

First 5 Commission of San Diego

February 18, 2025

CMEDS Data System-Contract Sole Source

Request:

The request before the Commission is to approve a sole source contract with Persimmony International (Persimmony). The contract period will be from July 1, 2025 through June 30, 2030.

In accordance with Board of Supervisors Policy A-87, Competitive Procurement, this request meets the requirements for sole source based on standardization and continuity for the Commission's data collection and reporting requirements

Background:

Since September of 2007, Persimmony, International has provided the Commission with an integrated database for the management of contract performance and evaluation – the Contract Management and Evaluation Data System (CMEDS).

CMEDS supports the tracking of all data that is collected on behalf of contracted partners. The data that is collected includes the following: the number of program participants served, demographic data, outcome data and the specific indicators and targets pertaining to the evaluation framework guided by the Commission's Strategic Plan. CMEDS supports both contract monitoring and evaluation and ensures First 5 San Diego data are submitted to First 5 California each year in accordance to Proposition 10 statute reporting requirements. CMEDS provides direct access to meaningful data for program evaluation to the community and stakeholders and Persimmony provides technical assistance when adapting the platform to enhance contract management and utilization of data.

Persimmony also provides ongoing maintenance and system upgrades for the 250 active users. CMEDS programming also ensures the platform is compatible with the First 5 California data system. Since FY 2010-11, all First 5 County Commissions are required to submit their data through the State system, known as PROOF (Practice, Research, & Outcomes for 0 to Five). Persimmony stays current with system requirements and complies with all First 5 California data reporting requirements.

The current contract amount is \$273,770 for FY 24/25 which includes the one-time funding of \$10k that was approved in November 2024 for the Single Sign On element.

Commission History:

- November 14, 2024 (Item 3). The Commission directed staff to amend the Persimmony contract adding \$10,000 in FY 24/25 to implement the County mandated Single Sign On element for web-based programs.
 - October 13, 2022 (Item 4). The Commission directed staff to amend the Persimmony contract adding \$15,000 for Doula program data collection and support.
 - April 22, 2020 (Item 4). The Commission directed staff to extend the Persimmony contract for FY 2020-21 through FY 2024-25 at \$263,770 per year.
 - April 24, 2017 (Item 3). The Commission directed staff to add an additional option year for FY 2019-20 with an amount of up to \$263,770.
 - April 21, 2014 (Item 3). The Commission directed staff to extend the Persimmony contract (5) additional option years FY 2014-15 through FY 2018-19 for amounts up to \$263,770 in each year
 - June 13, 2011 (Item 3). The Commission directed staff to extend the Persimmony contract for FY2011-12 with an option to extend through FY 2013-14 for amounts up to \$267,770 in each year.
 - May 9, 2011 (Item 1). The Commission directed staff to reduce costs for evaluation and communications to address the impact of AB99.
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- December 13, 2010 (Item 3). The Commission awarded a contract extension to Persimmony International for FY 2011-12 with the possibility of two option years through FY 2013-14 for amounts up to \$277,584 in each year.

Item 2-1

- September 17, 2007 (Item 7). The Commission approved the award of the contract to Persimmony International and approved up to \$950,000 for implementation of the CMEDS system to include the data system and related implementation expenses.
- June 20, 2005 (Item 5). The Commission authorized the release of an RFSQ for a Contract Management and Evaluation Data System (CMEDS) and allocated up to \$950,000 for the costs of the first year of the project.

Link to the Strategic Plan

Persimmony supports the goals and strategies of First 5 by providing program data to partners and the community related to First 5 programs impact on children and families and the data may also be used to support external evaluation efforts, support systems change work as well as, support advocacy for policy change and systems integration.