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REQUEST FOR PROPOSALS (“RFP”)

MEASURE X NEEDS ASSESSMENT & PROGRAM EVALUATION

1. Purpose:

Contra Costa County (the “County”) is seeking proposals from qualified vendors to conduct a comprehensive countywide Needs Assessment and Program Evaluation for programs funded by Measure X, the County’s half-cent sales tax approved by voters in November 2020.

The assessment will help identify unmet needs and refine ongoing program monitoring and evaluation. These analyses will inform County decision-making on Measure X investments supporting the regional hospital and community health centers, emergency response, safety-net services, early childhood programs, and other essential county services.

The expected outcomes of this assessment and evaluation include:

- A. Analytical needs assessment: A deeper understanding of community needs and program performance that enables the County to make informed funding and policy decisions
- B. Enhanced Accountability and Transparency: Strengthen public trust through external review and refinement of the Measure X evaluation and reporting framework
- C. Continuous Improvement: Insights and training that build County capacity for ongoing monitoring, evaluation, and program management

The anticipated project duration is approximately nine months, from February to November 2026.

2. Project Schedule

Milestone	Date
RFP Issued	November 10, 2025
Questions Due via BidNet	November 21, 2025, by 12:00 p.m.
Responses to Questions Posted	November 28, 2025
Proposals Due via BidNet	December 12, 2025, by 5:00 p.m.
Evaluation and Interviews	January 2026
Contract Award Notification	January 2026
Contract Start Date	February/March 2026
Draft Report Due	October 12, 2026
Final Report Due	November 2, 2026

All communication and proposal submission related to this RFP must occur through BidNet: <https://www.bidnetdirect.com/california/contracostacounty>

The County reserves the right to adjust this schedule as necessary.

3. Background

Measure X is a countywide 20-year, half-cent sales tax approved by Contra Costa County voters on November 3, 2020. Collections began April 1, 2021. The tax generates approximately \$120 million annually for supporting regional hospitals, community health centers, emergency response, safety-net services, early childhood programs, and other essential county services. Revenues are allocated across multiple County departments, and annual audits ensure funds are used in accordance with voter intent. A table summarizing historical Measure X revenues, allocations, and expenditures is provided in the appendix to give context for proposers.

Since the first allocations in November 2021, over sixty projects have been funded through fiscal year 2025-2026 across multiple service sectors. A complete project listing is included in the appendix.

This RFP seeks an independent, countywide needs assessment and program evaluation to provide a comprehensive and representative analysis of community needs, service gaps, and program performance. The findings will complement MXCAB's advisory role and support the Board of Supervisors in making informed decisions regarding Measure X investments.

4. Scope of Work

The consultant will complete the following tasks:

A. Integrated Needs Assessment and Program Evaluation

- i. Collect and analyze quantitative and qualitative data from County departments, program partners, and existing needs assessments and reports
- ii. Conduct community engagement through mixed methods (e.g., surveys, focus groups, interviews, social media trend analysis, and MXCAB input). Community engagement shall include methods to ensure input from diverse and underserved populations, reflecting geographic, demographic, and socioeconomic diversity. The process must:
 - a. Include a representative countywide survey of residents to capture community needs, priorities, and service gaps across geographic areas and demographic groups;
 - b. Incorporate supplementary qualitative methods (e.g., focus groups, listening sessions, key informant interviews) to ensure meaningful participation from populations that may be underrepresented in quantitative data; and
 - c. Summarize engagement findings in a format suitable for public dissemination and Board of Supervisors review.
- iii. Document the Measure X program inventory, including program descriptions, target populations, geographic coverage, funding amounts, and available outputs/outcomes metrics
- iv. Ensure data collected is provided in a format compatible with the County's existing Needs Assessment Survey Results Dashboard and data management standards
- v. Synthesize all findings into the Report, including:
 - a. Service Gap Analysis – Identify unmet needs by population, geography, and program area
 - b. Recommendations – Summarize identified needs and community and stakeholder priorities for Measure X investment

B. Evaluation Framework and Staff Capacity Building

- i. Work with County departments to assess and refine the Key Performance Indicators for all Measure X-funded programs

- ii. Develop a standardized reporting tool or template and data visualizations that promote consistent annual performance reporting across departments
- iii. Train County staff on applying the evaluation framework and reporting tool

C. Final Report and Presentations

- i. Prepare a final report with an executive summary highlighting key findings and recommendations, and discussing methodology, successes, opportunities, and recommendations
- ii. Develop slides and present findings and recommendations to key stakeholder groups and the Board of Supervisors

All data and materials developed under this contract shall become the property of the County and must be submitted in editable electronic formats.

5. Deliverables

Deliverables should be designed to inform decision-making, guide departmental performance reporting, and facilitate Board of Supervisors review. All materials should be clear, professional, and accessible to a variety of stakeholders, including County staff, advisory bodies, and the public.

A. Integrated Needs Assessment and Program Evaluation

- I. Synthesize all data collected through the needs assessment and program evaluation, including results from the representative surveys, qualitative engagement findings, and departmental reports and data
- II. Includes a Service Gap Analysis
- III. The selected vendor will provide datasets and survey results in a clear, organized format suitable for County use. The County and the Department of Information Technology will collaborate with the vendor to identify which data and findings will be integrated into the County's Needs Assessment Dashboard

B. Evaluation Framework and Staff Capacity Building

- I. Assess the County's existing Measure X performance and reporting framework for Key Performance Indicators and outcomes, and recommend refinements
- II. Conduct program evaluations of selected Measure X programs, in consultation with County staff

- III. Conduct training for County staff on the evaluation framework and reporting tools to build capacity for independent use

C. Reports and Presentations

- I. Final Report: Summarize major findings, methodology, County successes and opportunities, and recommendations from the Needs Assessment
- II. Companion Summary Report: Provide a concise, visually engaging summary of the Final Needs Assessment Report that highlights key findings, themes, and recommendations in accessible language for public and stakeholder use
- III. Slide Deck and Presentations: Summarize findings, recommendations, and the evaluation framework for use in stakeholder briefings and public meetings

All deliverables must be provided in both PDF and editable formats (e.g., Word, Excel, PowerPoint).

6. Vendor Qualifications

Respondents must demonstrate:

- A. Experience conducting large-scale needs assessments and program evaluations for public agencies, including mixed-methods approaches and community surveys
- B. Expertise in research methods, survey design, data analysis, visualization, and integration, including experience coordinating with client data systems
- C. Demonstrated ability in stakeholder engagement, facilitation, and community outreach
- D. Familiarity with performance measurement and evaluation frameworks in public health, social services, public safety, and community development
- E. Capacity to complete project within a 6–9 month period
- F. A multidisciplinary team with experience in data analytics, facilitation, and reporting

7. Proposal Submission Requirements

Interested vendors must submit a comprehensive proposal addressing each of the components below. Proposals should be organized in the order listed. All proposals must

be clear, concise, and directly responsive to this RFP. Proposals should be assembled as follows:

- A. Cover Letter: Signed by an authorized representative and including contact information
- B. Company Profile: Legal name, entity type, and areas of specialization
- C. Qualifications and Experience: Demonstrate the qualifications, capacity, technical expertise, and experience necessary to successfully perform the services described in this RFP. Describe at least three projects of similar scope and complexity, including duration, budget, and outcomes. Provide related final reports and presentations, and other documents demonstrating how you manage projects (e.g., project plans, cost estimates, questionnaires, Gantt charts for project schedules, survey instruments, status reports, meeting agendas and minutes, etc.).
- D. Proposed Approach: Methodology, analytical tools, and strategies for each task in the scope of work
- E. Stakeholder Engagement Plan: Approach to outreach and engagement
- F. Project Team: Identify the key personnel to be assigned to this project, including titles, roles, resumes or summaries of qualifications, and anticipated time commitments
- G. Workplan and Timeline: Major phases, deliverables, and milestones
- H. Cost Proposal (Separate Attachment): Total cost (not to exceed \$250,000), breakdown by task, hourly rates, and assumptions
- I. Client References: Include at least three recent clients for similar projects, with contact information and brief project descriptions

8. Scoring Criteria

Proposals will be reviewed by the evaluation panel following submission for compliance with the “Proposal Submission Requirements” above. Proposals that meet the “Proposal Submission Requirements” will be evaluated based on the following criteria:

Category	Description	Points
Scope and Methodology	Demonstrates understanding of the County’s needs and project objectives, with a clear, feasible, and rigorous	40

	approach, including analytical methods, data collection, and stakeholder engagement strategies	
Qualifications and Experience	Strong qualifications and capacity of key personnel, including adequate staffing to achieve project objectives, combined with experience in similar needs assessments and program evaluations, particularly in the public sector	30
Cost / Value	Reasonableness for assigned staff hours, cost categories, and cost-effectiveness relative to project objectives	15
Stakeholder Engagement Plan	Effectiveness of proposed strategies for engaging diverse stakeholders, including community members, program participants, County departments, and advisory boards	10
References	Confirms prior clients' experiences on the quality, reliability, and relevance of similar projects, particularly in public sector needs assessments and program evaluations	5
Total		100

Interviews, if conducted, may be used to clarify proposals and will contribute to final scoring.

The County reserves the right to do the following at any time and for its own convenience, at its sole discretion:

- A. To reject any and all proposals without indicating any reasons for such rejection;
- B. Terminate this RFP and issue a new RFP anytime thereafter;
- C. Extend any or all deadlines specified in the RFP, including deadlines for accepting proposals by issuing an Addendum at any time prior to the deadline for receipt of responses to the RFP;
- D. Procure any services specified in the RFP by other means;
- E. Disqualify any Vendor on the basis of any real or perceived conflict of interest or evidence of collusion that is disclosed by the proposal or other data available at the sole discretion of the County;
- F. Reject the proposal of any vendor that is in breach of or in default under any other agreement with the County;
- G. Reject any proposal deemed by the County to be non-responsive, unreliable, unqualified, or non-responsible; and,

H. Award contracts to the best-qualified vendor in the opinion of the County.

9. Contractual Arrangements

The successful vendor will be required to enter into a contract on the County's standard form contract (a copy of which is attached to this RFP as Attachment A).

Please indicate in your response if there are any contract provisions unacceptable to the proposing firm. Any suggested modifications will be taken into account as part of the RFP review process and will be reviewed by the County Counsel department.

Selected vendor must carry insurance policies as specified in the County's standard form contract. Any suggested modifications will be taken into account as part of the RFP review process and will be reviewed by the County Risk Management department.

10. Appendices

The following materials are provided to assist proposers in understanding the Measure X program and its context within the County's broader delivery framework:

- A. [Measure X Website](#)
- B. [Measure X Dashboard](#)
- C. [FY 21-24 Measure X Audit Report](#)
- D. [FY 24-25 Measure X Audit Report](#)
- E. [FY 23-24 Measure X Annual Report](#)
- F. [Measure X Funding Allocation List \(current\)](#)
- G. Attachment A: County Standard Form Contract