REQUEST FOR PROPOSALS (RFP)

2021-P016 Latinx Community Engagement

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal and to inform them of basic requirements that the County uses as part of its standard contract process.

IMPORTANT DATES

Application/Vendor Workshop: Monday, March 16, 2020
**Cancelled due to COVID-19 Precautions***
1:00 – 2:00 p.m.
Job Center Ballroom
1819 Aberg AVE, Madison

Last Date to Submit Written Inquiries 4:30 p.m. (CST) Monday, April 13, 2020

Proposals Due: 2:00 p.m. (CST) Wednesday, June 3, 2020

Notification of intent to award (estimate): Friday, July 24, 2020

Expected Contract Start Date: January 1, 2021

PROPOSAL INFORMATION

Applications materials and schedules should be submitted via email to:
DCDHSRFP@countyofdane.com.
(Note: The time stamp on your email submission will be the time stamp used to determine if the submission was received by the stated deadline. If you do not receive a reply email from the Public Mailbox DCDHS RFP within 1 hour contact Bastean@countyofdane.com).

A late application form will disqualify your submission.

Contact Information: For clarifications or questions concerning this RFP, please submit them via email to DCDHSRFP@countyofdane.com. Responses to questions concerning RFP content will be posted to the website. Please check the website (danecountyhumanservices.org/rfp/application) routinely to receive any updates or changes to this RFP. Questions concerning the content of the RFP will be accepted until 4:30 p.m. on April 13, 2020.
Part 1
General Guidelines and Information

1.0 General Information

1.1. Clarification of the specifications

Any questions concerning this RFP should be submitted via email to DCDHSRFP@countyofdane.com on or before the stated date on the cover page of the RFP.

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should immediately notify the contact person of such error and request modification or clarification of the RFP document.

Proposers are prohibited from communicating directly with any employee of Dane County, except as described herein. No County employee or representative other than those individuals listed as County contacts in this RFP is authorized to provide any information or respond to any question or inquiry concerning this RFP.

One or more organizations may collaborate to submit a single proposal. The application shall include clearly delineated channels of communication, duties and memorandums of understanding where applicable.

1.2. Addendums and/or Revisions

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, revisions/amendments/FAQs and/or supplements will be posted on the Dane County Department of Human Services web site at: danecountyhumanservices.org/rfp/application.

It shall be the responsibility of the proposers to regularly monitor the Department’s web site for any such postings. Proposers must acknowledge receipt/review of any addendum(s) at the bottom of the Vendor Information Page.

Each proposal shall stipulate that it is predicated upon the terms and conditions of this RFP and any supplements or revisions thereof.

1.3. Vendor Conference

The application workshop serves as the vendor conference. Attendance is optional.

1.4. Contract Term and Funding

The contract shall be effective on the date indicated on the contract execution date and shall run for ____1____ year(s) from that date, with an option by mutual agreement of the County and contractor, to renew for ____4____ additional ____1____-year periods.

1.5. Reasonable Accommodations

The County will provide reasonable accommodations, including the provision of informational material in an alternative format, for qualified individuals with disabilities upon request. If you need accommodations at the Application Workshop, contact the Department of Human Services at (608) 242-6418 (voice) or Wisconsin Relay (711).
2.0 Preparing and Submitting a Proposal

2.1. General Instructions

The evaluation and selection of a contractor and the contract will be based on the information submitted in the proposal plus references and any required on-site visits or oral interview presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

Elaborate proposals (e.g., expensive artwork) beyond that sufficient to present a complete and effective proposal, are not necessary or desired.

2.2. Proprietary Information

All restrictions on the use of data contained within a proposal and all confidential information must be clearly stated on the attached “Designation of Confidential and Proprietary Information” form (Attachment B). Proprietary information submitted in a proposal, or in response to the RFP, will be handled in accordance with the applicable Wisconsin State Statute(s).

To the extent permitted by law, it is the intention of Dane County to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in the opinion of Dane County. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law.

2.3. Incurring Costs

Dane County is not liable for any cost incurred by proposers in replying to this RFP.

2.4. Submittal Instructions

Proposals must be received by the Department of Human Services by the specified time stated on the cover page. All proposals must be submitted via electronic mail. Proposals received in response to this solicitation will not be returned to the proposers.

All proposals must include:

- Completed DCDHS Application Form
- Completed Budget and Personnel Schedules Spreadsheet
- Additional information as requested in the RFP
- Completed Attachment A – Vendor Information
- Completed Attachment B – Designation of Proprietary and Confidential Information

2.5. Multiple Proposals

Multiple proposals from a vendor will be permissible; however each proposal must conform fully to the requirements for proposal submission. Each such proposal must be separately submitted and labeled as Proposal #1, Proposal #2, etc.

2.6. Oral Presentations and Site Visits

Top ranked selected proposers may be required to make oral interview presentations and/or site visits to supplement their proposals, if requested by the County. The County will make every reasonable attempt to schedule each presentation at a time and location that is agreeable to the proposer. Failure of a proposer to conduct a presentation to the County on the date scheduled may result in rejection of the vendor’s proposal.
3.0 Proposal Selection and Award Process

3.1. Preliminary Evaluation

The proposals will first be reviewed to determine if requirements in Section 2.0 are met. Failure to do so will result in the proposal being rejected. In the event that all vendors do not meet one or more of the requirements, the County reserves the right to continue the evaluation of the proposals and to select the proposal which most closely meets the requirements specified in this RFP.

3.2. Proposal Scoring

Accepted proposals will be reviewed by an evaluation team and scored against the stated criteria. This scoring will determine the ranking of vendors based upon their written proposals. If the team determines that it is in the best interest of the County to require oral presentations, the highest ranking vendors will be invited to make such presentations. Those vendors that participate in the interview process will then be scored, and the final ranking will be made based upon those scores.

3.3. Right to Reject Proposals and Negotiate Contract Terms

The County reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, the County may negotiate a contract with the next highest scoring proposer.

3.4. Evaluation Criteria

The proposals will be scored using the following criteria:

<table>
<thead>
<tr>
<th>Item</th>
<th>Application Form Item</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Program Description</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Program Strategies and Activities</td>
<td>30</td>
</tr>
<tr>
<td>3</td>
<td>Experience and Qualifications</td>
<td>20</td>
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<tr>
<td>4</td>
<td>Quality Improvement</td>
<td>15</td>
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<tr>
<td></td>
<td>Sub Total</td>
<td>80</td>
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<tr>
<td>5</td>
<td>Budget Narrative and Schedules</td>
<td>20</td>
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<tr>
<td></td>
<td>Total Points</td>
<td>100</td>
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</tbody>
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4.0 Special Contract Terms and Conditions

4.1. Local Purchasing Ordinance

Under County ordinances, a Local Vendor is defined as a supplier or provider of equipment, materials, supplies or services that has an established place of business within the County of Dane. An established place of business means a physical office, plant or other facility. A post office box address does not qualify a vendor as a Local Vendor.

County ordinance provides that a local vendor automatically receive five points toward the evaluation score and vendors located within the counties adjacent to Dane County (Columbia, Dodge, Green, Iowa, Jefferson, Rock, Sauk) automatically receive two points toward the evaluation score.

4.2. Dane County Sustainability Principles

On October 18, 2012, the Dane County Board of Supervisors adopted Resolution 103, 2012-2013 establishing the following sustainability principles for the county:

- Reduce and eventually eliminate Dane County government’s contribution to fossil fuel dependence and to wasteful use of scarce metals and minerals;
- Reduce and eventually eliminate Dane County government's contribution to dependence upon persistent chemicals and wasteful use of synthetic substances;
- Reduce and eventually eliminate Dane County government's contribution to encroachment upon nature and harm to life-sustaining ecosystems (e.g., land, water, wildlife, forest, soil, ecosystems); and
- Reduce and eventually eliminate Dane County government's contribution to conditions that undermine people’s ability to meet their basic human needs.

4.3. Dane County Department of Human Services Administrative Rate Ceiling

Contracts with the Department of Human Services limit administrative costs/expenses to a 15% ceiling.

4.4 Registration

At the time of contracting with the Department of Human Services, agencies must be registered entities in good standing with the Wisconsin Department of Financial Institutions.

5.0 **Standard Terms and Conditions**

Standard contract requirements concerning Affirmative Action, the Americans with Disabilities Act, contract termination and modification, etc. are included in the County's boilerplate contract. For further information a copy of the contract may be viewed on the Department's website danecountyhumanservices.org/rfp/boilerplate_contracts.
Part 2
Description of Service
2021-P016 Latinx Community Engagement

I. Program Scope:

1. Program Description:

   The Dane County Department of Human Services (DCDHS) is requesting proposals for Latinx Community Engagement services. These services will entail providing direct service, language assistance, assessment, advocacy and outreach to consumers to address needs in this community. The provider of these services is also expected to educate this population about existing services and engage key partners in collective impact efforts to increase resources and alignment of effort for the benefit of this target population.

   Utilizing two full time Community Engagement Specialist (CES) staff, core services provided in this program will entail Direct Services/Case Management (70%), Outreach (20%), and Needs Assessment and Advocacy (10%). One CES position will be focused exclusively on Sun Prairie while the other will serve Dane County residents in general.

   A primary partner with this program is Dane County’s Joining Forces for Families (JFF) program which is situated in the new Prevention and Early Intervention (PEI) Division at DCDHS. JFF has seven full time bilingual Spanish-speaking social workers serving different neighborhoods and communities across Dane County.

   This collaboration also includes Sunshine Place – Sun Prairie, Public Health Madison Dane County, the Catholic Multicultural Center, Lussier Community Center, Jewish Social Services, Madison Metropolitan School District, and Madison College among others partners.

2. Goals:

   The Provider will provide direct and case management services to the Latinx community to improve their quality of life. Efforts will be made to increase access to services by engaging new clients and adopting a service approach that directs staff to proactively refer clients to other resources within and outside of their agency. Quality of service delivery will be continuously monitored and more capacity will be developed to serve this population.

   Specific goals include:

   a. 75% of individuals or families receiving case management services will report that these services improved their situations in a meaningful way.

   b. To increase service access, 20% of total program clients receiving direct services shall be first time clients and 50% of total program clients shall be referred to a service or resource from another provider to increase access.

   c. Two (2) new programs or resource options that the Latinx community identifies as a critical need will be launched in an 18 month time frame.
3. Needs/Expectations:

a. Program Personnel

1) The selected provider is required to employ two full-time Community Engagement Specialists (CES). One position is to be based with the JFF Sun Prairie Office located at 1632 W Main Street. The other CES position is to be based at a location that is readily accessible to Latinx Dane County residents.

2) Credentials – program staff must have the professional certification, training, experience, and abilities to carry out the prescribed duties.

3) Caregiver Background Checks – the selected provider must comply with the caregiver background check and misconduct reporting and investigation requirements in Wis. Admin Code DHS 12 and Wis. Admin Code DHS 13.

4) Program personnel shall have access to a licensed, insured, working vehicle to complete work tasks.

b. The program will serve low-income and at-risk Latinx children, youth, and families residing in Dane County with a special emphasis on persons with limited English proficiency.

c. A primary entry point for services shall be direct contact with youth in schools and adults through walk-in appointments and referral connections to other agency programs serving this population.

d. The program will develop and maintain strong working relationships with JFF community social workers and other partners.

e. Client service participation is to be on a voluntary basis.

f. Direct Services/Case Management

1) It is expected that 70% of CES time will be spent on direct case management services. This entails assessing and responding to client needs, making a plan of action, linking to services and resources, monitoring progress, and advocating for access and resolution to presenting issues as necessary. Typical issues to address with children, youth and families will include translation and interpretation, housing, education, employment, economic support, health care, and immigration and legal issues.

2) CES staff of the selected provider will proactively refer clients to other resources within and outside of their agency.

3) Services are to be delivered in family homes and community settings, as well as the CES office sites.

4) The program must have the capacity to provide direct services involving language assistance, assessment, resource provision and service referral annually to 2,500 Latinx clients residing in Dane County.

5) The selected provider will provide case management services to 125 individuals or families annually.

6) The selected provider will collect data on direct service and case management activities and the clients and families served. Contacts are to be categorized by type of service
delivered or referred to and by primary geographic service area. This is to include the number of clients served who are served for the first time and the number referred to other service providers/resources as needed.

7) Quality of service delivery is to be continuously monitored and refined as needed.

g. Outreach

It is expected that 20% of CES time will be spent on outreach activities. This is to include: conducting outreach efforts to make the service population aware of their services and resources; cultivating partnerships with other organizations focused on the Latinx community for this purpose; social media activities (e.g. Twitter, Facebook) to conduct public education efforts related to service access and availability; and attending community and coalition meetings to learn about concerns and engage in collaborative activities to promote service referral networks and teaming arrangements for collective impact.

h. Needs Assessment and Advocacy

It is expected that 10% of CES staff time will be assisting partners to identify service gaps in the community and to mobilize resources to address these needs.

i. Service Hours/Days

1) Primary hours of service delivery are to take place Monday – Friday / 8:00 a.m. - 5:00 p.m.

2) Service hours are to accommodate persons who walk-in, as well as those with appointments.

3) Service hours are to accommodate people who have to work first shift.

4) Service hours are to accommodate community based groups and workshops that may occur in the evenings or on weekends.

j. Service Termination

Services may be terminated when a client (1) has received necessary services, (2) indicates assistance is no longer necessary, or (3) pertinent services or resources cannot be found to assist them.

k. Data Reporting

1) The program will report on any new programs or resource options that the Latinx community identified as critical that were launched as a result of its needs assessment and advocacy work.

2) The program will be required to report participant and service data to the assigned DCDHS Contract Manager using the DCDHS Monthly Participant/Staff Summary Report (711) and CES monthly site reports.

3) The program will collect information on and report annually to the assigned DCDHS Contract Manager the number and percent of individuals and families who receive case management services who report that these services improved their situations in a meaningful way.
4. Current Operations:
Centro Hispano of Dane County currently administers this program.

4. Maximum funding available for this program is $108,145.

II. DCDHS Application Form:

1. PROGRAM DESCRIPTION (15 points)
   a. Describe your proposed program and how it is going to meet the needs described in the RFP. This should be an overview.
   b. Describe the staffing that will be used to meet the needs and expectations described in the RFP.
   c. Provide résumés of key staff and copies of licenses, if applicable. These may be separate attachments and not included in the page count.

2. PROGRAM STRATEGIES AND ACTIVITIES (30 points)
   a. Describe the specific strategies and activities to be used to achieve the stated objectives, expectations, and desired outcome in the RFP.
   b. Describe the strategies and activities that will be used to make this program culturally relevant and to promote racial equity.

3. EXPERIENCE AND QUALIFICATIONS FOR THE PROPOSED PROGRAM (20 points)
   a. Include your agency’s mission statement and discuss how this proposed program aligns with that mission.
   b. Describe the experience and qualification of your agency to provide programs that are welcoming to persons of all backgrounds and cultures including any explicit plans your agency is undertaking to improve in this area.
   c. Describe the experience and qualification of your agency to provide the proposed program.
   d. Include a staff turnover calculation for the previous year. If you had 20% or more turnover in a certain staff position/category, please explain. Also address any noteworthy staff retention issues or policies to reduce staff turnover.
   e. Submit 2 - 3 letters of reference. References should be specific to the service offered. References should be from agencies you have done business with or those with whom you have collaborated. [Reference checks may be conducted with these agencies and others in the community.

4. QUALITY IMPROVEMENT (15 points)
   a. Describe any programmatic or administrative improvements that have enhanced your agency’s ability to deliver services. Also describe any ongoing quality assurance procedures and practices your agency has in place.
   b. Describe how program data is or will be used to drive quality improvement efforts, including the measurement of and performance on client outcomes.
5. **AGENCY GOVERNING BODY**: Respond to the stated questions and complete the grid provided in the application form.

6. **STAFF-BOARD-VOLUNTEER DESCRIPTORS**: Complete the grid provided in the application form.

7. **BUDGET NARRATIVE** (20 points - includes Budget and Personnel Schedule)
   a. Please indicate the total amount of funding you are requesting from the County in your proposal. List other funders and funding amounts, if applicable. Also include other information necessary to understand your budget such as a unit cost or a per person cost if appropriate. For existing programs, please explain any line item that reflects a 10% variance (increase or decrease) in comparison to the prior budget year.
   
b. Indicate the number of clients to be served and the total number of units of service being proposed. A unit of service is defined as one hour spent delivering service directly to a client.

   Remember to submit completed Attachments A and B, which are included in the Application form along with the Budget and Personnel Schedules Spreadsheets.