REQUEST FOR PROPOSALS (RFP)
2021-P018 In Home Family Counseling Services for Children 0-12
PEI Division

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.
(Nota 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 four additional one-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>
</tr>
</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>
</tr>
<tr>
<td>4</td>
<td>Quality Improvement</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td><strong>Sub Total</strong></td>
<td><strong>80</strong></td>
</tr>
<tr>
<td>5</td>
<td>Budget Narrative and Schedules</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total Points</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td></td>
<td>Local Vendor</td>
<td>0-5</td>
</tr>
</tbody>
</table>

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-P018 In-Home Family Counseling Services for Children 0-12

I. Program Scope:

1. Program Description:

   The Prevention and Early Intervention (PEI) Division of the Dane County Department of Human Services (DCDHS) is seeking proposals for In-Home Family Counseling Services for children and their families (ages 0-12) involved with Dane County Child Protection, Youth Justice, and Child Welfare. Families referred for this service need multi-level support to improve overall family functioning. Services must be delivered in the family home or nearby community based setting with the ability to serve families who live throughout Dane County. Additionally, the selected providers must be able to team effectively with CYF and PEI Division Staff, and demonstrate a history of culturally competent service delivery to persons with complex trauma and/or mental health and substance use disorders. Proposed service models must be time limited, goal directed psychotherapy and psychoeducational models that include measurable benchmarks for improved family functioning. Service models that are informed by evidence and demonstrate clear trauma informed practices will be given priority.

2. Goals:

   a. To improve family functioning for CYF and PEI referred families with children between the ages of 0-12.

   b. To safely maintain CYF and PEI referred children and youth in their homes and avoid court ordered out of home placement.

   c. To safely reunify children and youth involved with Dane County Child Protection and/or Youth Justice to their parents/guardians and prevent re-entry into out of home care.

3. Needs/Expectations:

   a. The vendor must have demonstrated experience in providing behavioral health treatment services to families with children, as well as a demonstrated expertise in the developmental needs of youth ages 0-12. (Age range exemptions may be expected on occasion for larger family units that also include older children/youth.)

   b. Any proposed subcontract must have a single fiscal agent, a single identified subcontracted agency partner and a well-defined explanation of the service delivery model between the two vendors.

   c. Vendors must be able to serve minimally serve 252 individuals/ 84 families annually.

   d. The vendor must have demonstrated organizational capability to bill third party insurance including Medical Assistance/Wisconsin BadgerCare Plus at the time of contracting.

   e. Proposed service models must be time limited, goal directed psychotherapy and psychoeducational models that include measurable benchmarks for improved family functioning. Service models that are informed by evidence and demonstrate clear trauma informed practices will be given priority.
f. The program's treatment modalities must be culturally competent.

g. The vendor must demonstrate a history of successfully engaging and working with Families of Color, as well as persons from disadvantaged backgrounds and/or marginalized populations.

h. The vendor must be able to serve families throughout Dane County within their home setting, as well as other community locations deemed appropriate by the family and DCDHS if requested.

i. The program must provide access to 24 hour response for parent participants.

j. Program staff must be able to write and enact time limited, goal directed treatment plans that complement the family’s DCDHS case plan, promote problem solving skills, enhance resiliency and demonstrate clear and measureable benchmarks to improve family functioning.

k. Program Personnel

1) Staffing must be appropriate to meet the needs identified in this RFP.

2) A portion of direct program staff must possess Master’s Degrees (or higher) in Social Work, Counseling or Psychology and possess the appropriate licensure and/or certification in the State of Wisconsin. The Program Supervisor(s) must possess a State of Wisconsin Clinical License with a Master’s Degree (or higher) in Social Work, Counseling or Psychology.

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

4) 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.

l. The vendor must have qualified staff who are prepared to offer court testimony in juvenile court if requested.

4. Current Operations:

This program is currently offered by The University of Wisconsin Adolescent Alcohol/Drug Assessment Intervention Program.

5. Maximum funding available for this program is $515,361.00.

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.
   c. Please describe any evidence to support your program model as well as the model’s effectiveness in working successfully with families who have experienced complex trauma.
   d. Three additional pages are allowed for this section.

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.]
   f. Two additional pages (in addition to letters of reference) are allowed for this section.

4. QUALITY IMPROVEMENT (15 points)
   a. Describe any programmatic or administrative improvements that have improved 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.
   c. One additional page is allowed for this section.

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.

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