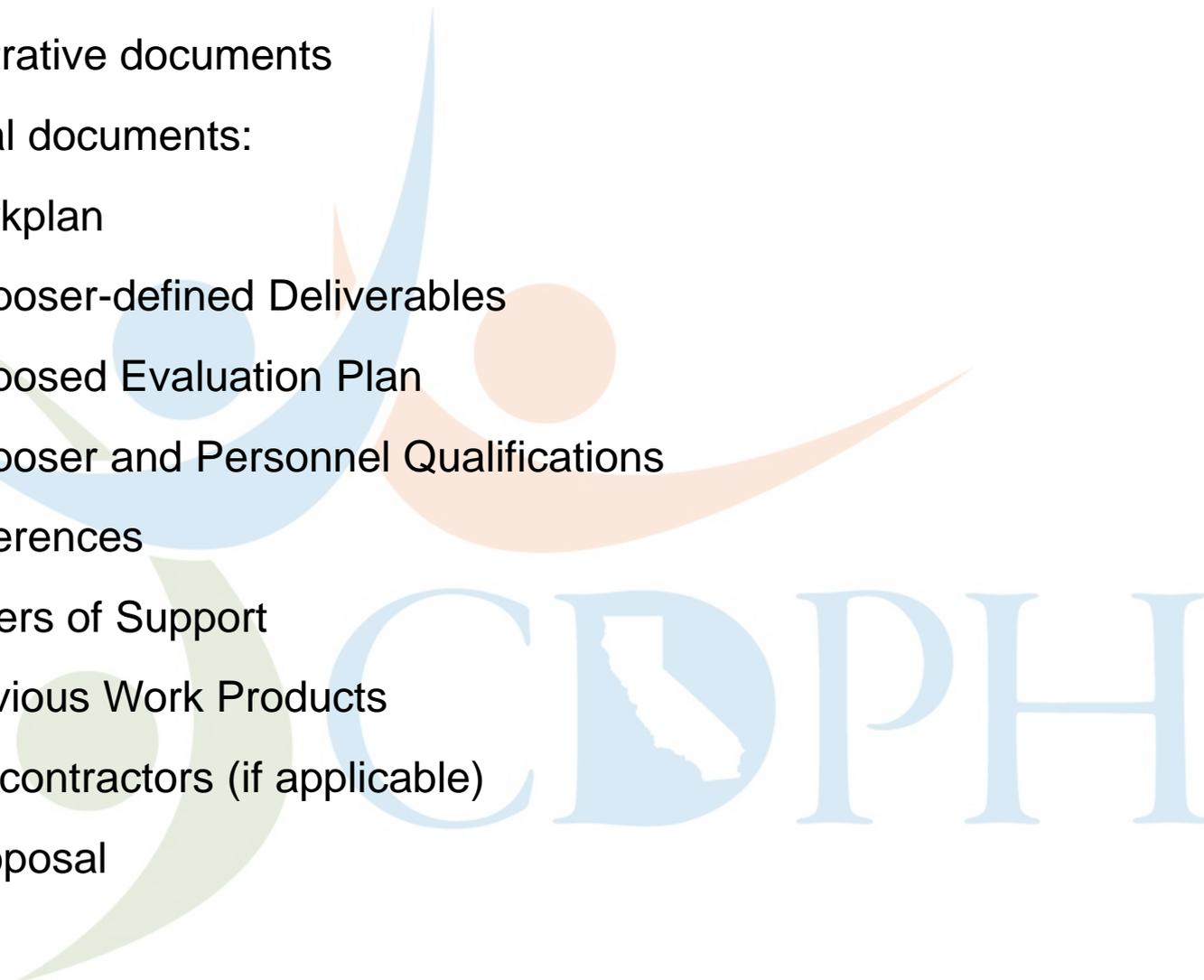
The Contractor will be responsible for eleven CDPH-defined deliverables and four Proposer-defined deliverables

CDPH-Defined Deliverables	Proposer-Defined Deliverables
<ol style="list-style-type: none"> <li>1. Kickoff Meeting</li> <li>2. Progress Reports</li> <li>3. Progress Meetings</li> <li>4. Quarterly Collaboration Meetings</li> <li>5. Final Evaluation Plan</li> <li>6. Best Practices and Acceptable Standards Review</li> <li>7. Evaluation Database</li> <li>8. Other Meetings/Briefings</li> <li>9. Stakeholder Briefings</li> <li>10. Closeout Meetings</li> <li>11. Unanticipated Tasks</li> </ol>	<ol style="list-style-type: none"> <li>12. Subject Matter Expert Services</li> <li>13. CRDP Phase 2 Pilot Project Evaluation Guidelines Packet</li> <li>14. Final Statewide Evaluation</li> <li>15. Final Convening</li> </ol>

## Proposers must include three sections in their response

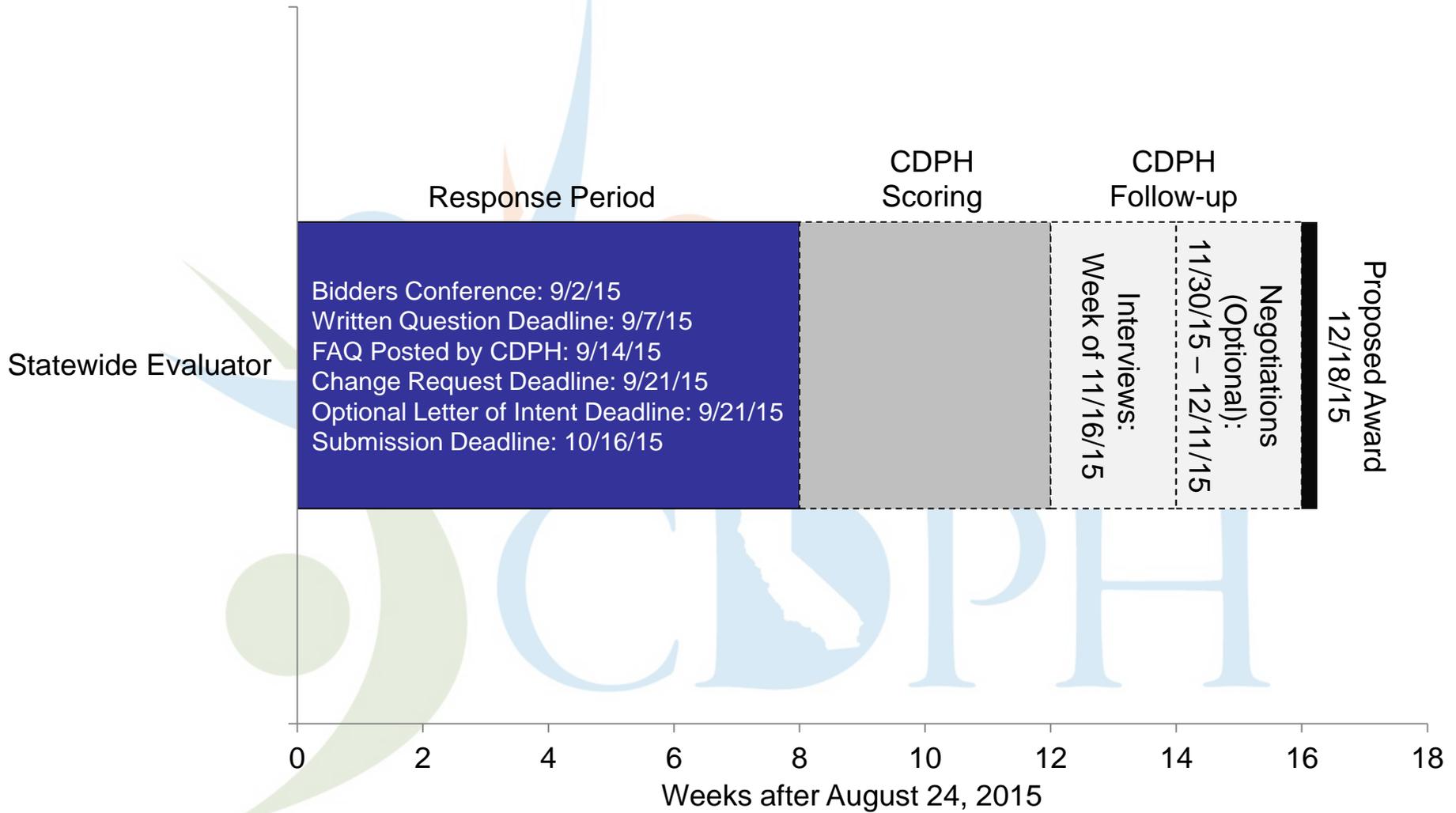
---

- Administrative documents
- Technical documents:
  - Workplan
  - Proposer-defined Deliverables
  - Proposed Evaluation Plan
  - Proposer and Personnel Qualifications
  - References
  - Letters of Support
  - Previous Work Products
  - Subcontractors (if applicable)
- Cost Proposal

A large, light blue watermark of the CDPH logo is centered on the slide. It features a stylized human figure with arms raised, composed of blue and orange shapes, positioned above the letters 'CDPH'. The 'C' contains a white map of California. The letters are in a serif font.

CDPH

We anticipate announcing the proposed awards in mid-December



## Agenda: Break

---

- 1:00 – 1:05**      ***Housekeeping***  
 William Porter, MS, Contract Manager  
 Office of Health Equity, California Department of Public Health
- 1:05 – 1:15**      ***Welcome & Introductions***  
 Jahmal Miller, MHA, Deputy Director  
 Office of Health Equity, California Department of Public Health
- 1:15 – 1:45**      ***California Reducing Disparities Project (CRDP) Overview***  
 Marina Augusto, MS Counseling, Staff Services Manager  
 Office of Health Equity, California Department of Public Health
- 1:45 – 2:00**      ***Procurement Overview***  
 Andrew Chang, MBA/MPP, Consultant  
 Andrew Chang & Company
- 2:00 – 2:20**      ***Statewide Evaluator***  
 William Porter, MS, Contract Manager  
 Office of Health Equity, California Department of Public Health
- 2:20 – 2:30**      ***Break***
- 2:30 – 2:50**      ***Population-specific Technical Assistance Providers***  
 Kimberly Knifong, MBA, Health Program Specialist  
 Office of Health Equity, California Department of Public Health
- 2:50 – 4:00**      ***Q&A***  
 All

# Agenda: Population-specific Technical Assistance (TA) Providers

<b>1:00 – 1:05</b>	<p><b><i>Housekeeping</i></b>          William Porter, MS, Contract Manager          Office of Health Equity, California Department of Public Health</p>
<b>1:05 – 1:15</b>	<p><b><i>Welcome &amp; Introductions</i></b>          Jahmal Miller, MHA, Deputy Director          Office of Health Equity, California Department of Public Health</p>
<b>1:15 – 1:45</b>	<p><b><i>California Reducing Disparities Project (CRDP) Overview</i></b>          Marina Augusto, MS Counseling, Staff Services Manager          Office of Health Equity, California Department of Public Health</p>
<b>1:45 – 2:00</b>	<p><b><i>Procurement Overview</i></b>          Andrew Chang, MBA/MPP, Consultant          Andrew Chang &amp; Company</p>
<b>2:00 – 2:20</b>	<p><b><i>Statewide Evaluator</i></b>          William Porter, MS, Contract Manager          Office of Health Equity, California Department of Public Health</p>
<b>2:20 – 2:30</b>	<p><b><i>Break</i></b></p>
<b>2:30 – 2:50</b>	<p><b><i>Population-specific Technical Assistance Providers</i></b>          Kimberly Knifong, MBA, Health Program Specialist          Office of Health Equity, California Department of Public Health</p>
<b>2:50 – 4:00</b>	<p><b><i>Q&amp;A</i></b>          All</p>

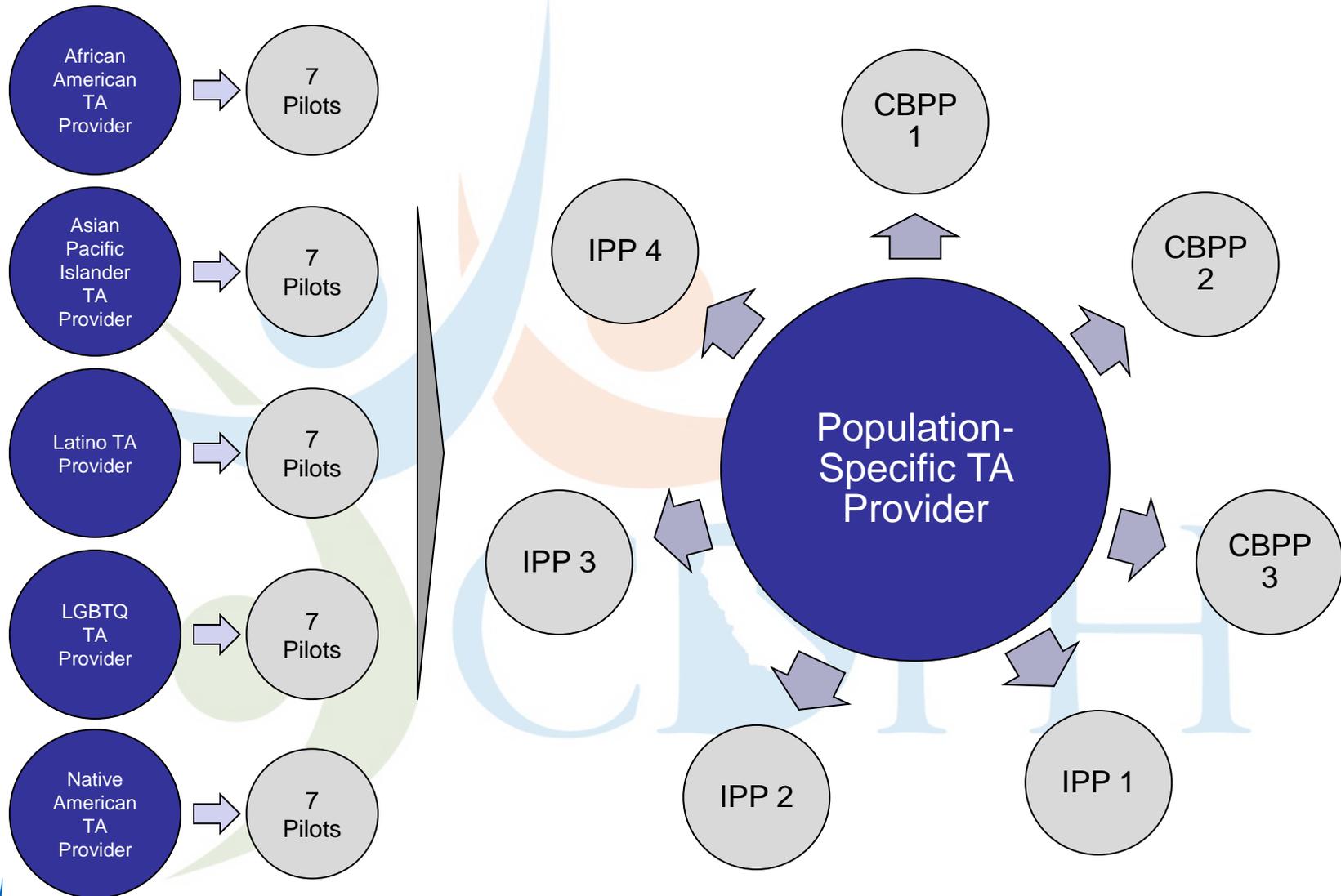
## Population-Specific Technical Assistance Provider

---

The Population-Specific TA Providers will be responsible to:

- Provide technical assistance to Capacity Building Pilot Projects (CBPP), to help them meet Implementation Pilot Project (IPP) requirements
- Provide technical assistance to IPPs to improve organization operations and sustainability and conduct an evaluation of its CDEP
- Provide cross-population technical assistance to IPPs from other populations to support service provision to individuals who are members of multiple targeted population groups

# Five Population-Specific TA Providers each provide services to seven Pilot Projects



# Population-Specific Technical Assistance Provider Responsibilities

---

## Capacity Building TA

Support CBPPs in developing the capacity to advance to IPP stage

---

- Support CBPPs in fulfilling IPP requirements, including developing a workplan, evaluation plan and budget
- Provide necessary technical assistance to build organizational capacity to fulfill IPP requirements

## Implementation TA

Support IPPs in evaluating its CDEP and making it sustainable

---

- Provide TA to strengthen the IPPs' organizational structure and service provision
- Provide TA to support the evaluation of each IPP
- Develop population-specific evaluation guidelines

## Cross-population TA

Provide TA to IPPs from other populations

---

- Provide TA to other IPPs who also serve members of the TA Provider's targeted population
- Develop an assessment of cross population TA needs for TA Provider's IPPs

# Proposers must have experience providing TA to the targeted population in California

## Minimum Qualifications

1. A minimum of two years providing comparable technical assistance support to community-based organizations serving the targeted population in California. Experience includes both paid and unpaid examples.
2. Experience operating and managing a project with an annual budget of \$200,000 or greater.
3. Organization has an established headquarters or other office in California.

## Desired Qualifications

1. Proposer has significant understanding and direct experience working with California's targeted population and subpopulations in a culturally and linguistically competent manner.
2. Proposer has extended experience providing comparable technical assistance support to community-based organizations serving the targeted population in California.
3. Proposer has significant experience delivering the following technical assistance services to community based organizations. TA Providers are expected to provide administrative, programmatic and evaluation assistance and providers should be able to substantiate experience providing all aspects of the following: *(See solicitation)*
4. Proposer has significant experience acting as a facilitator between CBOs that serve the targeted population and government entities, including, but not limited to: *(See solicitation)*
5. Proposer has significant experience working with mental health service providers.

The Contractor will be responsible for seven CDPH-defined deliverables and nine Proposer-defined deliverables

CDPH-Defined Deliverables	Proposer-Defined Deliverables
<ol style="list-style-type: none"> <li>1. Kickoff Meeting</li> <li>2. Monthly Progress Reports</li> <li>3. Quarterly Collaboration Meetings</li> <li>4. Knowledge Management</li> <li>5. Other Meetings/Briefings</li> <li>6. Closeout Meetings</li> <li>7. Unanticipated Tasks</li> </ol>	<ol style="list-style-type: none"> <li>8. Capacity Assessment for Each CBPP (Action Plan)</li> <li>9. Capacity Building Plan for Each CBPP</li> <li>10. CBPP Technical Assistance and Training</li> <li>11. IPP Assessment</li> <li>12. IPP TA and Training Plan</li> <li>13. IPP Technical Assistance and Training</li> <li>14. Cross-Population Technical Assistance and Training</li> <li>15. CRDP Phase 2 Pilot Project Evaluation Population Guidelines and Support</li> <li>16. Final Convening</li> </ol>

## Proposers must include three sections in their response

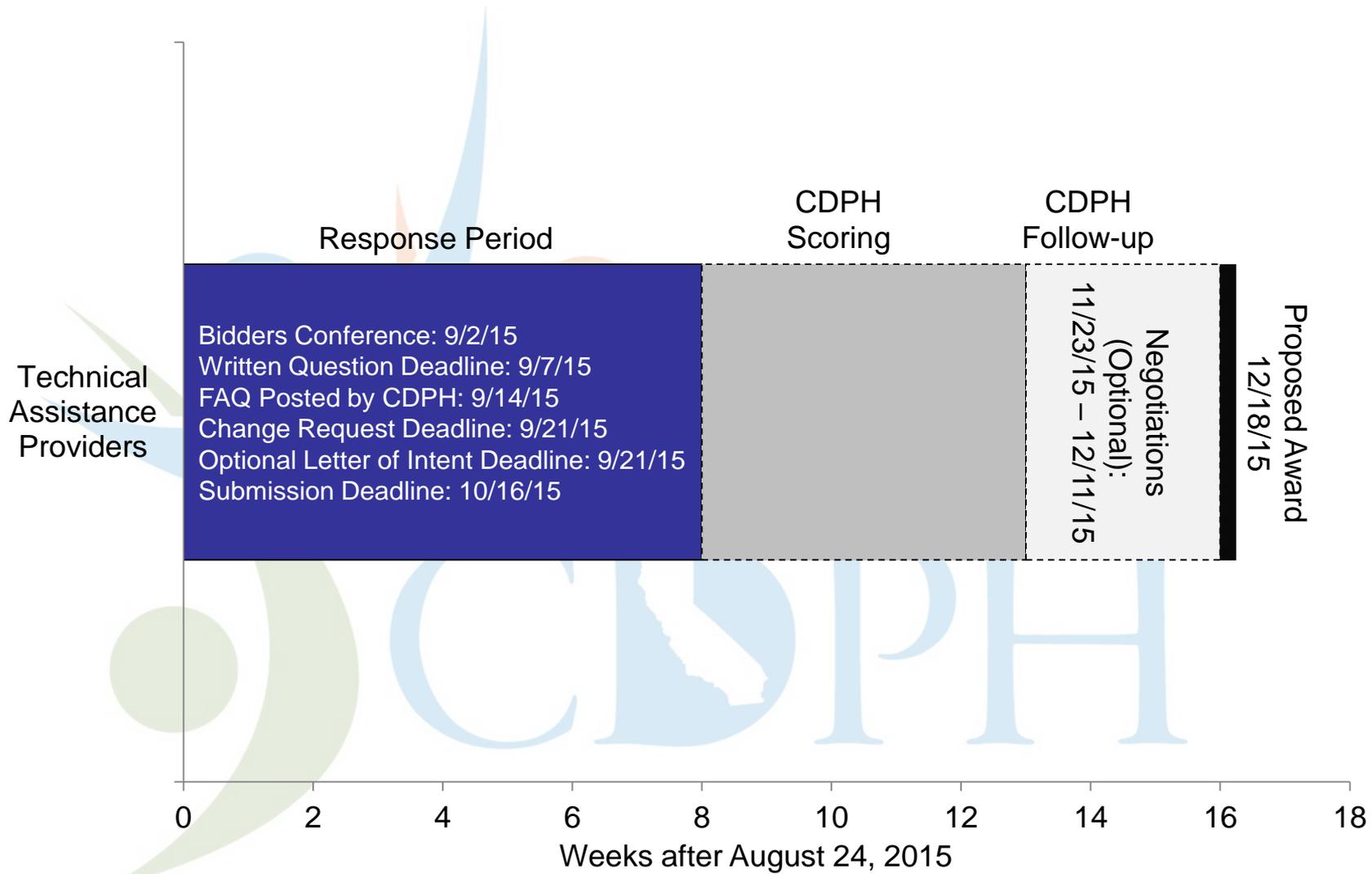
---

- Administrative documents
- Technical documents:
  - Workplan
  - Proposer-defined Deliverables
  - Proposer and Personnel Qualifications
  - References
  - Letters of Support
  - Previous Work Products
  - Subcontractors (if applicable)
- Cost Proposal



CDPH

# We anticipate announcing proposed awards in mid-December



## Agenda: Q&A

<b>1:00 – 1:05</b>	<p><b><i>Housekeeping</i></b>          William Porter, MS, Contract Manager          Office of Health Equity, California Department of Public Health</p>
<b>1:05 – 1:15</b>	<p><b><i>Welcome &amp; Introductions</i></b>          Jahmal Miller, MHA, Deputy Director          Office of Health Equity, California Department of Public Health</p>
<b>1:15 – 1:45</b>	<p><b><i>California Reducing Disparities Project (CRDP) Overview</i></b>          Marina Augusto, MS Counseling, Staff Services Manager          Office of Health Equity, California Department of Public Health</p>
<b>1:45 – 2:00</b>	<p><b><i>Procurement Overview</i></b>          Andrew Chang, MBA/MPP, Consultant          Andrew Chang &amp; Company</p>
<b>2:00 – 2:20</b>	<p><b><i>Statewide Evaluator</i></b>          William Porter, MS, Contract Manager          Office of Health Equity, California Department of Public Health</p>
<b>2:20 – 2:30</b>	<p><b><i>Break</i></b></p>
<b>2:30 – 2:50</b>	<p><b><i>Population-specific Technical Assistance Providers</i></b>          Kimberly Knifong, MBA, Health Program Specialist          Office of Health Equity, California Department of Public Health</p>
<b>2:50 – 4:00</b>	<p><b><i>Q&amp;A</i></b>          All</p>

## Q&A

---

- Preliminary responses may be provided to questions verbally during this conference. However, no responses will be considered final or binding until they are posted in writing, online in the FAQ
- All questions submitted verbally, through note cards, WebEx or email will be answered in writing, online in the FAQ and/or amended in the solicitations, which will be posted on the CDPH website and BidSync. The written responses will supersede any verbal responses given
- Each speaker will be allotted two minutes. We ask that you identify yourself when speaking
- We will only address questions related to these procurements. A second Bidders Conference will be held on September 9<sup>th</sup> for Implementation and Capacity Building Pilot Projects
- Our staff have cards if you wish to write down your questions. You may also ask staff to pass them to us and we will read them for you. Please put your name on the card
- If you are participating by WebEx/Dial-In and wish to submit a question or comment, please do so through the WebEx Q & A function. Staff will be monitoring the questions and provide time to address them in each Q & A session

Thank you for participating

---

**Additional questions, comments or feedback:  
[ohesolicitations@cdph.ca.gov](mailto:ohesolicitations@cdph.ca.gov)**

**To be added to the announcements email list:  
[ohesolicitations@cdph.ca.gov](mailto:ohesolicitations@cdph.ca.gov)**

**Please take brief the post-conference survey:  
<https://www.surveymonkey.com/r/3HNGFP7>  
(paper copies available)**