



Request for Proposals (RFP)

DataShare Santa Cruz County Transition Consultant

Proposals Due: Friday February 7, 2020 by 5:00 PM PST

I. About HIP

The **HEALTH IMPROVEMENT PARTNERSHIP OF SANTA CRUZ COUNTY (HIP)** is a non-profit coalition of public and private health care organizations whose mission is to work collaboratively to increase access to high quality, high value, and patient-centered care, with a focus on the safety net population. In support of this mission, HIP strengthens safety net clinics, builds systems of care, and promotes community collaboration and education.

II. Background on DataShare SCC

Overview

[DataShare Santa Cruz County](#) (DataShare SCC) is an interactive web-based data platform featuring local, state, and national data that allows users to explore and understand information about communities across Santa Cruz County. DataShare SCC fulfills a need for accessible, reliable, quality data for advocacy, community research and engagement, grant writing, reporting, and program evaluation. DataShare SCC aligns with CORE, the County's major collective impact initiative. CORE's vision is of Santa Cruz County *as an equitable, thriving, resilient community where everyone shares responsibility for creating the social, economic, and environmental conditions necessary for health and well-being at every stage of life*. DataShare SCC focuses on the following values in planning and implementation: Equity, Compassion, Voice, Inclusion, Collaboration, Transparency, Innovation, Accountability.

History

In June 2017, the Community Foundation of Santa Cruz County provided a planning grant to HIP to develop a data-sharing platform. After identifying the specifications needed in a platform, in Fall 2017 HIP convened cross-sector representatives of health, education, and human service nonprofits and county agencies as the [DataShare SCC Steering Committee](#). In June 2018, the Steering Committee selected [Healthy Communities Institute \(HCI\)](#) as the platform on which to develop DataShare SCC. DataShare SCC was launched in March 2019 with 240 indicators drawn from 30 quality validated public data sources, including the U.S. Census, the American Community Survey, and California Health Interview Survey. DataShare SCC currently includes data sets covering indicators linked to health, education, environment, economy, government and politics, public safety, social environment, and transportation.

Since launching in March 2019, DataShare SCC has focused on alignment with three local initiatives: 1) the Collective of Results and Evidence-based Investments (CORE), Santa Cruz County's overarching collective impact initiative; 2) the Community Assessment Project (CAP),



the County's semi-annual needs assessment commissioned by United Way and other partners; and, 3) the County Administrative Office (CAO)'s [strategic plan](#), the first such countywide strategy document, launched in 2018. Strategic conversations involving DataShare SCC, CORE, CAP, and the CAO's office aim to strengthen collective efforts, ensure outcomes are measured using common metrics across these initiatives, and align and leverage funding. DataShare SCC has also engaged in local data collection efforts with community organizations such as Salud Para La Gente, an FQHC serving South Santa Cruz County residents, with the intention of further developing the platform by including locally collected data.

Since 2017, HIP has served as the incubator for DataShare SCC. This has involved convening the Steering Committee; obtaining grants and contracts to support the staffing and acquisition of the web platform; and overseeing the work of technical staff to build, improve and maintain the site. HIP staff additionally conduct outreach and marketing to attract new users to the site and train users on the site's functionality. While HIP has provided these services and led project management for DataShare SCC during its incubation and launch phases, the original and existing intention has been ***to identify a permanent, sustainable host organization for DataShare SCC***. The ideal host organization will have the capacity and resources to sustain and enhance DataShare SCC into the future, and share the commitment of the Steering Committee to realize the vision of Santa Cruz County as an equitable, thriving, resilient community where everyone shares responsibility for creating the social, economic, and environmental conditions necessary for health and well-being at every stage of life.

Requested Services

HIP seeks a qualified consultant to facilitate a process, in consultation with the DataShare SCC Steering Committee, to identify the criteria for a long-term host organization for DataShare SCC and to conduct a preliminary vetting of potential local host organizations using the criteria. Examples of criteria to be used include at least a basic understanding of the technical capacity necessary to maintain robust data platforms, financial capacity of host organization and ability to sustain DataShare SCC, and history of collaboration within the Santa Cruz community.

Additionally, the consultant will develop recommendations for a sustainable business model over a three-year period.

The business model will assume further growth and development of DataShare SCC and identify potential revenue sources, human resources, and infrastructure capacity needs for at least the next three years.

The consultant will serve both as process facilitator and a neutral thought partner to HIP and the Steering Committee to prepare to transition DataShare SCC to a new host organization in a manner that achieves buy-in and promotes long-term success and sustainability.

The primary responsibilities and deliverables of this engagement are:

- 1) project management of a process to identify criteria to be used to select a permanent host organization for DataShare SCC;



- 2) analysis of the potential “fit” of potential local host organizations with the established criteria; and,
- 3) a business model for sustainability of DataShare SCC for three years or more.

To ensure successful selection of a host and identify key steps and a potential timeline for a transition process, HIP is seeking a consultant with the capacity to project the potential medium-term growth and development of DataShare SCC, based on understanding of the current state of the field as concerns cross-sector and community data sharing.

The consultant is requested to furnish these allied deliverables:

- Mapping of organizations demonstrating interest in hosting DataShare against the criteria for the host entity, and summary recommendations regarding future host;
- Work plan and brief narrative description of the “ideal” DataShare SCC transition implementation from HIP to the new host organization, based on a transition completed by July 2020; and
- Business plan, inclusive of budget and medium-term infrastructure and human resources needs for optimal evolution of DataShare SCC.

We anticipate that the due diligence to fulfill these deliverables will require interviews with at least the following:

- HIP staff and consultants who have contributed to the development of DataShare SCC;
- DataShare SCC Steering Committee members;
- Leadership and/or relevant staff of organizations interested in serving as the future host;
- Current DataShare SCC funders;
- Other key informants, as identified by HIP; and,
- Stakeholders who participate in similar successful initiatives in other communities.

HIP will assist with introductions and scheduling with stakeholders and provide historical documentation relevant to fulfilling the deliverables (e.g., notes from a preliminary exploration of potential business models, Steering Committee meeting notes, etc.). The proposed timeline of deliverables is contingent upon scheduling with stakeholders deemed essential to the process.

The consultant will lead an objective, transparent process aligned with the values of DataShare SCC. Among these, *equity* in process and outcome stands prominently, as captured in this definition: *We uncover the root causes of inequities and disrupt individual, organizational, and systemic practices and structures that perpetuate inequities in opportunities and outcomes.*

The consultant(s) will be expected to make periodic presentations to DataShare SCC Steering Committee to update them on progress.



III. Desired Qualifications

- Expertise transitioning start-ups to sustainable programs
- Experience with/understanding of cross-sector data sharing and information technology
- Prior experience working with organizations actively centering equity
- Experience working with nonprofit and government entities
- Experience with project management and business plan development

Proposals should not exceed 5 pages in length and include the following components:

- Scope of Work
- Timeline of deliverables
- Qualifications
- Contact information for three references from previous engagements
- Fee structure

Please submit proposals electronically **by 5:00 PM, Friday February 7, 2020** to:

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In evaluating proposals, the following will be taken into consideration:

- Match with the qualifications listed above
- Viability of activities and deliverables timeline
- Projected cost