



Proposal for Additional Services to Supplement the BASE Report –
Yavapai Regional Partnership Council
Needs & Assets Report 2014

The Vendor hereby offers the following additional Regional Partnership Council Funded Tasks, which shall be performed in accordance with all requirements of RFP ADSPO10-00000005, each of which shall remain in full force and effect without change. In the event of a conflict between the provisions of these additional Regional Partnership Council Funded Tasks and the requirements of RFP ADSPO10-00000005, the requirements of said RFP shall govern.

The Yavapai Regional Council is seeking three areas of additional work:

- A community readiness assessment to assess the variation across communities in the Yavapai region in their level of preparedness to take action on strengthening the early childhood system in their communities. This project supplements the base report by providing specific data to inform the RPC in their decision-making about which communities to prioritize for targeting with coordination efforts.
- Additional detailed data gathering, analysis and reporting at a community (sub-region) level. This project is designed to supplement the base report by providing more detailed information on within-region variation. Secondary data will be collected from state and community agencies, and will be supplemented by primary data gathered from key community informants through in-person and phone interviews. The anticipated products are fact sheets by geographic area and queryable data tables that include key health, early education, and family support indicators. In addition, geographic information system (GIS) maps will be developed to show the variation across the region for a few key indicators that are available at the census block level (e.g., family income level, children living in poverty) or that can be usefully located geographically (e.g., early care and education centers and homes)
- Additional data gathering in partnership with the Yavapai-Apache Nation, adhering to tribal expectations and protocols, will also supplement the base report by providing information on the community level.



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Tasks

Community Readiness Assessment

The vendor will use the model developed by the Tri-Ethnic Center for Prevention Research for assessing and scoring community readiness across six dimensions (Community efforts; community knowledge of efforts; leadership; community climate; community knowledge about the issue; resources related to the issue). Data will be collected from key informants in order to address the following questions :

- To what extent are there efforts, programs, and policies that address early childhood issues in the community?
- To what extent do community members know about local efforts and their effectiveness, and are the efforts accessible to all segments of the community?
- To what extent are appointed leaders and influential community members supportive of early childhood issues?
- What is the prevailing attitude of the community towards early childhood issues?
- To what extent do community members know about the challenges of developing a robust early childhood system, the consequences of having a strong or weak one, and how it impacts their community?
- To what extent are local resources – people, time, money, space, etc. – available to support early childhood health and education efforts?

Primary Data Collection

Six towns were identified by the Regional Partnership Council as the focus of the community readiness assessment

- Prescott
- Prescott Valley
- Chino Valley
- Cottonwood
- Sedona
- Camp Verde

The vendor will coordinate with the Regional Director and outreach staff to identify 8-10 appropriate key informants in each town across key stakeholder groups (e.g., K-12 educators, child care providers, health care providers, state agency service providers, non-profit service providers, local government).



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Additional Analysis

Additional analyses will include using the developed protocol to score key informant interviews across the six dimensions mentioned earlier to provide a “readiness” score. In addition, data gathered in the interviews will be integrated into the public awareness and coordination sections of the Needs and Assets Report, and will be used to inform recommendations made in the report conclusions. We will work closely with the Regional Partnership Council, the Regional Director and designated community stakeholders and will incorporate their feedback into revisions of these sections and the overall report.

Community-Level Fact Sheets and Data Querying System

Nine geographic areas within the Yavapai region were identified by the RPC as focus areas for community-level data collection and analysis. These nine areas correspond roughly to the Primary Care Areas which have been defined by the Arizona Department of Health Services (ADHS) based on community health areas (CHAs), and are defined by zip-code tabulation areas (ZCTA) that correspond with the zipcodes that define the region: Ash Fork, Bagdad, Chino Valley, Cordes Junction, Prescott, Prescott Valley, Sedona, Yavapai South, Yavapai Northeast. (see Figure 1, page 9).

Additional Secondary Data Collection and Analysis

Data for each of these nine areas will be parsed out of larger data sets where available, but it is anticipated that contacts with community-based agencies and key informants is likely to be necessary, as well. These data will be analyzed and compiled into one-to-two fact sheets by geographic area for each of the nine identified communities. Findings will also be integrated to supplement the data for the base report and create a more complete “picture” of each of the communities that comprise the Yavapai Region. We will work closely with the Regional Partnership Council, the Regional Director and designated community stakeholders and will incorporate their feedback into revisions of the fact sheets and the overall report.

Geographical Information System Maps

Three GIS maps will be included as part of the base report: a general map, showing cities, towns, and major highways; a map of the region, as defined by First Things First, showing zip codes and tribal lands; and a map of the elementary and unified school districts in the region. Additional work will allow for development of five additional maps to illustrate notable variation across geographic areas. These maps will illustrate: the distribution of the population of children 0-5 (based on US census, 2010); the variation in the proportions of households that are considered “linguistically isolated”; the variation in the median family income across the region; the variation in the proportion of children 0-5 living in poverty; the location of licensed early care and education centers and homes across the region. A map of the nine community-level areas will also be included, for a total of six additional work maps.



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Data Querying System

Community-level data will also be compiled into data matrices for the querying system. The vendor will use web database application technology to update a user-defined search page developed for the Yavapai Regional Partnership Council, where one of 48 static indicators can be selected and graphically displayed by geographic area. The geographic areas available for display will include the nine community-level areas, the Yavapai-Apache Nation (publically available data only), Yavapai County, and the state of Arizona. The web application will be hosted on servers housed at the John and Doris Norton School of Family and Consumer Sciences, at the University of Arizona, for up to 2 years.

Data Collection in Collaboration with the Yavapai-Apache Nation

The Yavapai Regional Partnership Council values their partnership with the Yavapai-Apache Nation and is committed to assuring that the children and families of this community within the region are also well-served by having data at the community level. Therefore, they are proposing additional work to secure tribal data using appropriate tribal protocols and data collection techniques. In addition to requesting secondary data, key informant interviews will be conducted with identified agency staff to provide information regarding the needs of, and assets available to, families on tribal land. If deemed appropriate by the Yavapai-Apache Nation, primary data may be collected from families on the Nation, as well. Tribal approvals have already been secured to permit collecting tribal data from Yavapai-Apache Nation agencies.

Budget

The total budget for the additional work will not exceed: **\$65,000**

Activities

We anticipate that the additional work will be divided according to the estimates below.



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Conduct Community Readiness Assessment

- Coordinate with Yavapai Regional Director and Outreach staff to identify appropriate key informants
- Develop interview guide
- Train interviewers
- Conduct interviews
- Analyze and score interviews
- Prepare preliminary report
- Present and discuss preliminary community readiness results
- Integrate into coordination section of report

Travel estimates are based on mileage to each community and assume two staff travelling. State of Arizona rates for mileage, per diem, and lodging were used, as found at <http://www.gao.az.gov/travel/>.

Estimated travel: 6 community trips + feedback meeting with Regional Partnership Council= \$3,730

Estimated hours: 295 hours x \$85 per hour= \$25,075

Estimated community readiness assessment costs: \$3,730 + \$25,075=\$28,805

Additional Community-Level Data Collection

- Collect and clean data on community-level indicators
- Coordinate with community agencies for data provision, where necessary
- Provide data management and quality control

Estimated additional secondary data collection and analysis costs: 150 hours x \$85 per hour=\$12,750

Additional Secondary Data Analysis

- Analyze secondary data and incorporate into nine community-level fact sheets
- Produce six GIS maps
- Integrate community-level findings into Needs and Assets Report

Estimated additional secondary data collection and analysis costs: 120 hours x \$85 per hour=\$10,200



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Data Querying System Update

- Review and update indicators to be used
- Produce data matrices based on community-level indicators
- Update web-based application to query an indicator and compare it across up to 3 geographic areas at a time (selected from 12 geographic areas: nine community areas, Yavapai-Apache Nation [publically available data only], Yavapai County, Arizona)
- Test and implement system

Estimated querying system update costs: $60 \times \$85 \text{ per hour} = \mathbf{\$5,100}$

Data Collection in Collaboration with the Yavapai-Apache Nation

- Produce list of data indicators for which public data are available, and for which tribal data could be collected
- Coordinate with tribal agency staff to identify available data sources
- Develop sampling plan for selecting agency staff to participate in interviews
- Conduct key informant interviews with tribal agency staff to identify community needs and assets
- Produce brief stand-alone report to summarize findings

Tribal approvals have already been secured to permit collecting tribal data from Yavapai-Apache Nation agencies. The current plan is for data collection from agencies and agency staff. However, discussions will be held with RPC and tribal officials to determine if family-level data is desirable and acceptable and feasible within available resources. If so, we will work with the RPC to develop a sampling plan that divides data collection efforts between agency staff data collection and family data collection, within the available resources. Data collection will be dependent on tribal approvals of family-level data collection.

Travel estimates are based on mileage to the Camp Verde area and assume two staff travelling. State of Arizona rates for mileage, per diem, and lodging were used, as found at <http://www.gao.az.gov/travel/>.

Estimated travel:

Two trips to Yavapai Apache Nation= \$750

Estimated data collection and analysis costs:

$87 \times \$85 \text{ per hour} = \$7,395$

Estimated tribal collaboration costs:

$\$750 + \$7,395 = \mathbf{\$8,145}$



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Timeline and Payment Cycle for Additional Work

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Task	July-Aug 2013	Sept-Oct 2013	Nov-Dec 2013	Jan-Feb 2014	Mar-Apr 2014	May-June 2014	July-Aug 2014
Develop Community Readiness Assessment materials, train interviewers	█						
Conduct interviews	█	█					
Analyze and score interviews, compile preliminary report	█	█					
Meet with Regional Partnership Council to review preliminary report		█					
Collect, clean, and analyze data on community indicators, including tribal data from Yavapai-Apache Nation (Note: Tribal approvals have been secured in advance of collecting data from Yavapai-Apache Nation agencies and stakeholders)		█	█	█			
Develop community-level fact sheet drafts		█	█	█			
Present draft fact sheets for review and comment by Council				█			
Update querying system					█		
Integrate readiness information and other community-level data into draft report		█	█	█	█		
Regional Director reviews draft report						█	
Present report draft to Regional Partnership Council for review and comments						█	
Revise and deliver final report						█	█



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Payment cycle

- Community readiness interview guide and scoring sheets. Submitted by August 10, 2013 for processing by the end of August 2013
\$ 7,206
- Monthly report including community key informants list and interview progress to date. Submitted by September 10, 2013 for processing by the end of September 2013
\$7,206
- Preliminary report on community readiness findings; monthly report on community –level indicator progress. Submitted by October 10, 2013 for processing by the end of October 2013
\$22,182
- Draft of community-level fact sheets. Submitted by January 10, 2014 for processing by the end of January 2014
\$7,769
- Preliminary querying system. Submitted by April 10, 2014 for processing by the end of April 2012
\$7,769
- Final fact sheets, draft integrated report and querying system. Submitted by August 10, 2014 for processing by the end of August 2014
\$12,868



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Figure 1: The nine geographic areas within the Yavapai Region, as defined for the fact sheets and the data querying system.

