

mySidewalk
HEALTH

304 W. 8th St.
Kansas City, MO
64105

Cochise County Health and Social Services
Request for Proposal
Ref: 20-26-HEA-02
Community Dashboard

mySidewalk Proposal

About mySidewalk

mySidewalk has partnered with more than 1,300 cities, counties, regional agencies, and other organizations over the past 8+ years to help public agency leaders use qualitative and quantitative data to make informed decisions. We also help these leaders tell data-driven stories through our dynamic reports and dashboards. In that time, our staff has dedicated their time to designing and building tools that help communities track, analyze, and communicate their data. Our work has supported organizations in partnering with community stakeholders to make operational, strategic and policy decisions based on community metrics and much more. For reference, please visit the Kansas City, MO Community Health Improvement Plan as an example of our work: <https://dashboards.mysidewalk.com/kansas-city-mo-chip-dashboard/>.

Address

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Phone

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Contact Person

Kyle Cook, Regional Account Executive

Year Established

2010

Principals of the Firm

Stephen Hardy, CEO
Matthew Barr, CTO

Tax Identification Number

47-5460704

Submission Requirements

mySidewalk has worked with more than 1,300 public agencies since 2010. We continue to partner with some of the leading public health organizations throughout the country. A few notable public health customers include:

- Maricopa County, AZ Health Department
- Navajo County, AZ Health Department
- Yavapai County, AZ Health Department
- Mohave County, AZ Health Department
- Vitalyst Health Foundation
- Kansas City MO Health Department
- Louisville Metro, KY Public Health & Wellness
- Long Beach, CA Department of Health and Human Services

- Fulton County, GA Health Department;
- Weber-Morgan, UT Health Department
- Lawrence-Douglas, KS Health Department
- City of Pasadena, CA Health Department
- Blue Shield of California
- Harris County Public Health

Customer References

Kansas City, MO Health Department

Elizabeth Walsh, Social Epidemiologist & Data Strategist
elizabeth.walsh@kcmo.org
816-513-6210

Maricopa County, AZ Department of Public Health

Sonia Charry, Stakeholder Communications Coordinator
soniacharry@mail.maricopa.gov
602-679-3098

The Unified Government Public Health Department, KS

Juliann Van Liew, Program Coordinator
jvanliew@wycokck.org
(913) 573-6733

Navajo County Public Health Services District, AZ

Jeff Lee, Director
jeffrey.lee@navajocountyaz.gov
928-853-9203

Lawrence-Douglas County Health Department, KS

Sonia Jordan, Epidemiology and Public Health Preparedness Coordinator
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785-843-3060

Long Beach Department of Health and Human Services

Katie Balderas, Director, Office of Health Equity
katie.balderas@longbeach.gov
562-570-4000

Scope of Work

Cochise County Health and Social Services (the “Customer”) has the need to better track, analyze, and communicate its Community Health Assessment (CHA) data in order to identify priority areas for improvement across the organization. The Customer also has the need to communicate the plan for Community Health Improvement Plan (CHIP) through data storytelling. The Customer has selected two custom dashboards. The Community Health

Assessment Dashboard and secondly, the Community Health Improvement Dashboard . The purpose of this Statement of Work ("SOW") is to outline and define the activities that will be conducted by the mySidewalk team to ensure the highest quality delivery of its Public Health Dashboards.

The main objectives of this project are as follows:

1. Create and maintain the **mySidewalk Community Health Assessment Dashboard** as detailed in this SOW.
2. Create and maintain the **mySidewalk Community Health Improvement Plan Dashboard** as detailed in this SOW.
3. Provide initial dashboard and Platform access training for up to 15 eligible employees of the [CUSTOMER] and provide ongoing intermediate training, access to the mySidewalk Public Health Community of Practice and reliable customer support.

This Statement of Work will cover the scope of work required to implement and achieve the desired objectives.

Description of Services and Scope

The following services will be performed by mySidewalk.

This subscription provides access to the **mySidewalk Public Health Dashboards (Community Health Assessment and Community Health Improvement Plan)** for your department created and maintained by mySidewalk. The Dashboards will be configured based on the following mySidewalk-developed processes and methodologies:

- Initial customization of header images, department logo, introductory text, data summary highlights and narrative, description of the survey report outline, and map of survey sub areas [TBD by the Customer]
- mySidewalk will create a custom dashboard outline ("Custom Outline") based on the Customer's priorities, strategic planning documents, community listening session feedback and other guidance provided by Customer.
- mySidewalk will curate an extensive set of data visualizations to support the narrative and survey findings as determined by the Custom Outline

Customizations:

mySidewalk will deliver The Dashboard(s) with the following requested customizations to the above definitions and standards:

- Custom data integration, if requested, available, and formatted.
 - ◆ State of Arizona Health (formerly Health Matters)
 - ◆ State Vital Statistics
 - ◆ First things First Child Health Survey
 - ◆ Local Disease Surveillance
 - ◆ Arizona Criminal Justice Commission
 - ◆ RWJF County Health Rankings
 - ◆ WIC

- ◆ BRFSS Core Module
- ◆ BRFSS State Module(s)

Platform Access:

Customer will have access to the mySidewalk Platform. With this Platform, the Customer is able to create customized reports using the mySidewalk library of templates. These templates include, but are not limited to:

- A Social Determinants of Health Report
- A Clinical Care Indicators Report
- An Environmental Health Indicators Report

The Customer will have access to the full library of mySidewalk templates, the mySidewalk data library and customer experience team support. Platform Access includes an initial one-hour training with mySidewalk staff as well as continuing education for Platform users.

Platform access also includes 1-time access to mySidewalk School, our customized onboarding and training program which includes three one-hour product trainings that empower your team to build a data-driven culture through creation of data-rich, dynamic reports for use in a variety of scenarios—staff, council, and public meetings, grant applications, end-of-year reports, communications campaigns, and more. The three lessons include:

mySW 101

In mySW 101 your team will learn how fast and easy it is to create reports, charts, and maps with mySidewalk's 2,000 pre-loaded datasets. By the end, team members will have created their first full report that they can share with colleagues and community partners. The training also includes how to brand your assets with custom color palettes and local imagery.

mySW 201

In mySW 201 your team will learn how easy it is to upload, use, and manage local user data. We'll walk step-by-step through uploading user data in any format and how to add local data to reports as charts and maps. The training also highlights best practices for maintaining your library of user data, such as using data tags to make the perfect dataset easier to find.

mySW 301

In mySW 301 we'll set your team up to master advanced features and workflows for integrating local data with national indicators to tell data stories in a powerful way. mySW 301 is customized to fit your team's unique needs and goals. It also includes best practice strategies for ongoing use of the tool for rapid report generation, industry-specific analyses, and more.

After mySidewalk School, ongoing support from mySidewalk is available through our in-Platform chat features and communication with your assigned Customer Manager. The Customer may use these resources to troubleshoot any experienced problems and request new data transformations. mySidewalk aims to respond to all requests for help within 24 hours but will vary depending on the time the request is made and the volume of current requests from other Customers.

Assumptions:

Respondent groups (age, race/ethnicity) with limited responses will be combined to provide statistical validity. mySidewalk will outline any reclassification for Customer's approval (customer to review within 6 business days of receipt of reclassification scheme).

All exceptions, additions, and customization not explicitly included within this Statement of Work will be billed at a rate of \$150/hr.

Dashboard Timeline

Below is a typical timeline for launching a CHA or CHIP Dashboard. Upon project kickoff, mySidewalk will work with the customer to finalize the timeline.

Timeline & Dependencies	Phases & Milestones
First day of contract term	mySidewalk Platform Access and Training <ul style="list-style-type: none">• Customer Development Manager to send invitations to mySidewalk platform• Customer Development Manager to schedule mySidewalk trainings• Customer to share Indicator List; CHA/ CHIP Documents; any other relevant documents
Within 5 business days of contract term	Introduction to mySidewalk Intro Call <ul style="list-style-type: none">• Get to know mySidewalk's Director of Health Solutions, Dr. Sarah Martin, who will meet with members of your team to learn about your department, community, and goals. You'll also learn more about what it means to be a new member of the Health Community of Practice.
20 business days after mySidewalk receives Indicator List from Customer <i>(allows time for review and recommendations)</i>	Project Planning & Data Selection Dashboard Kickoff & Planning Call <ul style="list-style-type: none">• Introductions• Define success metrics• Name Customer dashboard "champions"• mySidewalk presents draft dashboard outline• Customer to provide initial reaction to outline• mySidewalk and Customer to go through data recommendations based on the draft outline
Customer dependent	Data Collection <ul style="list-style-type: none">• mySidewalk to download all publicly available data offered for immediate download• Customer to transfer all other data:<ul style="list-style-type: none">◦ Geographic data (i.e. shapefiles, geojsons) may be transmitted as is

	<ul style="list-style-type: none"> ○ Tabular data (i.e. excel files) must be machine-readable and transmitted with x,y coordinates or addresses for each data point ● mySidewalk to identify discrepancies, missing data, or other problems (if any) ● Customer to provide missing or corrected data (if needed) OR other direction (e.g. to remove the data elements from the dashboard)
10 business days after all customer data collected	<p>Data Processing</p> <ul style="list-style-type: none"> ● mySidewalk to upload all data for visualization ● Customer to provide logo, local images and videos, and desired color scheme
15 business days after data processing	<p>v1 Dashboard Delivery & Review</p> <p>v1 Dashboard Demo Call</p> <ul style="list-style-type: none"> ● mySidewalk to present v1 dashboard ● Customer to provide initial feedback ● Customer to socialize the dashboard internally, collect feedback, and provide mySidewalk a comprehensive list of edit requests
15 business days after receipt of final edit list	<p>Final Dashboard Delivery</p> <p>Dashboard Launch Call</p> <ul style="list-style-type: none"> ● mySidewalk to present final dashboard ● mySidewalk & Customer to discuss timeline for dashboard launch ● mySidewalk to share best practices for promoting dashboard and for leveraging in reporting, requests, presentations, and more

Dashboard Deliverables

mySidewalk will provide the following resources in the course of this project:

- Dashboard Brief - dashboard goals, audience, and success metrics
- Dashboard Outline - structural representation of the dashboard
- Data Roadmap - schedule for acquiring data
- Customer Data Library in mySidewalk - data layers for use in the platform
- Rollout Strategy & Materials - various materials to facilitate strong launch
- The CHA/CHIP Dashboard - finished product
- Update Schedule - schedule for data updates to the dashboard

Update Frequency:

The Customer has requested that the survey dashboard be updated on an ANNUAL basis. Guaranteed updates are limited to the uploading of data included in the initial dashboard design and adjustment of existing visualizations based on achievement of performance indicators.

ANNUAL updates to the Dashboard will not begin until written confirmation from the Customer that all components are finalized. All updates will be delivered within 11 business days after Customer delivers updated data.

Additional updates such as substantive editing of copy; addition of new datasets and indicators; and addition of new dashboard pages will be performed at the discretion of mySidewalk. Customer Support is always available as the Customer updates or adds to their dashboard throughout the length of the contract.

Unique Features

- Comparisons with other places of interest (i.e. peer cities, City Council Districts, neighborhoods) using the 2,200+ pre-loaded datasets in mySidewalk for every community in the country, including custom areas.
- Ability to normalize data sets on the fly without any data science background
- Dozens of pre-built analysis templates, including social determinants of health as well as economic development, and reports created by subject matter experts included with access to mySidewalk Platform. *mySidewalk does not charge an additional fee per report.*
- Ability to collect multiple visualizations into a single-collection.
- Ability to embed image and video files to support dashboard narrative.
- Product is editable by the Customer at any point during the contract period.
- Data Platform partitioning and filtering on the fly to view and analyze data for custom geographies. This helps ensure the data you use is relevant and accurate, and *it does not require GIS expertise.*
- Infographics in conjunction with goal tracking for key performance indicators.
- Continuous support from mySidewalk customer team to create the most effective visualizations based on Customer data.
- Mobile optimized - the mySidewalk health dashboards can be used on a variety of devices (i.e. smart phones, tablets, etc.)
- ADA Compliant and optimized for language translation.
- mySidewalk provides many forms of maintenance (database snapshots and optimization, cache cleaning, infrastructure rotation) which incur no downtime whatsoever. We release updates approximately once a week outside of U.S. business hours and incur ~5 minutes of reduced functionality as updated application servers restart in a rolling manner to reflect the new software and configuration. Our disaster recovery process is identical to our process for starting a beta environment and releasing large updates and our target is 90 minutes.

Investment Summary

	Products Included (Platform Access for 15 Users included for length of contract)	1-Year Subscription
Year 1	Community Health Assessment Dashboard and Community Health Improvement Dashboard and Maintenance (all-inclusive) Training for up to 15 Internal Users	\$20,000

When contracting with mySidewalk, you are also agreeing to our [terms and conditions](#)

Fee & Payment:

The Customer will be invoiced an annual subscription fee as detailed under the Investment Summary section beginning on the effective date of the agreement. The rate is fixed for the length of the 1 year term at which time mySidewalk will offer a year 2 renewal at the same price. mySidewalk may notify the Customer in writing of a price adjustment not to exceed 5% for renewals in years 3 and 4, if applicable. Payment terms for all invoices are Net 30.

mySidewalk has successfully partnered with over 40 health organizations in the last 18 months alone. The summary below is a selection of partners that are most relevant to the project requirements listed within this RFP.

- Maricopa County, AZ Health Department
- Navajo County, AZ Health Department
- Yavapai County, AZ Health Department
- Mohave County, AZ Health Department
- Vitalyst Health Foundation
- Kansas City MO Health Department
- Louisville Metro, KY Public Health & Wellness
- Christian County, KY Health Department
- Long Beach, CA Department of Health and Human Services
- Fulton County, GA Health Department;
- Weber-Morgan, UT Health Department
- Lawrence-Douglas, KS Health Department
- City of Pasadena, CA Health Department
- Blue Shield of California
- Harris County Public Health

The following are a selection of CHIP and CHA public community dashboards that we feel align with the project requirements and needs of Cochise County Health and Social Services.

Health Organization	Partnership Agreement Date	Public Dashboard
Kansas City, MO Health Department	March 19, 2018	CHIP
Lawrence Douglas, KS County Health Department	September 17, 2018	CHIP
Navajo County, AZ Health Department	October 18, 2018	CHIP
Weber-Morgan, UT Health Department	December 21, 2018	CHA
Christian County, KY Health Department	February 4, 2019	CHA