Carahsoft's Response to the

Department of Health and Human

Request for Proposal

Community Health Data Dashboard

Solicitation Number: DHHS2022-04

Friday,
August 12, 2022

Solution Provided By

qualtrics.XM

CARAHSOFT TECHNOLOGY CORP.
11493 Sunset Hills Road, Suite 100
Reston, VA 20190
888.662.2724 | www.carahsoft.com

Points of Contact
Heather Davies, 703.581.6629, Heather.Davies@carahsoft.com
Proposals@carahsoft.com

August 12, 2022

Department of Health and Human
507 F Street
Eureka, California 95501

Re: Carahsoft's Response to the Department of Health and Human Services' Request for Proposal: Community Health Data Dashboard, Solicitation Number: DHHS2022-04

Dear Rachel Patterson,

Carahsoft Technology Corp. appreciates the opportunity to respond to the Department of Health and Human (County)'s Request for Proposal (RFP): Community Health Data Dashboard. Carahsoft is proposing Qualtrics which fully meets County's requirements for a Community Health Data Dashboard. Our team has reviewed and considered County's requirements outlined in the RFP and has carefully put together a solution that will best meet your needs.

Carahsoft, The Trusted Government IT Solutions Provider®, is responding as the GSA Multiple Award Schedule (MAS) contractor (47QSWA18D008F) and reseller for Qualtrics. As the Master Government Aggregator® for our vendor partners, Carahsoft has combined extensive knowledge of the technologies we provide with a thorough understanding of the government procurement process, to analyze needs, provide configuration support, simplify the ordering process, and offer special government pricing since 2004. Working with resellers, systems integrators and consultants, our sales and marketing teams provide industry leading IT products, services, and training to support Public Sector organizations across Federal, State and Local Government agencies and Education and Healthcare markets.

Please feel free to contact me directly at 703.581.6629/Heather.Davies@carahsoft.com or Jonathan Bordatto at 703.871.8558/Jonathan.Bordatto@Carahsoft.com with any questions or communications that will assist County in the evaluation of our response. This proposal is valid for 90 days from the date of submission.

Thank you for your time and consideration.

Sincerely,

Heather Davies

Heather Davies
Account Representative

2.0: TABLE OF CONTENTS

EXECUTIVE SUMMARY

Solution Overview

Carahsoft understands that the Department of Health and Human is seeking to solicit Proposals from qualified professionals to provide end-to-end support needed to develop and maintain a publicly available web-hosted platform that supports various community health improvement efforts including data dashboards, Community Health Assessments ("CHA"), and Community Health Improvement Plans ("CHIP"), or "Services." As the Prime Contractor, Carahsoft has assembled a team for the initiative that includes our Solution Provider, **Qualtrics**, as the best solution to meet County's requirements.

Prime Contractor: Carahsoft Technology Corp.

Carahsoft Technology Corp. is The Trusted Government IT Solutions Provider®, supporting Public Sector organizations across Federal, State and Local Government agencies and Education and Healthcare markets. As the Master Government Aggregator® for our vendor partners, we deliver solutions for Cybersecurity, MultiCloud, DevSecOps, Big Data, Artificial Intelligence, Open Source, Customer Experience and more. Working with resellers, systems integrators and consultants, our sales and marketing teams provide industry leading IT products, services, and training through hundreds of contracts.

Vendor and Partner Relationships – In addition to establishing strategic, long-term relationships with the industry's leading manufacturers, our partner ecosystem encompasses more than 3,000+ government contractors, resellers, and integrators who we support and enable with an entire suite of value-added opportunities that run the gamut from training/certification and pre-sales support to lead generation and business development.

Proven Execution – Carahsoft has deep expertise in government contracting and procurement. We manage and maintain a wide variety of government-wide and agency-specific purchasing contract vehicles and purchasing agreements for agencies at the state, local, and federal levels. As a result, we now serve as the largest government partner for the majority of our vendors, who have also entrusted other major aspects of their businesses to Carahsoft including partner enablement, commercial sales, renewals and upsell, and help desk services.

Contract Vehicles – Since 2004, Carahsoft has acquired and maintained a wide variety of purchasing contract vehicles for agencies at all levels of government. Associated with all contracts are dedicated and experienced contract management resources. A list of available contracts can be found at www.carahsoft.com/contracts/index.php.

Growth & Stability – A stable, conservative, and profitable company, Carahsoft has demonstrated impressive growth year after year, with annual revenue of $3.4 million in our first year in 2004 to $10.2 billion in 2021. In September of 2021, our team of dedicated, highly trained marketing, sales, contracting, and business operations experts processed 16,916 orders worth more than $1.8 billion.

Awards and Industry Recognition – Carahsoft receives awards for our excellent performance yearly. For more information on the hundreds of awards we have received please visit our website at https://www.carahsoft.com/awards.

Solution Provider: Qualtrics

Qualtrics has been in business since 2002, when Scott Smith founded the company in the basement of his home. Qualtrics has since grown to have more than 16,750 clients worldwide, over 5,500 employees, and enjoys strong quarter-over-quarter revenue growth. Qualtrics works with over 1,000 Government organizations to help them collect, analyze, and distribute data in a dashboard system.

Customer obsession is the foundation of our leadership principles. Going above and beyond for clients is deeply ingrained in the culture of our company. We consistently strive to do what is best for our customers. This obsession is evidenced by our dedication to constantly improve the service offerings we provide our customers. Whether it is scaling and providing world-class training with our Qualtrics Support Team, standing up a customer success department or bringing in XM Scientists to consult our customers or engineers to optimize their program, we are committed to providing an unparalleled experience

During the major peak of the COVID-19 pandemic and continuing still, Qualtrics has been a major player in the Health and Human Services space for Government. We have helped many organizations with contact tracing, heatmapping and case management dashboarding that is public facing, all over the Country. In fact, some of the California Health organizations that we work with directly are Sacramento County, Ventura County, Orange County, Santa Clara County and even **Humboldt County** itself has a very small Qualtrics license for data collection. The benefit of utilizing Qualtrics for the dashboarding option, which is not currently happening is that you already can collect and analyze data with your current Qualtrics license, this is just an upgrade to that next level of dashboarding.

What is Qualtrics?
Qualtrics is web -based software that allows the user to data collection platform that allows users to create surveys, generate reports and build out dashboards without having any previous programming knowledge.

Why use Qualtrics?
Qualtrics enables you to do surveys, feedback and polls using a variety of distribution means. Results can be viewed in reports and can be downloaded. They can also be built into an internal or public-facing dashboard. Qualtrics allows you to share surveys and results as well as collaborating with other users.

Safe Choice: Qualtrics is the market leader, with a proven, functionally rich product and value-based measurement, making it the obvious safe choice for procurement departments to opt for without investigating further. It is supported by clear product packaging and marketing (for example, for employee, customer, brand, digital, and product experience).

To further illustrate the value Qualtrics brings with Citizen or Customer survey, data collection and research we would like to let Humboldt County know that for two years in a row we have been named the LEADER in this industry! Gartner is the most respected analyst firm in the world, and their Magic Quadrant is a must-read for every data, survey, or customer experience buyer. Below is the article directly from Gartner that speaks to our leadership in the industry as well as the screenshot of the rankings:
https://www.gartner.com/doc/reprints?id=1-286J1S2F&ct=211119&st=sb

Magic Quadrant

Figure 1: Magic Quadrant for Voice of the Customer

Source: Gartner (November 2021)

We offer an active, international, and free forum for all Qualtrics users. Our system connects professionals drawn from our 16,750 clients, allowing questions to be asked and best practices around using the Qualtrics platform. This service would allow Humboldt County employees to discuss a variety of Qualtrics best practices with a diverse group of users, including CEOs, CFOs, university professors, City officials, stakeholders from all fields. This will help drive innovation at Humboldt County so you can get the most out of our platform.

To further complete the company profile, it's important to state that we do not any litigation, fraud convictions, prior debarments, or violations of local/state/federal regulations. We are in good standing with our clients and will be happy to provide many solid reference government Counties in the State of California.

3.0: SIGNATURE AFFIDAVIT

Each Proposal must contain a signed and completed Signature Affidavit, which is attached to this RFP as Attachment A – Signature Affidavit and incorporated herein by reference as if set forth in full. The Signature Affidavit must be signed by an authorized representative of the Proposer. Signature authorization on the Signature Affidavit shall constitute a warranty, the falsity of which shall entitle the County to pursue any and all remedies authorized by law. Receipt of all Addenda, if any, must be acknowledged on the bottom of the Signature Affidavit.

Please see the completed Attachment A – Signature Affidavit on the following page.

REQUEST FOR PROPOSALS – NO. DHHS[]-[] **SIGNATURE AFFIDAVIT**	
NAME OF ORGANIZATION/AGENCY:	Carahsoft Technology Corporation
STREET ADDRESS:	11493 Sunset Hills Road, Suite 100,
CITY, STATE, ZIP	Reston, VA 20190
CONTACT PERSON:	Heather Davies
PHONE #:	703.581.6629
FAX #:	703.871.8505
EMAIL:	Heather.Davies@carahsoft.com

Government Code Sections 6250, *et seq.*, the "Public Records Act," define a public record as any writing containing information relating to the conduct of public business. The Public Records Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

In signing this Proposal, I certify that this firm has not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or agency to submit or not to submit a Proposal; that this Proposal has been independently arrived at without collusion with any other Proposer, competitor or potential competitor; that this Proposal has not been knowingly disclosed prior to the opening of Proposals to any other Proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned is an authorized representative of the above-named agency and hereby agrees to all the terms, conditions and specifications required by the County in Request for Proposals No. DHHS2021-04 and declares that the attached Proposal and pricing are in conformity therewith.

Kristina Smith	Contracts Director
Signature	Title
Kristina Smith	8/11/2022
Name	Date

This agency hereby acknowledges receipt / review of the following Addendum(s), if any)
Addendum # [N/A] Addendum # [_____] Addendum # [_____] Addendum # [_____]

4.0: PROFESSIONAL PROFILE

Proposals shall include a clear and concise narrative that identifies the Proposer's ability to provide Services equivalent to those set forth in this RFP.

A. Organization Overview:

The professional profile must contain an overview of the structure and operation of the Proposer's organization, which includes, at a minimum, all of the following information:

1. The Proposer's organization name, physical location, mission statement, accreditation, certification and/or licensure status, legal organizational status, such as partnership, corporation or limited liability company, current staffing levels and overall budget.

Requested Information	
Organizations Name	Carahsoft Technology Corporation
Location	11493 Sunset Hills Road, Suite 100, Reston, VA 20190
Mission Statement	Carahsoft's mission is to provide public sector organizations with industry leading IT solutions and services through our vast partnerships with technology providers, implementation partners and resellers and provide industry best pricing through our GSA Schedule 70, NASA SEWP V and DoD ESI purchasing contracts.
Accreditation, certification and/or licensure status	We are licensed, please see our Tax ID 52-2189693
Legal Organizational Status	Corporation
Staffing Levels	Carahsoft employees over 2,000 employees around the country.
Overall Budget	$30,526.32

2. A detailed description of the Proposer's current and previous business activities, including, without limitation:

   a. The history of the Proposer's organization, including the date when the organization was founded and how innovation and high-quality performance is fostered thereby.

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b. The total number of years the Proposer has been operating under the present organization name, and any prior organization names under which the Proposer has provided Services equivalent to those set forth in this RFP.

Carahsoft has been operating under its name since 2004, and has not had any other names.

c. The number of years the Proposer has been providing Services equivalent to those set forth in this RFP.

Qualtrics has been providing data collection, analysis, and reporting (dashboarding) for over 20 years. We began in 2000 and have been leaders in the industry ever since that time.

d. The total number of government agencies for which the Proposer has provided Services equivalent to those set forth in this RFP.

Qualtrics has provided services to over 1,000 government clients. Over 500 of these clients use our dashboarding system, which is similar to what this RFP is asking the service provider to do.

3. A detailed description of any litigation regarding the provision of Services equivalent to those set forth in this RFP that has been brought by or against the Proposer, including, without limitation, the nature and result of such litigation, if applicable.

N/A

4. A detailed description of any fraud convictions related to the provision of services pursuant to the terms and conditions of public contracts, if applicable.

N/A

5. A detailed description of any current or prior debarments, suspensions, or other ineligibility to participate in public contracts, if applicable.

N/A

6. A detailed description of any violations of local, state and/or federal regulatory requirements, if applicable.

N/A

7. A detailed description of any controlling or financial interest the Proposer has in any other organizations, or whether the Proposer's organization is owned or controlled by any other organizations. If the Proposer does not hold a controlling or financial interest in any other organizations, that must be stated.
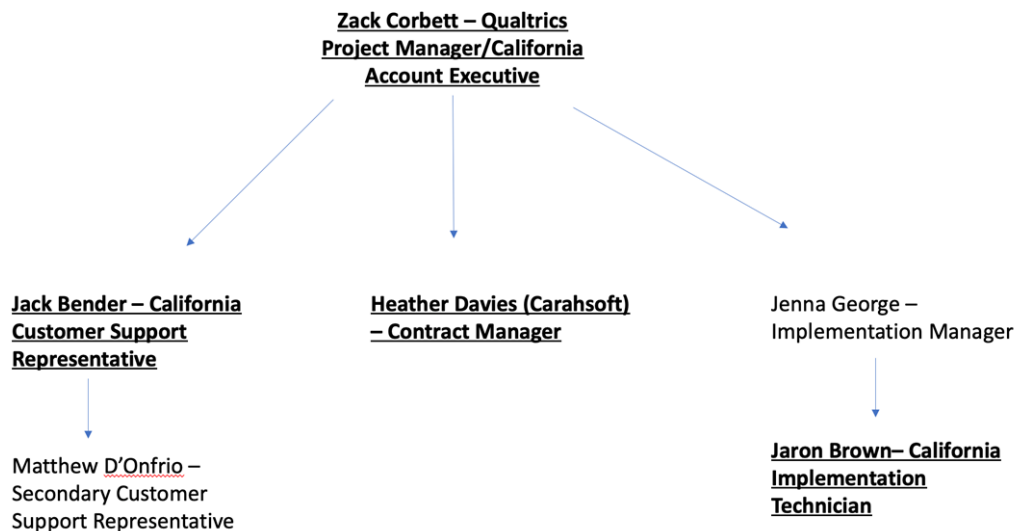
N//A

B. Overview of Qualifications and Experience:

The professional profile must contain an overview of the Proposer's qualifications and experience regarding the provision of Services equivalent to those set forth in this RFP, which includes, at a minimum, all of the following information:

1. Identification of the Proposer's management team, key personnel and subcontractors that will be responsible for providing Services equivalent to those set forth in this RFP, including, without limitation, any and all applicable organizational charts and/or diagrams.

There will be 6 contacts available to Humboldt DHHS as part of this project. But to keep things simple, the main contact will be Zack Corbett and he will help facilitate any discussions, presentations or trainings that will need to take place as part of this project. We have full descriptions of the Qualtrics team under question 2 but below is visual organization chart on this project for DHHS. The names highlighted and bolded will be main contacts under their specific departments.

Zack Corbett – Qualtrics Project Manager/California Account Executive

Jack Bender – California Customer Support Representative

Heather Davies (Carahsoft) – Contract Manager

Jenna George – Implementation Manager

Matthew D'Onfrio – Secondary Customer Support Representative

Jaron Brown– California Implementation Technician

2. A detailed description of the qualifications and experience of key personnel and subcontractors that will be responsible for providing Services equivalent to those set forth in this RFP, including, without limitation, job titles, responsibilities, special training, licenses, certifications, and experience with other governmental agencies.

The Qualtrics Solution for this project will consist of 4 representatives that will be responsible for different aspects of the project.

1. Your project manager will be Zack Corbett. He is the California Account Executive for Counties and has 13 years of experience working the Government space. He will be the initial contact related to this project. He will be the person responsible for making sure deadlines are met and representatives from the Qualtrics team are prepared to work with the County and complete the project on time. Zack has an MBA from the University of Massachusetts and has done similar implementation projects with agencies like Orange

County, CA; Santa Clara County, CA and San Diego, CA. Zack will also be responsible to make sure the Qualtrics Solution Engineer team, anchored by Stephen Leo will be able to help the County understand our solution, if selected for a presentation.

2. Your Customer Support representative will be Jack Bender. Jack Bender is the California support representative and has over 6 years working in the Government space. Jack will be the contact for any project specific issues or trainings that need to take place. Jack has an MBA from Brigham Young University and has supports over 50 clients in the State of California, including Sacramento County, Ventura County, and the City of Corona.

3. Your contract manager will be Heather Davies from Carahsoft. Any items that pertain to the negotiation of an agreement or changes to be made to an agreement will go through Heather Davies and the Carahsoft team.

4. Your Implementation Manager will be Jaron Brown. Jaron has over 5 years of experience implementing Qualtrics projects with hundreds of government and non-government clients. He specializes in implementing Healthcare projects so that is why he is selected to be team lead on this project, if Qualtrics is awarded the solution. He is a customer experience and data management certified through the Qualtrics solution.

3. A detailed description of the Proposer's overall experience regarding the provision of Services equivalent to those set forth in this RFP, which includes specific examples of the outcomes and successes of such Services.

The best way to show our overall experience Is to give you a few examples of current public-facing dashboard projects we have out on website currently. Below are two public-facing dashboards you can view and play around to fully see the extent of the work, services and result using our Qualtrics system can provide.

Please see screenshots below.

Agency – State of California Council on Development Disabilities:
Link to Dashboard - https://scdd.sjc1.qualtrics.com/public-dashboard/v0/dashboard/5f2344f58aac5d000fc36a3a#/dashboard/5f2344f58aac5d000fc36a3a?pageId=Page_a3eadc38-6e87-4a3f-9a27-97804ada0ef2
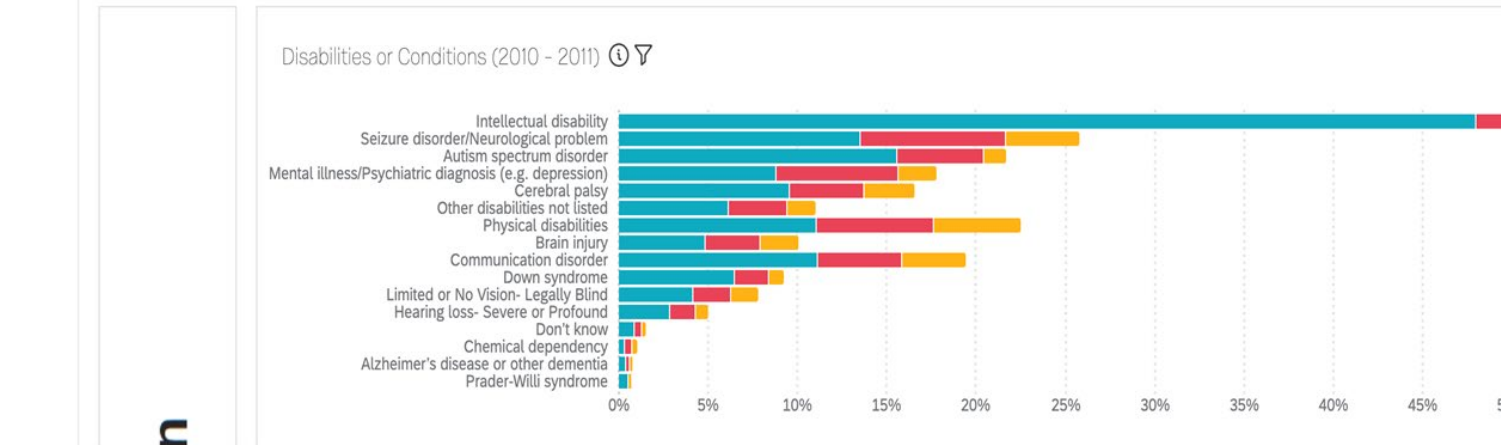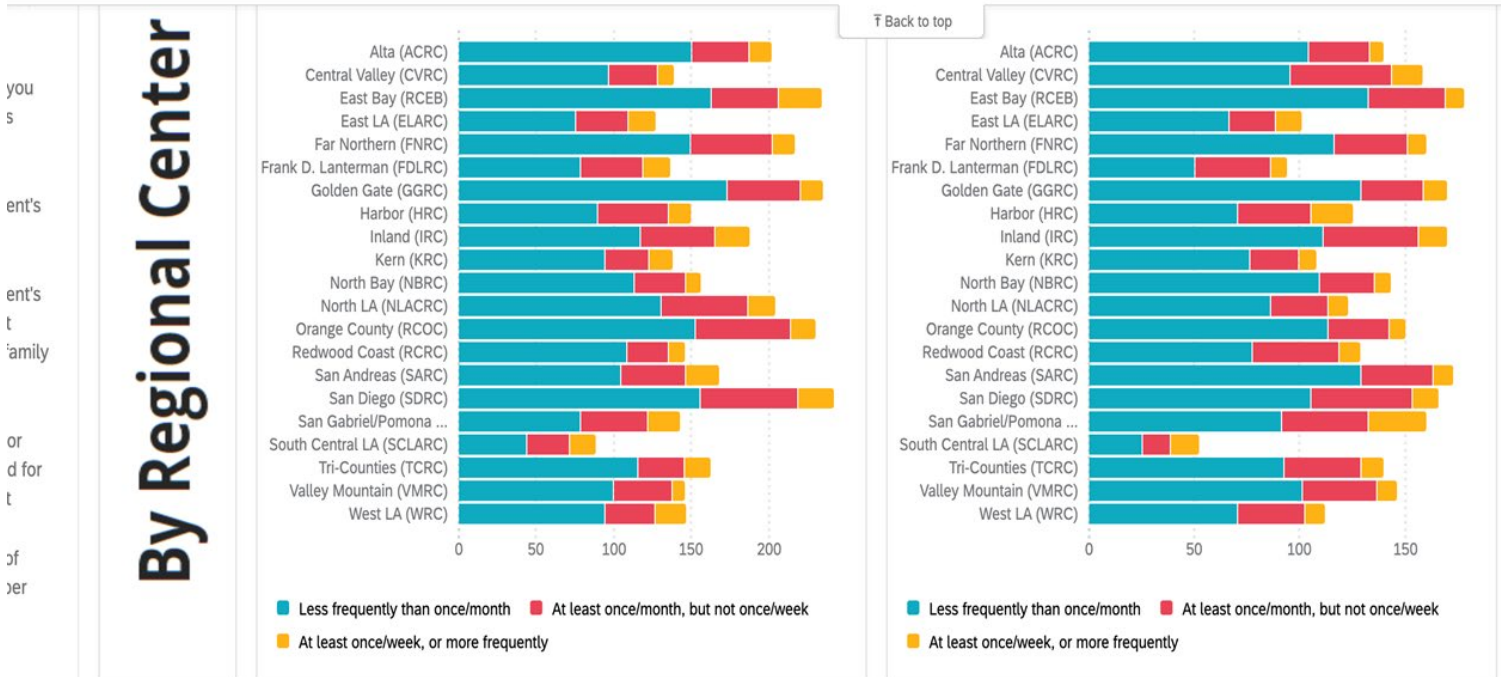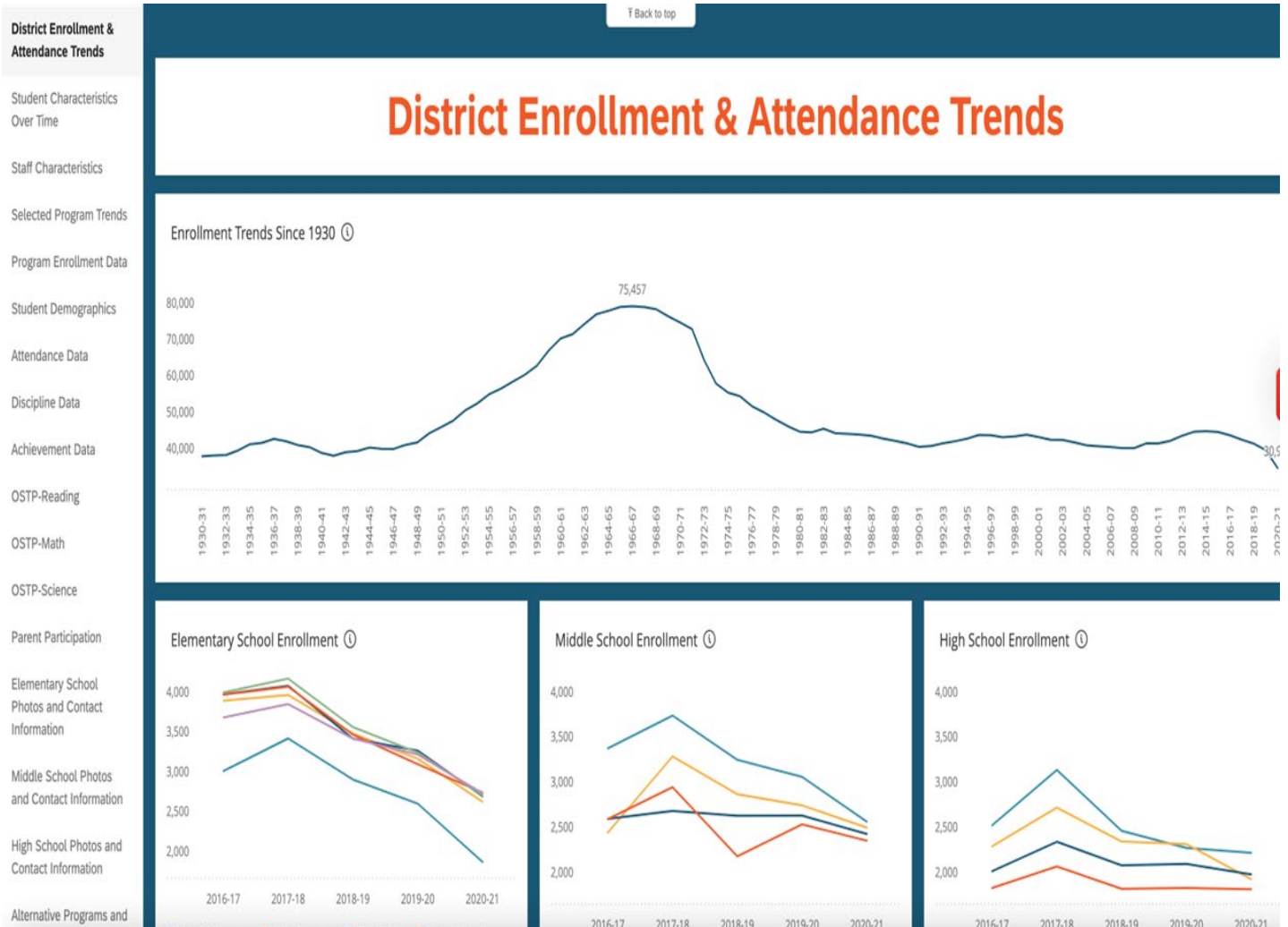
Agency – Oklahoma City Public Schools:

Link to Dashboard - https://www.google.com/url?q=https://floridadcf.co1.qualtrics.com/public-dashboard/v0/dashboard/6018025442d5ca00140747a2%23/dashboard/6018025442d5ca00140747a2?pageId%3DPage_9cf35bb9-58e4-4f41-84d7-605abce9d25a&sa=D&source=docs&ust=1659936194750881&usg=AOvVaw1-Bo7zAgaGBmTJk1ppLWXY

4. A detailed description of how the Proposer's qualifications will help meet the County's objective of providing a web-hosted platform that supports various community health improvement efforts including data dashboards, Community Health Assessments, and Community Health Improvement Plans.

Working with over 1,000 government agencies and thousands of healthcare providers gives us more than enough experience in the Community Health arena. This specific proposal is just for the dashboarding component of our system, which is fine but our qualifications and proposal are offering more than just that. DHHS can stick with just the dashboard component but below is a breakdown of how we would recommend using the Qualtrics license that we are proposing. Following the proposed items below with give Humboldt DHHS a full assessment of community population health, community needs and where improvement needs could be targeted.

A. **Data Gathering Tool** - Utilize the Qualtrics tool to gather the data from your community in a very streamlined and efficient manner. You can do this by utilizing our pre-built community health assessment templates (screenshot below) and distributing them out to the County residents in numerous ways (website, email, text, QR Code, etc).
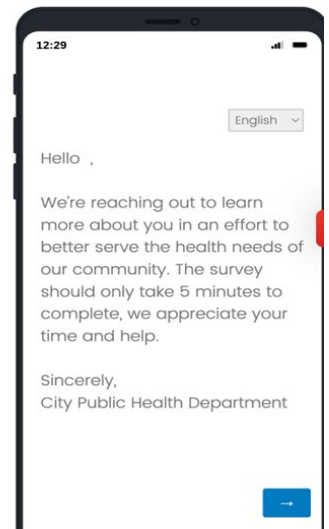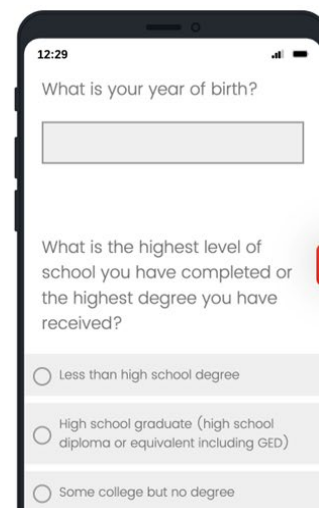
B. **Analysis of Data** – You can use the Qualtrics tool to quickly run data analysis of the data captured through the assessment OR imported through an outside source of data. This data can be displayed and analyzed in numerous ways and shown to the public, or kept internally. (examples under question 1 of project description).

C. **Social Determinants of Health** – You can use the Qualtrics system to help determine what causes health struggles in your County as well as analyze the overall population of your community.
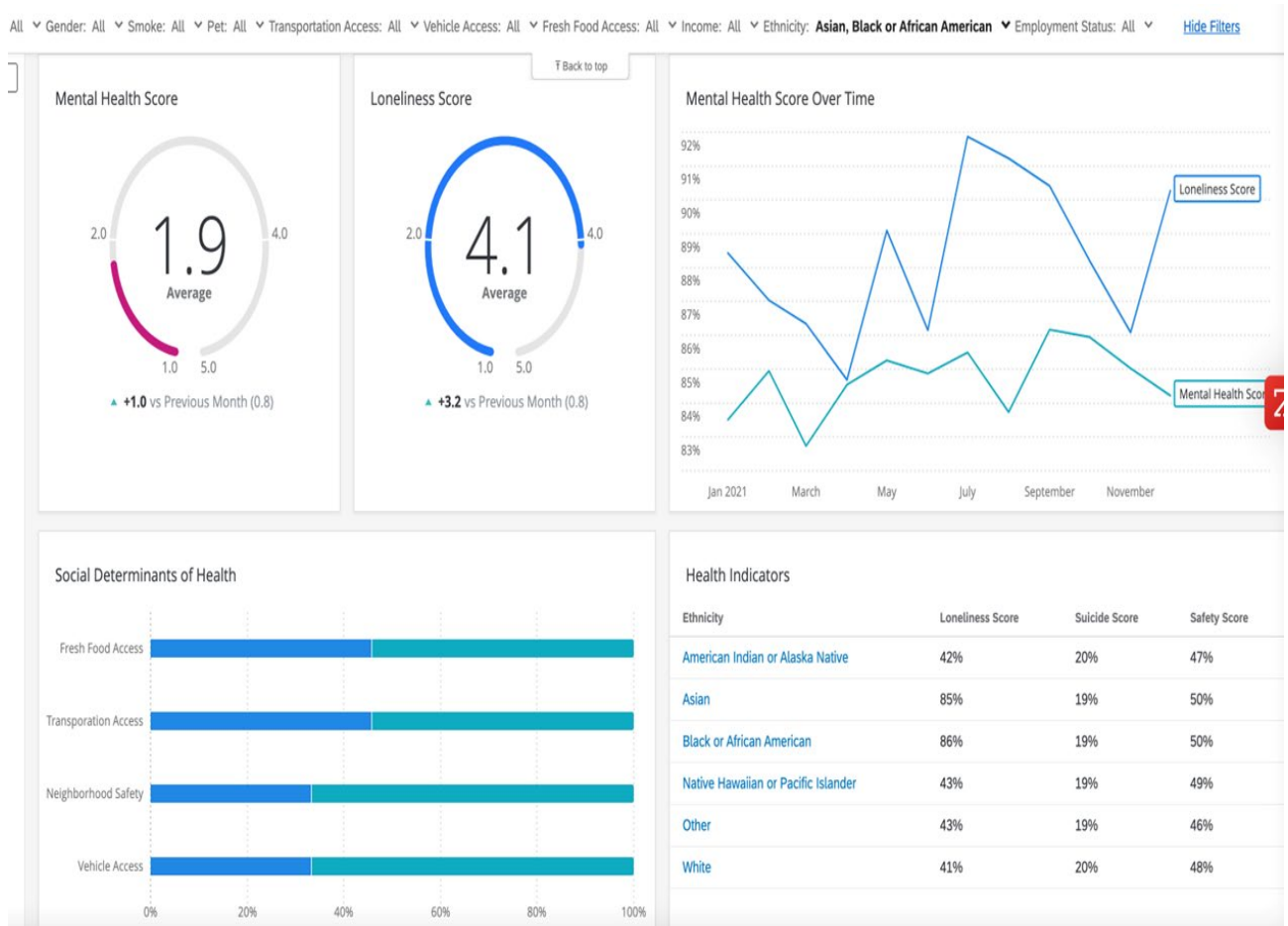
D. **Dashboards** - Thousands of different dashboard options to show the community. Throughout this presentation we have shown many options so hopefully that works for your needs. Below is another dashboard example.

E. **Resident Directory** – If you elect to, you can keep records of the residents that take the survey and then route services or future outreach to them accordingly with our resident profile, called XM Directory.

carahsoft.

qualtricsXM

5.0: PROJECT DESCRIPTION

> Proposals shall include a clear and concise project description, which identifies the Proposer's ability to comply with the requirements set forth in this RFP and the sample Professional Services Agreement attached hereto.

We feel that the best way to show our understanding of the project description and how we will be the best provider solution available is to answer the "Anticipated Services" portion of the RFP with how we would handle it.

> 1. Community health dashboard platform – Web-hosted data dashboard that houses all chosen community health indicators on one website with the ability to search and filter by geography, topic, and subpopulation groups (race/ethnicity, age, and gender) when available.

Qualtrics built hundreds of community health dashboards within our system. Qualtrics worked with hundreds of organizations during the peak of the COVID-19 pandemic to help Cities, Counties and even States identify hotspots, through our mapping and identifying populations that were susceptible to the virus. Our dashboards all have filter capabilities mentioned above and below is an example of what this could look like with filter options at the top. This is just one example.
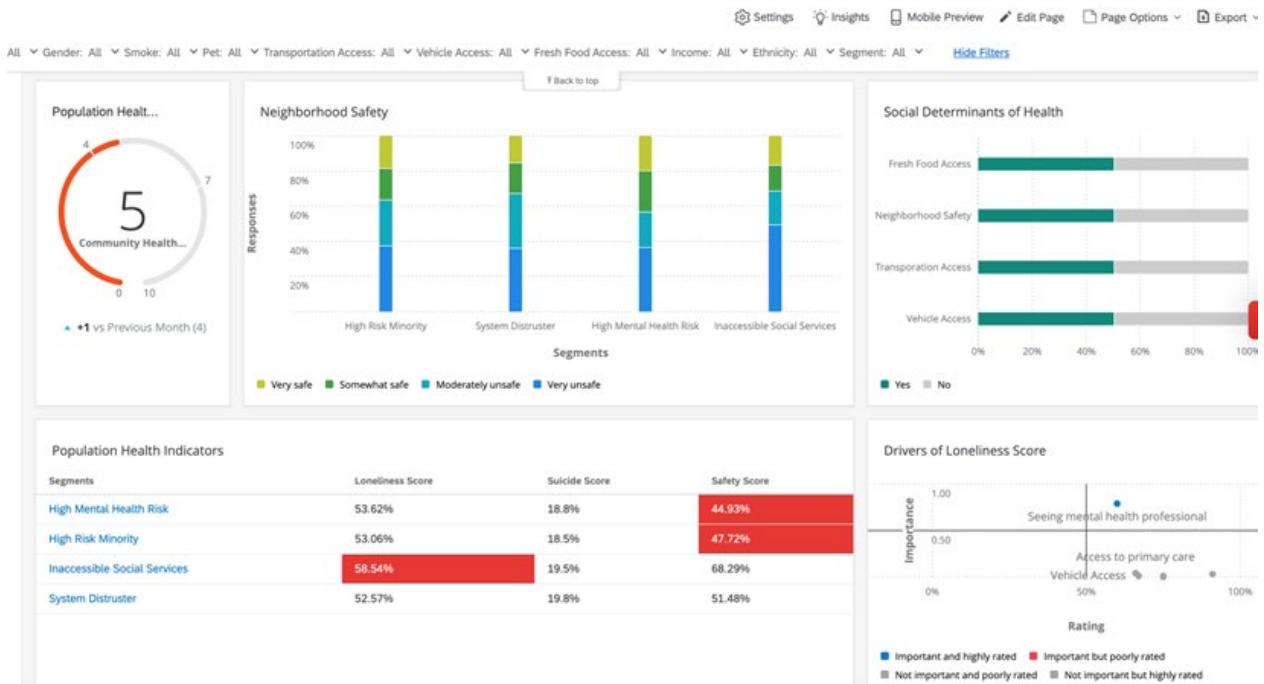
2. The community dashboard should include maps, charts, and other visualizations. The community health dashboard should include the capability to upload local data by DHHS – PH staff. The community health dashboard should allow users to download data in CSV and other filetypes.

Our system allows you to import or export any data within the dashboard system using EXCEL or CSV data. Our dashboards also include mapping options, charts, and visualizations which you will see more examples of within this response from us.

Qualtrics' Location-Based Features for Government

Government agencies can use location data to optimize service delivery, understand community needs, and identify service gaps. As outlined on the next page, the Qualtrics platform has multiple location-based features. These features can drive value in various areas, including:
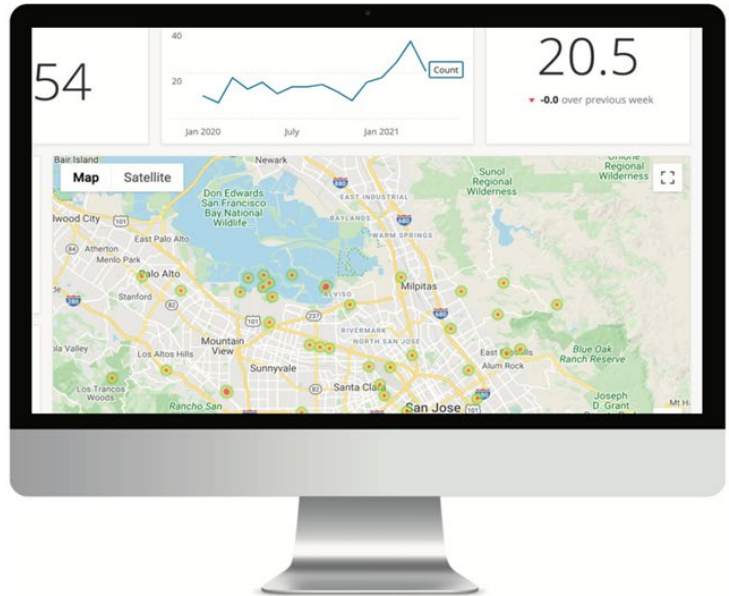
Social Services

Drive equitable service access

+ Identify which regions of your jurisdiction are most in need of specific services

+ Localize where barriers to service access are most prevalent

Public Health

Effectively manage outbreaks and track cases

+ Visualize where outbreaks occur and spread to

+ Track foodborne illness outbreaks

+ Identify which locations lack specific types of service access

> 3. Goal alignment and tracking capabilities - The community health dashboard platform must also include capabilities to create CHAs and CHIPs, allowing for multiple formats to communicate updates and progress to add context and connect data to community goals.

Qualtrics can connect any systems that have an open API so if you already have systems in place where you create CHAs and CHIPs then we can certainly connect with them, or you can use Qualtrics action planning options to create reports and information based on the data gathered within the Qualtrics system. The Qualtrics system will allow you to GATHER the data directly from the community through various survey options. We know that data collection and analysis tools are not required as part of this RFP, but we want to let you know that this is a major value add Qualtrics can bring to the table. It's much better to have your data in one location so outside of just dashboarding we can help collect the data, analyze the data and report on the data all within the technology offering we have in this proposal.

StatsIQ – On a basic level, StatsIQ will allow you to quickly run analysis on the data gathered from your community. You can relate variables such as "when was the last time you visited a doctor" and "what is your gender" to see if two variables relate. Below is a screenshot of this feature but for more detailed information you can click on the link below to see how it works:

https://www.qualtrics.com/support/stats-iq/getting-started-with-stats-iq/overview-stats-iq/

TextIQ- On a basic level, TextIQ allows Qualtrics AI technology to take "open-ended" data and group it together for you, rather then you having to manually sort through all the data and produce your own analysis. You can certainly supplement our AI analysis with your own but this can save a lot of legwork. Below is a screenshot of what this can look like and below that is more detailed information if you care to look further into it.
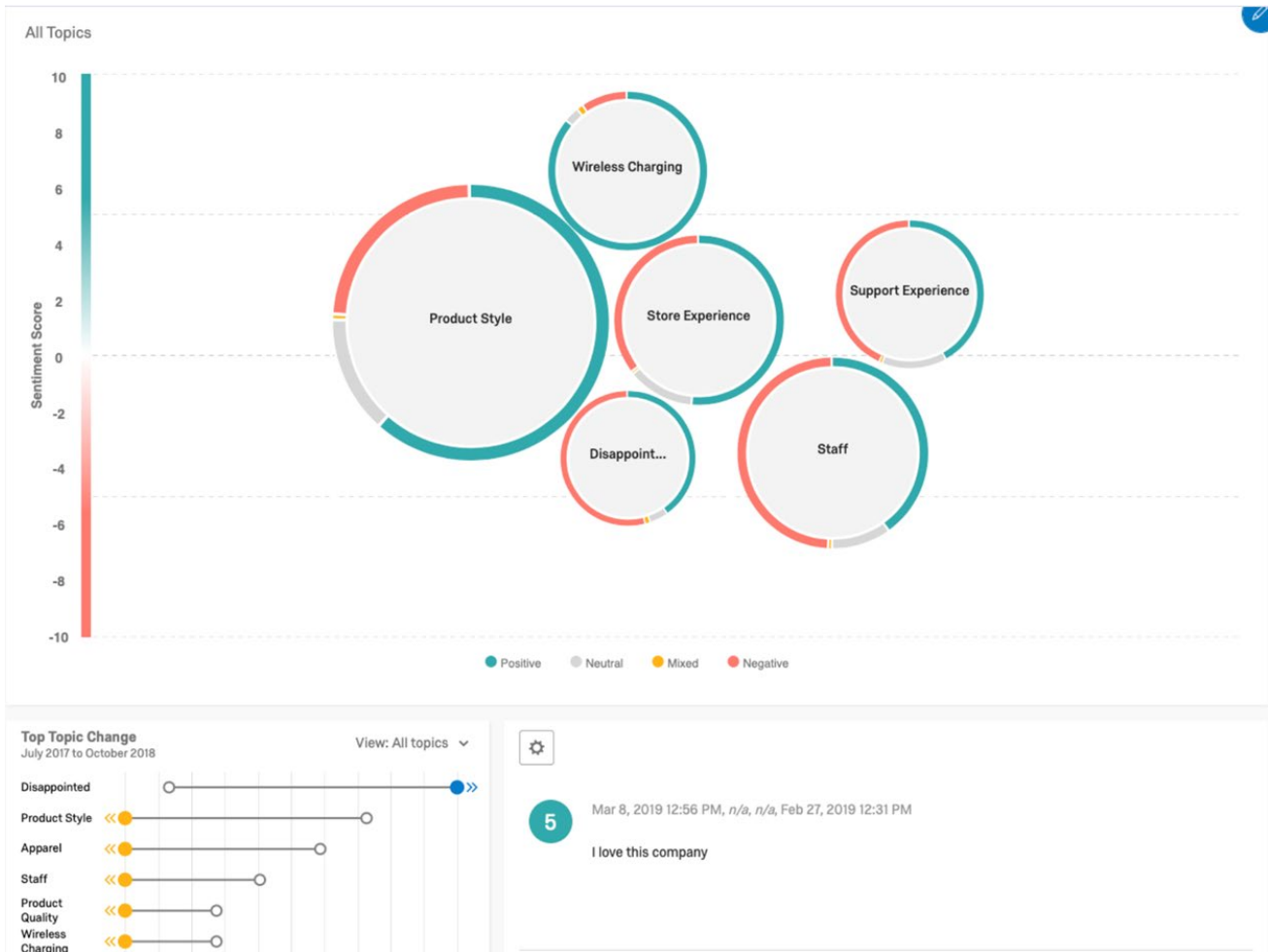
4. Data management – The Successful Proposer will provide and manage a list of core community health and quality of life indicators, including the ability to compare and benchmark against other geographies.

It is easy to gather the data for quality of life indicators through our data gathering process. If the County already has their own mechanism for gathering the data, then we can simply use our technology to import that information and then apply the filters into a dashboard. Below is an example of the City of Austin and what they have done with Quality of life indicators in a dashboard.
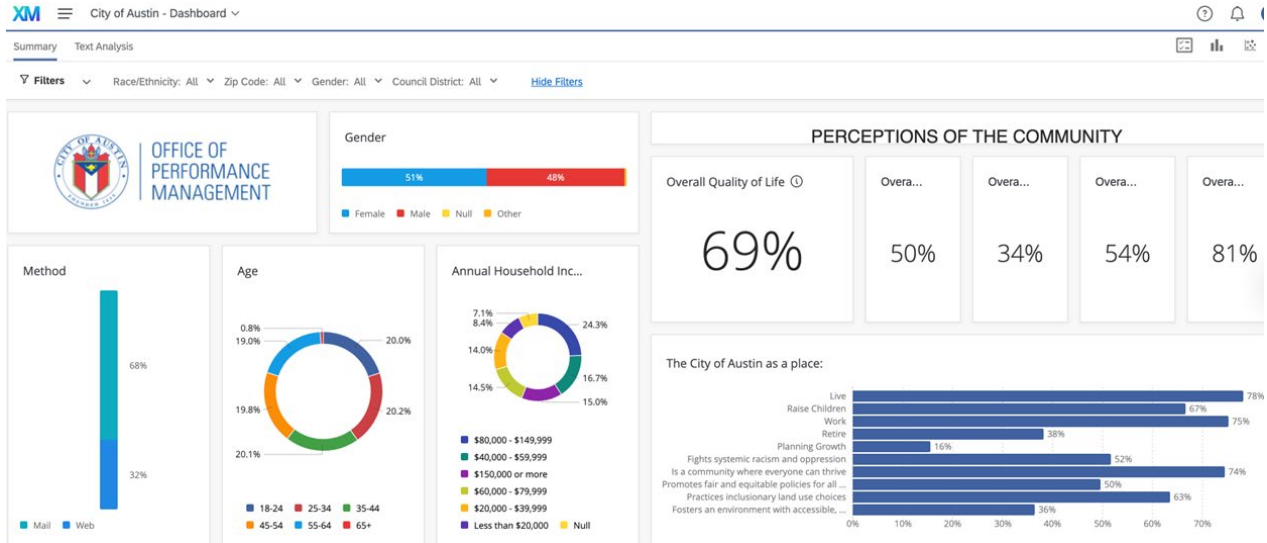
Through our system technology you can certainly compare your results to other results found on the CDC website or other agency information. You can also benchmark against your own results over time to see increases or decreases in improvement.

5. Web-hosting capability – The Successful Proposer will have the ability to host the website that houses the community dashboard.

Yes, we have this capability and we will show you other dashboards that agencies have on Qualtrics that are hosted on Qualtrics in the reference section.

Web design and custom branding support – The Successful Proposer will provide tailored support for creating a customized website and dashboard.

Response: Yes, you can brand and customize the dashboards to have your own information on there from logo to data and everything in between. It's very easy to do this and our implementation team will train you on the process.

6. Site administrator training and customer support services – The Successful Proposer will provide customer support services including tailored trainings on website features and system administration, the opportunity for regularly scheduled check-in meetings post website launch and ongoing access to training videos and support materials.

Our implementation partner, Red Pepper will fully train your team on how to build out the system exactly how you want it.

Red Pepper Software + qualtrics

QUALTRICS PARTNER NETWORK

Our Approach: Train the Trainer

Our goal is that your team will become experts at using Qualtrics, but while you're learning, you'll have our team to rely on.

We employ a "train the trainer" approach, meaning that your team works alongside our team while we implement, so you can learn from what we're doing.

2022

In addition, the Qualtrics team will be available to support during and after the implementation. We will be available at all times.

Red Pepper Software + qualtrics

QUALTRICS PARTNER NETWORK

Red Pepper and Qualtrics combine to create a *complete solutions team*

Get the most out of Qualtrics by bringing Red Pepper on board to create a complete solutions team. Together with Qualtrics we can *implement, customize, and train* your team on every aspect of the XM Platform

Red Pepper Software

IMPLEMENTATION LEAD   TECHNICAL SUPPORT   ACCOUNT EXECUTIVE

SUBJECT MATTER EXPERTS

qualtrics.XM

SOFTWARE ENGINEERS   PLATFORM TRAINING   CUSTOMER SUCCESS
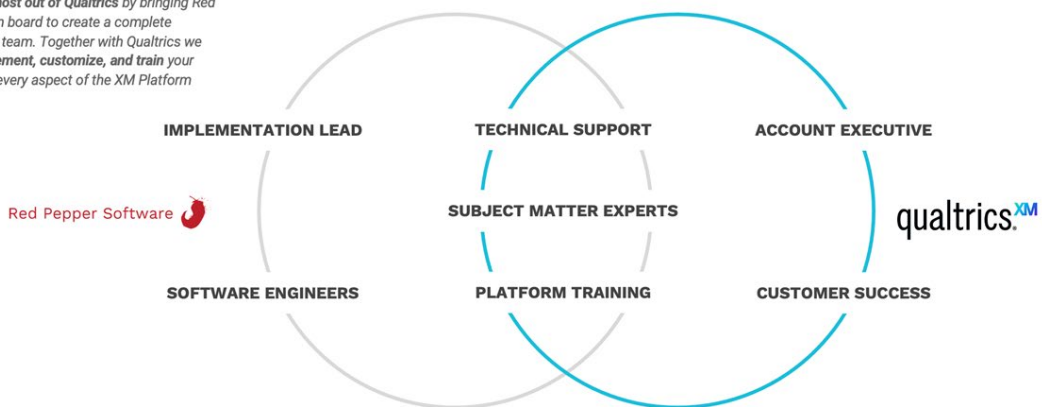
2022

We also have the Qualtrics Basecamp solution which is FANTASTIC to allow you to find videos, trainings, and material on anything you need. We are proposing the Qualtrics DesignXM solution and there are over 20 online courses available for you to listen in to, when you want to become experts in Qualtrics. It is not required, and we will be there to assist but If you are interested in seeing what it is about, you can click on the link below.

https://basecamp.qualtrics.com/

A. Description of Services:

The project description must contain an overview of the Services that will be provided as part of the Community Health Data Dashboard project which includes, at a minimum, all of the following information:

1. A detailed description of any and all Services equivalent to and in addition to those set forth in this RFP that will be provided as part the Community Health Data Dashboard project.

We feel that real examples you can view on the internet for yourself is the best way to SHOW that we can perform this project and visually show you the work we do. Every dashboard is customizable and these agencies have selected what to show and not to show. Below are 4 public-facing dashboards you can go view yourself online.

Agency – State of Florida Department of Children and Families:

Link to Dashboard - https://www.google.com/url?q=https://floridadcf.co1.qualtrics.com/public-dashboard/v0/dashboard/6018025442d5ca00140747a2%23/dashboard/6018025442d5ca00140747a2?pageId%3DPage_9cf35bb9-58e4-4f41-84d7-605abce9d25a&sa=D&source=docs&ust=1659936194750881&usg=AOvVaw1-Bo7zAgaGBmTJk1ppLWXY
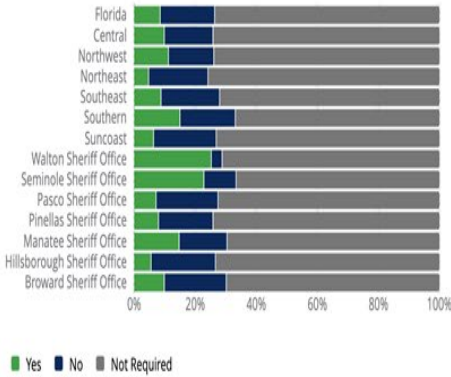
Statewide Performance: Present and Impending Danger
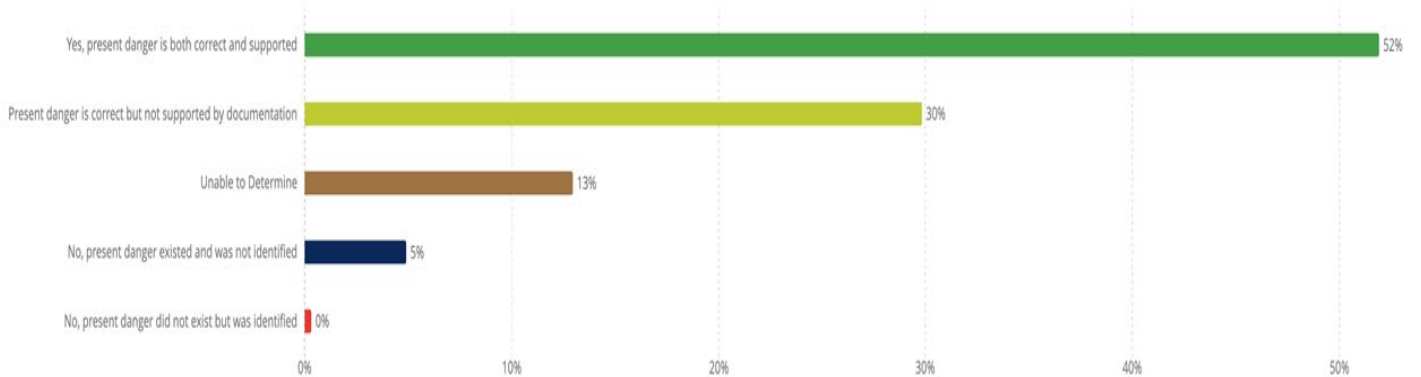
Agency – Tourism Whistler:

Link to Dashboard - https://www.google.com/url?q=https://tourismwhistler.ca1.qualtrics.com/public-dashboard/v0/dashboard/5ebee3daf686d5000e5a4755%23/dashboard/5ebee3daf686d5000e5a4755?pageId%3DPage_15226155-8c7a-4f6b-9a50-183085e325d4&sa=D&source=docs&ust=1659936372313903&usg=AOvVaw0-RPjSw5wK6plkX2KV3nmU

> 2. A detailed description of the manner in which Services equivalent to those set forth in this RFP will be provided as part the Community Health Data Dashboard project.

We will work directly with Humboldt County to train your staff and setup dashboards exactly how you want them. We are happy to use our data gathering and analysis tools to also assist with the data if needed. This general process of how we provide the services is done on weekly phone calls. Below are a screenshots of our training document that should help explain this process a bit.

What Is "Implementation" ?

The beginning of a Qualtrics engagement is called Implementation. Even if you have your own internal IT team, you will benefit from an Implementation project. It's more than just getting logged in. We help you get through your first Qualtrics project from start to finish.

What will the timeline and milestones look like?

A typical Implementation can take between 8 to 12 weeks. During this time, you will meet with an "Implementer" on our team each week over a video call. They will guide you through the process of setting up your account and implementing the elements of your first project.

We have helped hundreds of Qualtrics clients customize their projects and helped their teams become confident in using the platform.

What are your responsibilities during the process?

Our goal is to do the heavy lifting and make the technical side of Qualtrics easy for your team, but you and your team are key to your project's success.

We follow a "train the trainer" philosophy on these projects. Our objective is to work with you so that at the end of Implementation you're becoming a skilled Qualtrics user yourself.

What can you expect the results of your Implementation to be?

At the end of your 8-12 weeks, our goal is for you to have a complete "win" under your belt with Qualtrics.

You'll be up-and-running, collecting data, and ready to use that data within your organization to create better experiences for your customers or members.

B. Quality Assurance Capabilities:

> The project description shall include an overview of the Proposer's policies and procedures regarding quality control, which includes, at a minimum, all of the following information:

> 1. A detailed description of the Proposer's understanding of the requirements, challenges, and potential hurdles applicable to the provision of Services equivalent to those set forth in this RFP.

To be honest, we have done thousands of these types of projects, so we do not foresee any major hurdles if the County is willing to use our solution as proposed. There are a few things to note but nothing overly concerning on our end.

A. In some cases, the challenges would be gathering the data and then using a format to import it into our system, but if the County uses the Qualtrics tool for data gathering then that would not be an issue.

B. Cost is always a possible hurdle. Qualtrics pricing is built on true value of a system like ours so the cost may be higher than other low end solutions but we can run the entire project with you to make it extremely successful.

C. There is a requirement within the RFP that the respondent will have extensive knowledge of local databases. We have a research services team that will be able to find information but local knowledge and basepoints is normally best received by the using agency. National or State level data is information we easily have available.

2. A detailed description of the specific management strategies that will be utilized to assure satisfactory performance of Services equivalent to those set forth in this RFP.

Zack Corbett is the lead representative on this project and he will be a part of the entire process. We would recommend an 8-12 week training period when the license is purchased with 1 hour meetings per week to take care of whatever is needed.

Below is a general timeline that we propose but it is flexible based on the County's needs.

DesignXM Package: Sample Timeline

Feature / Deliverable	WEEKS											
	1	2	3	4	5	6	7	8	9	10	11	12
Project Management									Hand-off / Ongoing Support Available			
DesignXM Survey Support								LAUNCH				
DesignXM Dashboard Configuration												
Basic Directory Support												
Stats iQ Support												
Offline App Setup												
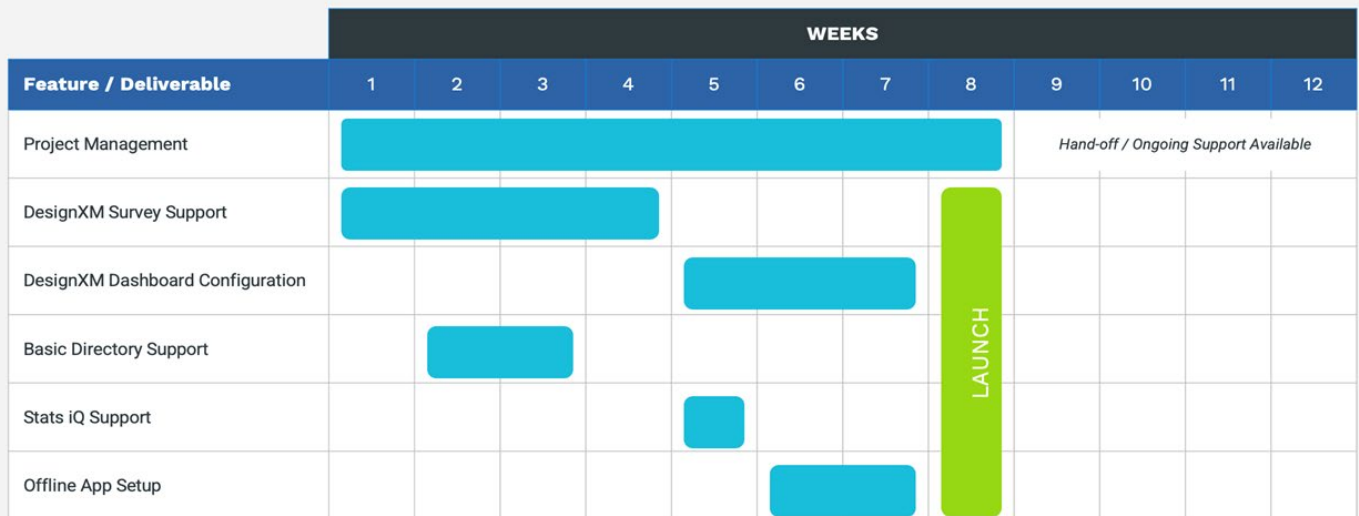
3. A detailed description of how the availability of key personnel, and the expected communication channels between the Proposer and DHHS – PH, will ensure satisfactory performance of Services equivalent to those set forth in this RFP, including, without limitation, how potential problems and/or disputes will be resolved.

You will have assigned account representatives that will be assigned to your account (mentioned in our personnel section) that will be available via phone or e-mail at your convenience. During project implementation, generally 8-12 weeks, we like to have weekly calls to focus on the project and make sure that everything is running smoothly.

After that timeframe then we are available at your convenience. We also have many online chat agents, community chatrooms and support phone numbers that you can call into for assistance at any time.

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6.0: COST PROPOSAL

A. Price Quotes:

Proposals shall include an itemized list of any and all costs and expenses associated with the provision of Services equivalent to those set forth in this RFP. Cost information should be presented in a form that is substantially similar to the Cost Proposal Form that is attached to this RFP as Attachment B – Cost Proposal Form and incorporated herein by reference as if set forth in full. In addition to the above-referenced cost information, Proposals should also include a detailed explanation of how the costs and expenses in each budget line item were estimated and the justification for such costs and expenses.

We have attached Attachment B – Cost Proposal Form which shows our total cost of $30,526.32 per year for this solution.

B. General Instructions and Requirements:

The following is an outline of the general information and requirements applicable to price quotes:

1. Price quotes shall be valid for a minimum of one hundred eighty (180) days from the Proposal submission deadline of August 12, 2022.

   Our total price of $30,526.32 per year will be valid for 180 days from August 12, 2022. This includes 8 week Implementation the 1st year. There is an optional feature of resident directory for $10,000/year, which we have also included in the cost proposal.

2. Price quotes shall include any exceptions, deviations, and clarifications pertinent to the provision of Services equivalent to those set forth in this RFP that may assist in the evaluation of such price quotes.

   Our total price of $30,526.32 per year includes all these items.

3. The total budget set forth in the price quote shall not exceed any local, state, or federal maximum allowances applicable to the provision of Services equivalent to those set forth in this RFP.

   Our total price of $30,526.32 per year exceeds any federal maximum allowances.

7.0: SUPPLEMENTAL DOCUMENTATION

Proposals shall include any and all documents that will assist the County in evaluating the Proposer's ability to comply with the requirements set forth in this RFP and the sample Professional Services Agreement attached hereto, including, without limitation, any and all administrative policies, procedures and best practices that will be used to facilitate the provision of Services equivalent to those set forth in this RFP and any and all required licensure, certification and/or accreditation documents.

Since this RFP is focused on the dashboarding component of community health we are providing some additional dashboard options for DHHS to view.

Overall NPS

14.0
-100   Goal is 30   100

NPS over time

Invalid date   Dec   Jan   Feb   Mar   Apr   May   Jun

Breakdown of NPS

25% Detractor	35% Passive	40% Promoter
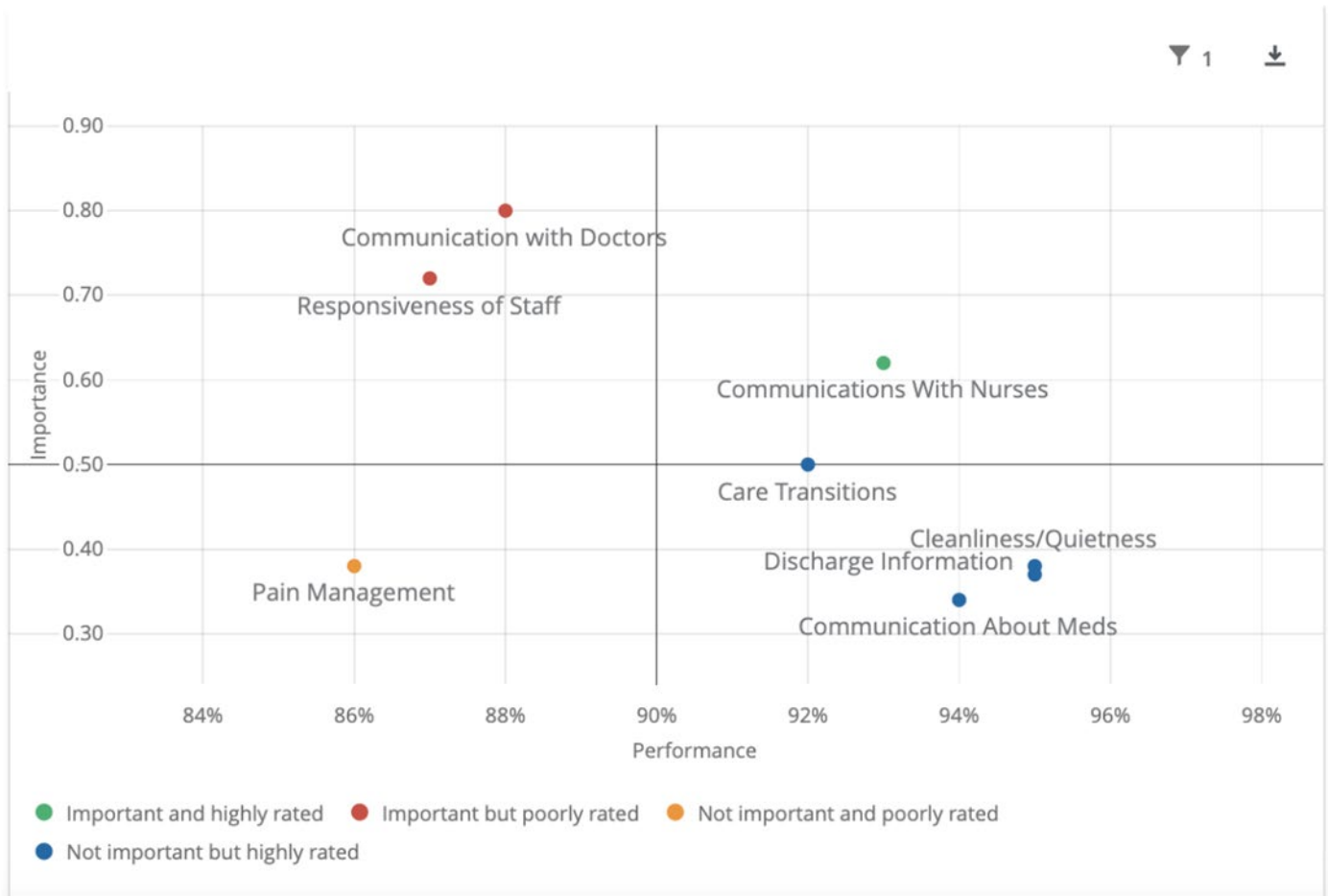
Detractors

Passive

Promoter

Honolulu, HI (HNL)
55-64   8 months ago

10   Your crew was very friendly and even offered to put my bag in the overhead bin for me. They made the flight comfortable and I actually enjoyed flying

Austin, TX (AUS)
25-34   8 months ago

5

NPS Breakdown on Client tier

elite   28.6
platinum   11.1

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Ease of check-in process

11% Very Easy	19% Easy	22% Somewhat Easy	19% Neutral	9% Somewhat Difficult	15% Difficult

Ease of check-in process

■ Average ease of check-in process ■ Count

Average (7-Very Good to 1-Very Difficult)

5.4
Goal of 6 Average

Q7: Ease of check-in process	Net Promoter Score ▼	Average (age)	Count
Very Easy	52.7	31.9	55
Easy	27.1	30.8	70
Somewhat Difficult	6.7	39.5	15

O_country	Average (Ease of check-in process) ▼	Average
United Kingdom		6.4
Spain		6.0

8.0: REFERENCES

A. Reference Data Sheet:

Proposals shall include a complete and verified Reference Data Sheet, which is attached to this RFP as Attachment C – Reference Data Sheet and incorporated herein by reference as if set forth in full, that includes present and past performance information from a minimum of two (2) former clients, preferably governmental agencies, to whom the Proposer has provided Services equivalent to those set forth in this RFP within the past three (3) years.

Please see the completed Attachment C – Reference Data Sheet on the following page.

B. Required Information:

The performance information provided with each reference must be clearly correlated to the provision of community health dashboard services equivalent to those set forth in this RFP. Each reference must include, at a minimum, all of the following information:

1. The name, physical address, email address and telephone number for the current contact person of each referenced client.

    Please see the completed Attachment C – Reference Data Sheet on the following page.

REFERENCE DATA SHEET	
Provide a minimum of two (2) references with name, address, contact person and telephone number whose scope of business or services is similar to those of Humboldt County (preferably in California). Previous business with the Humboldt County does not qualify.	

NAME OF AGENCY:	Santa Clara County Health and Human Services		
STREET ADDRESS:	3180 Newberry Drive,		
CITY, STATE, ZIP:	San Jose, Ca, 95118		
CONTACT PERSON:	Karin Accorinti	**EMAIL:**	Karin.Accorinti@hhs.sccgov.org
PHONE #:		**FAX #:**	
Department Name:	Health and Human Services		
Approximate County (Agency) Population:	1,924,000		
Number of Departments:	10+		
General Description of Scope of Work:	Please see more info on the following page.		

NAME OF AGENCY:	County of Sacramento Public Health		
STREET ADDRESS:	7001 East Parkway		
CITY, STATE, ZIP:	Sacramento, CA, 95823		
CONTACT PERSON:	Jamie White	**EMAIL:**	whiteja@saccounty.net
PHONE #:	1.916.875.6016	**FAX #:**	
Department Name:	Department of Health Services		
Approximate County (Agency) Population:	1,538,000		
Number of Departments:	10+		
General Description of Scope of Work:	Please see more info on the following page.		
Applicant Tracking System Implementation Date:			

NAME OF AGENCY:	City of Corona
STREET ADDRESS:	400 S. Vicentia Avenue
CITY, STATE, ZIP:	Corona, CA, 92882
CONTACT PERSON:	Kyle Edgeworth	**EMAIL:** Kyle.Edgeworth@coronaca.gov
PHONE #:	951.279.3518	**FAX #:**
Department Name:	Information Technology
Approximate County (Agency) Population:	100,000
Number of Departments:	3
General Description of Scope of Work:	Please see more info on the following page.

2. The dates on which community health dashboard services equivalent to those set forth in this RFP were provided to each referenced client.

Sacramento County has been a user of Dashboards since 2019

Santa Clara County has been a user of Dashboards since 2019

Ventura County has been a user of Dashboards since 2020

3. A detailed description of the community health dashboard services equivalent to those set forth in this RFP that were performed for each referenced client, including, without limitation, the time period in which such services were delivered.

From Sacramento County Project:

Background:
Sacramento County was using antiquated technology and paper forms when COVID-19 hit. Call centers quickly reached capacity, employees were struggling to keep up, and information and data quickly became outdated. The State of California initially required counties to employ a certain number of contact tracers based on population size, with Sacrament County required to hire and train 225 contact tracers. At the time, they had only hired about 100 before automating the process with Qualtrics. The county deployed Qualtrics' experience management software to automate their contact tracing efforts and identify and inform those who may have come into contact with someone who tested positive for COVID-19. With Qualtrics, they went down to about 30 contact tracers, and 70% of all cases were funneled through the automated system.

The county implemented Qualtrics to digitize and automate several other processes as well—outbreak reporting, automated wrap-around service referrals, and vaccine scheduling and reporting.

Scope of Program:
In addition to automating contact tracing, Sacramento County wanted to provide residents with the resources to quarantine safely. To do so, the county set up a process that would automatically funnel some information from the questionnaires filled out by people who tested positive during the contact tracing process to their services partner, the Sierra Health Foundation. The questionnaires asked residents whether they had everything they needed to quarantine safely. If they answered no, they were asked to provide more information about their needs. With that data, the Sierra Health Foundation could then reach out to residents in need and put them in contact with resources like the food bank, mental health support, and rental and bill assistance. Before this automated process, nurses had to fill out a form and fax or email it to the Health Foundation. With the new process, the foundation automatically received a list from Sacramento County every morning at 7:00 a.m. with information for those who need additional assistance.

As the county moved forward, they continued automating processes that allow leaders to put residents first. As businesses and schools reopened the county used Qualtrics technology to allow schools and businesses to automatically report positive COVID-19 cases and outbreaks. Schools previously reported this information via email, but an automated process reduces workload and allows them to keep on top of any outbreaks to make schools a safe place for kids to be.

Sacramento County also uses Qualtrics technology to automate the vaccine administration process. As Sacramento County returns to normal, they'll continue implementing the lessons learned during the pandemic in order to reopen safely, and be empowered with the technology to track and monitor other diseases like chlamydia, gonorrhea, syphilis, latent tuberculosis, and chronic hepatitis B and C.

Key Results:
- With a contact tracer conducting their investigation manually, they were able to complete about four follow-ups an hour. With the automated solution, the county was able to conduct an almost infinite number of follow-ups at any moment.
- Reduced employee burden, labor costs, training time, and time to serve residents
- Improved scalability, efficiency, and resident satisfaction

"The Qualtrics Team, at every level–from sales to technical account management–have reliably delivered products and have always been very responsive to our constantly evolving needs during the COVID-19 pandemic response. The Qualtrics team frequently suggests solutions to issues we are facing that we hadn't even known were a possibility within the product suite and have provided training in how to use the platform to unlock possibilities within our existing product." - Jamie S. White, MPH, Epidemiology Program Manager, Sacramento County Public Health.

From Ventura County Project:
Ventura County, California - Infant Mortality and Fetal Review
Citizens served: 846,000

Customer Challenge:
- 8 siloed databases with limited reporting capabilities (i.e. National Fetal Infant Mortality Review Program)
- Information not available across teams
- Incomplete paper and PDF forms that are difficult to fill out

How Qualtrics Helped:
- Centralized data management, reporting and dashboarding capabilities
- Rapid data collection across organizations and teams
- Technology Used
  - Qualtrics Customer Experience
  - Survey Building
  - Role-based dashboards
  - XM Directory

Outcomes Delivered:
- Ability to track patient and childcare information across multiple systems
- Centralized reporting with real-time data insights
- Uncovered underlying insights and increased data transparency to inform public health campaigns and strategies

From City of Corona Project:

Link available to click on - https://gcn.com/cloud-infrastructure/2022/08/civic-engagement-takes-digital-survey-and-respect-community-feedback/375297/

4. A detailed description of how the community health dashboard services equivalent to those set forth in this RFP led to accomplishment of each referenced client's objectives.

We feel that the use case information under question 3 and "Description of Services" should answer this but we also wanted to share other work use cases of things we have done in California with San Mateo and Los Angeles.

Improve Trust and Compliance with Qualtrics Public Dashboards

State and local governments require a secure, transparent way to identify and measure what's most important, report data out, and proactively gauge community sentiment. Agencies use Qualtrics' digital public-facing dashboards to:

1

Improve data accountability for governing bodies, such as boards and legislatures

2

Increase transparency by enabling an open data portal that is easily digestible for public consumption

3

Report on data accurately and effectively to align with compliance mandates

4

Quickly share information with partners, providers, and other stakeholders via links—no login needed

5

Understand and act on stakeholder needs—residents, visitors, communities, and employees—and maintain public trust

6

Replace difficult-to-use BI systems with simple and sophisticated dashboards

With public-facing dashboards, government agencies are able to easily report out their most crucial metrics by displaying real-time data online. Dashboards are completely customizable, meaning your organization can display information on any topic or dataset needed. Provide stakeholders with a holistic, easy-to-understand view of data, including agency performance, residents and personnel, budget, delivery of mission goals and initiatives, and more.

> **This Family/Guardian dashboard provides information about the services and supports that families of people with intellectual/developmental disabilities receive from Regional Centers in California. These findings contribute to our understanding of how California's system is performing.**
>
> *From the California State Council on Developmental Disabilities (SCDD) Dashboard*

Flexible & Secure

Real-time Data. Our platform features a point-and-click interface, and a lightning-fast database structure and retrieval system for quick data pulls. This response engine makes reporting on data in real-time fast.

Configurable Dashboards. Easily showcase different metrics based on any data, category, filter, level, and more. Present data in digestible graphs, charts, tables, and other rich visualizations.

Industry Expertise. Qualtrics is the established experience management provider of choice for various state and local government agencies. We have over 13,000 customers globally, including 88% of the Fortune 100 and 99 of the top 100 business schools.

Built-in Analytics. Qualtrics is the only fully integrated experience management platform on the market and offers personal, predictive, and embedded analytics with an unparalleled intelligence engine (iQ).

Seamless Integrations. No experience platform has the capabilities for integration that Qualtrics offers. Through open API, custom integrations, and native connectors with other leading softwares, we can integrate with the systems you're already using and more.

Gold Standard Security. Our platform meets several key standards, including FedRAMP authorization at the Moderate Level. We are continuing our dedication to client security with our announced plans to support DoD IL4 and FedRAMP High designations.
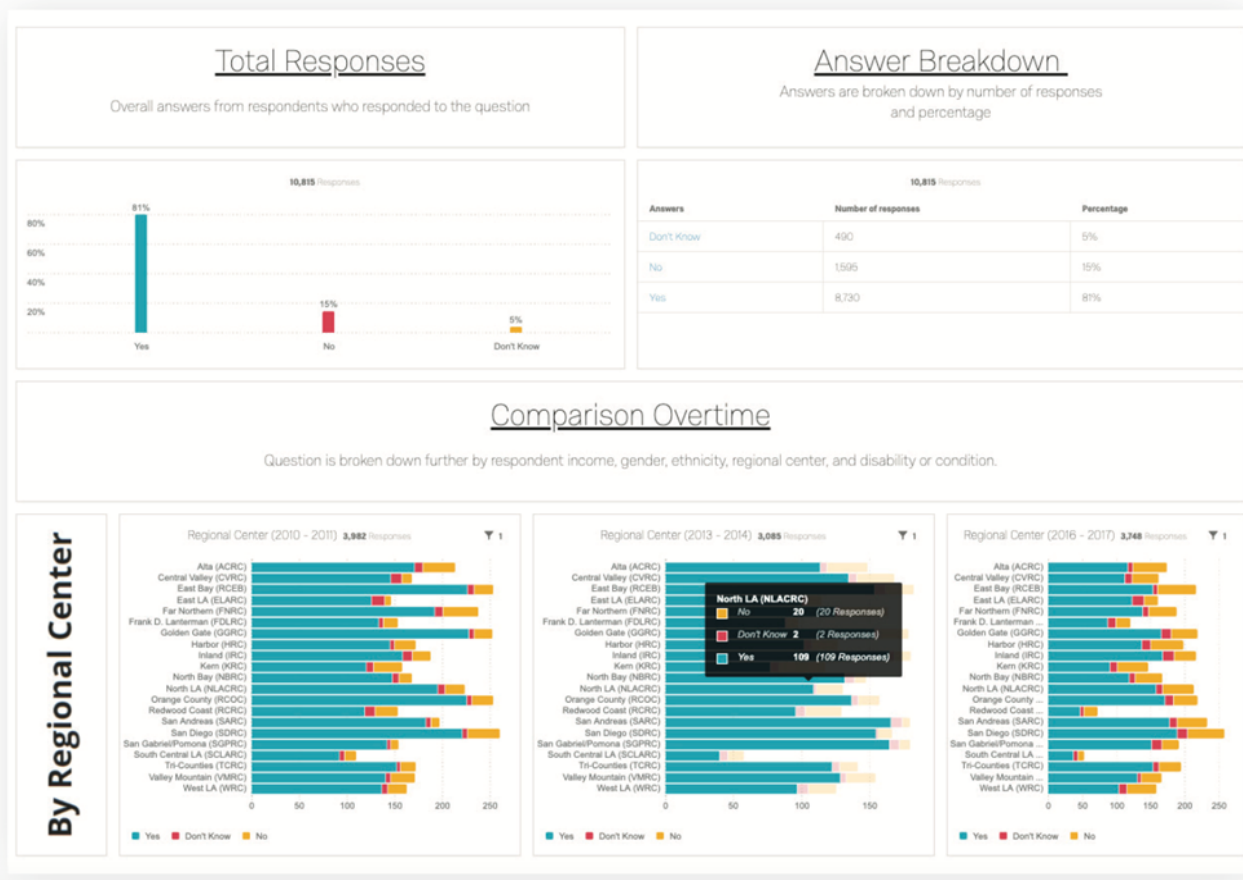
XM FOR GOVERNMENT

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Rapid Health Surveillance Program

San Mateo County, California | 767k residents served

Challenge

- San Mateo County was aiming to get a pulse on the general well-being and needs of the population.

Outcome

- Dashboards displaying visualizations of general health broken out by demographic in order to identify specific correlations.

Program

- Launched a voluntary enrollment survey with four subsequent weekly follow-ups to track changes over time.

- Automated workflows trigger invites on a weekly cadence.

- The follow-up survey is concise in order to drive a better survey-taking experience and strong response rates.

- Dashboards to view correlations between well-being and age, household income, education, etc.

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COUNTY OF LOS ANGELES
Public Health

Public Surveys and Community Engagement

Los Angeles County Public Health | 10M residents served

Challenge

- Wanted to predict the spread of the virus and understand how it was impacting various communities and disadvantaged populations within LA County

Outcome

- Weekly panel of 20,000 residents recruited (and growing) with consistent response rates between 70-80%
- Have been able to successfully predict spikes in positive tests across the county since initial launch - helped to proactively strategize responses

Program

- Weekly SMS outreach asks 1-4 short questions
- Accessible distribution methods online, or via SMS text
- Centralized data collection and security in Qualtrics
- Automated reporting through Qualtrics reports and Dashboards
- Using automated predictive analytics and data visualizations in the Qualtrics platform, LA County is able to determine trends in spikes and corresponding challenges facing different demographic groups and regions in the county

XM	Survey Builder	SMS Distributions	Workflows
	Dashboards	XM Directory	

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5. Verification that all information provided in the Reference Data Sheet is true and correct to the best of the Proposer's knowledge.

Yes, it is. You can call or email the contacts referenced and you can also visit the links in this document to see the dashboards for yourself.

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9.0: EVIDENCE OF INSURABILITY AND BUSINESS LICENSURE

All Proposers shall submit evidence of eligibility for all insurances required by the sample Professional Services Agreement attached hereto. Upon the award of the final Professional Services Agreement resulting from this RFP process, the Successful Proposer will have ten (10) calendar days to produce certificates of the required insurance, including a certified endorsement naming the County as an additional insured. However, Proposers should not purchase any additional insurance until the Professional Services Agreement resulting from this RFP process has been awarded. In addition, all Proposers shall certify the possession of any and all required licenses and/or certifications.

We will provide insurance documentation within 10 days of the contract award, if awarded the deal.

10.0: EXCEPTIONS, OBJECTIONS AND REQUESTED CHANGES

Proposers should carefully review the terms, conditions and requirements set forth in this RFP and the sample Professional Services Agreement attached hereto. Any exceptions, objections or requested changes to any portion of this RFP, and/or the sample Professional Services Agreement attached hereto, shall be clearly identified, and explained in the Proposal. Descriptions of any exceptions, objections or requested changes should include the page and section number of the referenced portion of this RFP or the sample Professional Services Agreement attached hereto. Protests based on any exception, objection or requested change to this RFP, and/or the sample Professional Services Agreement attached hereto, shall be considered waived and invalid by the County, if the exception, objection or requested change is not adequately identified and explained in the Proposal.

Carahsoft does not require exceptions for this bid.

IN SUMMARY

Carahsoft Technology Corporation and Qualtrics appreciate the opportunity to offer this solution for County's initiative.

The Carahsoft Team has proposed a superior and cost-effective solution that fully complies with County's requirements set forth in Community Health Data Dashboard Solicitation Number: DHHS2022-04. We understand the importance of your project goals, and we are confident you will benefit from this solution and our expertise.

Carahsoft looks forward to the opportunity to speak with you regarding the details of this proposal, as well as the opportunity to work with Department of Health and Human on this project.