



## **Request For Proposals For Program Evaluation Grow Pittsburgh**

**Date of Issue:** January 9, 2017

**Dates of Services:** February 15, 2017 - May 30, 2017

**Type of Contract:** The contract resulting from this RFP will be a fixed price contract

### **OVERVIEW AND PURPOSE**

Grow Pittsburgh is a 501(c)3 non-profit with a staff of 15 full-time employees. Our mission is to teach people how to grow food and promote the benefits gardens bring to our neighborhoods. We believe access to locally-grown, chemical-free fruits and vegetables is a right, not a privilege. We envision the day when everyone in our city and region grows and eats fresh, local and healthy food.

Grow Pittsburgh's staff teaches gardening and cooking to public and charter school students, supports community gardens across the City and County, and operates production farm sites where food is grown and sold to the community. The majority of our work takes place in low to moderate income communities where individuals are facing a variety of challenges of which fresh food access is but a part.

This Request for Proposals is to provide a process for evaluating our programs. Currently, Grow Pittsburgh does not follow a standardized process or data-gathering and data-analysis method for evaluating programs or changes to those programs. We desire for an Evaluation Consultant to assist us with:

- Understanding and recognizing the possible outcomes from Grow Pittsburgh programs
- Training staff in grasping the difference between outputs of our programs and outcomes from our programs
- Identifying a consistent method for tracking outcomes, including designing data-gathering tools
- Training management in how to analyze information gathered through these tools
- Analyzing outcomes in order to connect them to community impact

Currently Grow Pittsburgh employs Salesforce as a data hub for not only fundraising but also program data. We expect that the the majority of data gathering tools designed as part of this contract will be able to send their data into Salesforce. Grow Pittsburgh contracts with a Salesforce consultant who will assist us with that connection between data gathering and Salesforce.

## **SCOPE OF SERVICES**

Grow Pittsburgh wishes that the consultant establish, in collaboration with GP staff, a formal process for identifying outcomes consistent with our mission, and a system for data collection and analysis. We wish this process to help us gather data and test outcomes on a per-program basis, and to do the same on a 'big picture' view of the whole organization.

A competitive proposal will include an exploration of Grow Pittsburgh's mission and existing programs and the current assessment measurements and outcomes being used. It will then move towards identifying consistent outcomes across programs that can be easily and effectively measured. Additional goals include:

- Demonstrate a positive impact of Grow Pittsburgh on residents in our community.
- Determine if there are any trends in experiences of individuals participating in Grow Pittsburgh programs
- Based on past data collected and new sources of data identified by the evaluator, answer the question: What are the benefits of participation in Grow Pittsburgh programs for participants, their families, workplace and community?
- Design an effective data collection and management system for ongoing formative and summative program evaluation.
- Assist Grow Pittsburgh staff in determining how best to define and measure impact in future programing

Grow Pittsburgh will be able to provide all past program material, including data collected.

## **DELIVERABLES**

Evaluation deliverables include:

- Progress meetings (twice a month)
- Exploration with staff and management, and creating a recommendation for key kinds of data to collect, and key outcomes to test for in that data
- Identify data tracking needs dependent on program and type of information
- Design of data-gathering tools appropriate to our situation - *examples are:* focus groups with standard questions, pre- and post- surveys, datapoint tracking sheets/screens
- Work with our Salesforce/Database consultant on implementation of the tools and methods
- Training sessions with staff and management on use of the tools and methods
- An example of analyzing outcomes with one of our program areas
- Comprehensive program evaluation plan specifying how to track outcomes
- Separate executive summary of the evaluation for dissemination to boards of directors and for external communications
- Electronic copies of all reports, protocols, instruments, interview schedules, on-line questionnaires, coding guides, data dictionaries, databases or electronic information systems developed for this evaluation, as well as any analysis outputs.

## **QUALIFICATIONS**

We will expect the following of each applicant or firm:

- Can establish a positive and facilitative partnership with Grow Pittsburgh participants
- Demonstrates experience in developing and teaching principles of program evaluation
- Has the capacity to advise on data collection methods and sources, and design data gathering tools as appropriate
- Able to commit to the project in the timeframe allowed
- Experience in local community-based research and/or program evaluation projects

## **SUBMISSIONS, DEADLINES & QUESTIONS**

Submit proposals by 5:00PM on Wednesday, Feb 1st, 2017.

Please submit any follow-up questions by Friday, 1/20/2017. Responses will be circulated to all interested applicants on 1/24/2017.

Though not required, please also indicate interest in applying by 1/20/2017. That will allow us to transmit answers to any follow-up questions from other applicants to you.

For follow-up questions and to submit proposals, please contact Rebekah Jenkins at [rebekah@growpittsburgh.org](mailto:rebekah@growpittsburgh.org) or via phone at 412-362-4769 x100.