

**REQUEST FOR PROPOSALS (RFP)
For
Aging and Disability Resource Center Evaluation**

RFP # 1599DLTC-LS

Issued by:

**STATE OF WISCONSIN
DEPARTMENT OF HEALTH AND FAMILY SERVICES
DIVISION OF LONG TERM CARE
BUREAU OF AGING AND DISABILITY RESOURCES**

**Proposals must be submitted
no later than 4:00 PM Central Time
August 31, 2007**

**For further information regarding this
RFP contact Wendy Fearnside at (608) 266-5456.**

LATE PROPOSALS WILL BE REJECTED

TIMELINE

July 20, 2007	Notice of Request for Proposals
August 7, 2007	Notices of Intent to Submit a Proposal due (optional)
August 31, 2007	Proposals due by 4:00 p.m., CT
September 5-10, 2007	In-person or telephone interviews, if necessary
September 14, 2007	Notice of Intent to Award
September 28, 2007	Protests due
October 5, 2007	Contract award

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Section I. General Information

I.1 Purpose

The Department of Health and Family Services (DHFS) is requesting proposals to develop evaluation measures and tools and conduct an evaluation of Wisconsin's Aging and Disability Resource Centers (ADRCs) with a focus on the quality of the customer service they provide in the areas of information and assistance and options counseling. The ADRCs will use the evaluation for planning purposes and as a basis for taking corrective action to better serve their community users.

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal.

I.2 Available Funds

A total of \$ 90,000 is available for a grant award under this RFP. Federal and state funding will be provided by the Wisconsin Department of Health and Family Services.

I.3 Duration of Contract

The contract shall be effective on the date indicated on the contract and shall run from October 5, 2007 until September 30, 2008.

I.4 Issuing Agency

This Request for Proposal is issued by the State of Wisconsin by the Wisconsin Department of Health and Family Services, Division of Long Term Care. The Division is the sole point of contact for the State of Wisconsin during the selection process.

The person responsible for managing the grant process is:

Janice Smith, Project Manager
Department of Health and Family Services
Division of Long Term Care
1 W. Wilson St., Room 450
P.O. Box 7851
Madison, WI 53707-7851
Telephone: 608/266-7872
Fax: 608/267-3202
E-mail: smithja@dhfs.state.wi.us

The contract resulting from this RFP will be administered by the Wisconsin Department of Health and Family Services. The Contract Administrator is Donna McDowell, Director, Bureau of Aging and Disability Resources, mcdowdb@dhfs.state.wi.us.

I.5 Who May Submit a Proposal

Individuals and organizations with the experience and expertise in evaluation of customer service and health or human service programs are eligible to apply. Applicants should have the background needed to successfully conduct an evaluation of Wisconsin's ADRCs as described in this RFP.

Section II. Project Background and Scope

II.1 Project Background

II.1.1 What Is an Aging and Disability Resource Center?

Aging and Disability Resource Centers (ADRCs) are welcoming and accessible places where older people and people with disabilities can go for information, advice, and help in accessing services. They provide a central source of reliable and objective information about a broad range of programs and help people to understand the various long term care options available to them. By enabling people to make informed decisions about long term care, they help people conserve their personal resources and independence and delay or prevent the need for potentially expensive long term care services. ADRCs help people to apply for programs and benefits, and serve as the single access point for publicly funded long term care.

ADRC services are available to older people; to people with physical disabilities, developmental disabilities, mental illness, or substance use disorders; and to youth transitioning from the children's to the adult service system. ADRC services are also available to families, friends and informal caregivers and to physicians, hospital discharge planners, or other professionals who work with older people or people with disabilities. Services are provided at the resource center, over the telephone or in visits to an individual's home.

ADRCs are currently operating in 23 of Wisconsin's 72 counties. The first nine ADRCs were developed as part of the Family Care pilot program beginning in 1999 and ADRCs serving 14 additional counties were added in 2005 and 2006. Another 12 ADRCs are expected to begin operations in the next year. The Governor has set the goal of implementing ADRCs statewide by mid-2010 in conjunction with managed care expansion.

Further information about ADRCs is available on the DHFS internet site at: <http://dhfs.wisconsin.gov/LTCare/Generalinfo/RCs.htm>.

II.1.2 ADRC Evaluation History

Evaluations of Wisconsin's ADRCs to date have focused largely on implementation, contract compliance, and analysis of data from ADRC quarterly reports. DHFS is looking to expand the evaluation approach to include more outcome oriented measures, to examine the impact of the ADRC services on consumer decisions, and to identify ways in which ADRC services could be improved, with an emphasis on customer service in information and assistance and options counseling.

Prior evaluations of Family Care, including ADRCs, can be found at <http://dhfs.wisconsin.gov/LTCare/ResearchReports/Index.htm>

II.1.2 Information and Assistance and Options Counseling Services

The evaluation will focus on the customer experience in the areas of information and assistance and options counseling, as defined in Exhibit I of the ADRC contract. The contract is available at <http://dhfs.wisconsin.gov/LTCare/StateFedReqs/>

II.2 Project Goals

The goals of the ADRC evaluation project are as follows:

1. To define good customer service for ADRCs in the areas of information and assistance and options counseling. These definitions should convey clear expectations and be easily remembered and articulated by ADRC staff.
2. To develop indicators and measures of good customer services
3. To evaluate the quality of customer service provided by Wisconsin's ADRCs, including identification of strengths and weaknesses
4. To identify systemic problems that may exist in the delivery of ADRC services and identify ways to address them
5. To provide a framework for and tools to use in ongoing monitoring, evaluation, planning and quality improvement of the ADRCs.
6. To provide a basis for enhancing the quality of customer service provided by ADRCs.

Section III. Preparing and Submitting a Proposal

III.1 Notice of Intent to Submit a Proposal

Applicants are requested, but not required, to submit a Notice of Intent to Submit a Proposal via e-mail to the Aging and Disability Resource Center Team at RCTeam@dhfs.state.wi.us by August 7, 2007. The Notice of Intent is for work planning purposes and does not commit an agency to submitting a proposal.

Any supplemental written information related to this RFP will be provided only to those applicants who have filed a Notice of Intent or who request such information.

III.2 Timeline

Proposals shall be submitted on or before the close of business on August 31, 2007. The review and selection process will follow the process and timeline on page ii of this RFP.

III.3 Submitting the Proposal

Proposers must submit an original and five (5) hard copies of the proposal to:

Janice Smith, Director of Resource Center Development
Department of Health and Family Services
Division of Long Term Care
1 W. Wilson St, Room 450
P.O. Box 7851
Madison, WI 53707-7851

III.4 General Instructions

The evaluation and selection process will be based on the information submitted in the proposal, together with any subsequent revisions, supplements, presentations or interviews which may be requested by the Department if clarification is needed. Failure to respond to the requirements in the RFP or subsequent requests by the Department may be the basis for rejecting a proposal.

III.5 Incurring Costs

The State of Wisconsin is not liable for any cost incurred by applicants in replying to this proposal.

III.6 Clarification and/or Revisions to the Specifications and/or Contract Requirements

Questions concerning the request for proposal are to be submitted via e-mail to the Aging and Disability Resource Center Team at: RCTeam@dhfs.state.wi.us.

In the event that it becomes necessary to provide additional clarifying data or information, these revisions or supplements will be put in writing on the ADRC web page and provided to all applicants who have submitted a Notice of Intent to Submit a Proposal.

III.7 Executed Contract to Constitute Entire Agreement

In the event of contract award, the contents of these instructions and forms including addenda and revisions, the proposal of the successful applicant, and any additional terms agreed to, in writing, by the Department and the Grantee, shall become part of the contract. Failure of the successful applicant to accept these as a contractual agreement may result in cancellation of the award.

III.8 Reasonable Accommodations

The Department will provide reasonable accommodations, including the provision of informational material in an alternative format, for qualified individuals with disabilities upon request.

III.10 Withdrawal of Proposals

Proposals may be withdrawn by written notice from the applicant. Proposals may be withdrawn in person by the applicant or his/her authorized representative, providing his/her identity is made known and he/she signs a receipt for the proposal.

Section IV. Project Proposal

IV.1 Proposal Format

The proposal should be submitted on 8.5 by 11 inch paper. Pages are to be formatted with 1-inch margins, a font size of 12, and 1.5 or double line spacing. The name of the proposer should be included in either the header or footer of each page.

IV.2 Organization

Proposals should be organized with the following headings and subheadings.

1. Cover / Proposer Identification Page
2. Table of Contents
3. Proposal Summary
4. Narrative
 - a. Proposer Organization and Experience
 - b. Staffing and Qualifications
 - c. Project Design
 - d. Anticipated Outcomes
5. Work plan
6. Budget and Budget Narrative
7. Sample Work Product
8. Resumes of Key Project Personnel

IV.3 Content and Specifications

IV.3.1 Cover / Proposer Identification Page

The cover/proposer identification page should include the following information, either as a bullet point list or in table format:

1. Proposal title
2. Proposer name and address
3. Contact person name, title, telephone number and e-mail address
4. Date
5. Space for submission date and time

IV.3.2 Table of Contents

Include a table of contents listing topics from Section IV.2 above and showing page numbers.

IV.3.3 Proposal Summary

Provide a one page summary of the proposal

IV.3.4 Narrative

a. **Proposer Organization and Experience.**

Briefly describe your organizations mission and structure. Provide a full discussion of your organization's experience that demonstrates your capability to do this project. Include a description of your organization's experience in research and program evaluation, including multi-site evaluations; development of evaluation goals, measures and methods; developing and conducting various types of survey research and other means of gathering consumer information.

Successful experience involves a track record of being able to work with and to develop measures that will be understood and accepted by and useful to a variety of stakeholders who will be using the results of the evaluation.

Describe an evaluation project that your organization has performed for a human service program that is most similar to the subject of this proposal. Identify successes and challenges faced in performing this evaluation, how stakeholders were involved, what the results showed and how the results were used, and any program improvements that resulted from the evaluation.

b. **Staffing and Qualifications**

The proposer organization and its subcontractors must have sufficient and qualified staff to design and conduct the evaluation project.

Project personnel should have the background needed to successfully conduct an evaluation of Wisconsin's ADRCs, including: understanding of the ADRC concept and model; detailed knowledge of national information and referral standards, knowledge of and experience in relating to the populations served by the ADRCs; expertise and experience in conducting outcome- and performance-based as well as process-oriented program evaluations; successful experiences in evaluating information and assistance or information and assistance services and other health and human service programs; and capacity to assess the customer experience, expectations and satisfaction.

Identify the personnel who will perform the activities described in your proposal and describe their qualifications and experience in sufficient detail to demonstrate their ability to perform these activities. Identify any subcontractors who will be involved in the project and describe their staff qualifications. Attach resumes for all key personnel who will be involved with the project.

c. **Project Design**

Describe how you will approach developing the evaluation plan and conducting the evaluation. Include your initial thoughts on how to define and measure the quality of customer service for information and assistance and options counseling provided by the ADRCs, how you would make use of existing research and evaluation literature and techniques, the process you will use to develop the measures and ensure stakeholder buy-in, and the methods you anticipate using to conduct the evaluation. Explain how you would design the project to ensure that the goals identified in Section II.2 are realized.

The project design should be multi-dimensional, be applicable to multiple sites, and be responsive to the needs and characteristics of the different target populations served by the ADRCs. Evaluation measures and methods should be designed to produce truthful responses from consumers and information that is understandable to ADRC staff and governing or advisory boards, useful from the point-of-view of program improvement, and replicable in future monitoring and evaluations that may be conducted by or for the ADRCs.

Your proposal should provide sufficient information to indicate an understanding of the Aging and Disability Resource Centers, their target populations and the services they provide in addition to a thorough understanding of program evaluation and research methods.

d. Anticipated Outcomes

Identify and describe the outcomes that will result from the project, including the evaluation plan, measures and methods, and research reports. Describe how results of the project could be used to improve the quality and effectiveness of information and assistance and options counseling at the ADRCs and the anticipated effects of your project on the quality of ADRC customer services.

Any measures, instruments, protocols or other methods developed as part of this project shall be available for future use at no additional cost by the ADRCs.

IV.3.5 Work Plan

Describe the tasks, activities and procedures that will be used to carry out the evaluation project. Include the assignment of responsibility to specific personnel and a timetable identifying when each task or activity will be started and completed. The methods described in the work plan must be related to and facilitate the accomplishment of the project goals and objectives. Tasks must be accomplishable with the staff resources and within the timeframes identified.

IV.3.6 Budget and Budget Narrative

Provide a line item budget that identifies how grant funds will be expended. The purposes of the expenditures should be clearly identified and be congruent with the activities in the work plan.

IV.3.7 Sample Work Product

Provide a sample of an evaluation report for a project that your organization has done that is as similar as possible to that described in your proposal. Identify the role of any personnel identified in your work plan for this proposal who had a role in conducting the sample evaluation and briefly describe that role.

IV.3.7 Resumes of Key Project Personnel

Include resumes of all key personnel who will be involved in the project.

Section V. Selection and Award Process

V.1 Review and Evaluation of Proposals

V.1.1 Proposal Scoring

Proposals will be reviewed by an evaluation committee and scored against stated criteria.

The evaluation committee's scoring will be tabulated and proposals ranked based on the numerical scores received. To be considered for an award, a proposal must score at least 75 points, unless the evaluation committee determines it is in the best interest of the state to make an award to a proposer who scores less than 75 points.

A proposer may not contact any member of an evaluation committee except at the Department's direction. The committee may request interviews, either by telephone or in person, and use the results in scoring the proposals.

V.1.3 Evaluation Criteria

Proposals will be scored based on the extent to which their proposal addresses the requirements described in Section IV of this RFP. The maximum number of points a proposal may receive are indicated below.

Proposer Organization and Experience	15
Staffing and Qualifications	15
Project Design	35
Anticipated Outcomes	10
Work Plan	10
Budget and Budget Narrative	5
Sample Work Product	10
TOTAL	100

V.2 Right to Reject Proposals and Negotiate Contract Terms

The Department reserves the right to reject any and all proposals. The Department may 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 Department may negotiate a contract with the next highest scoring proposer.

V.3 Awarding of Contract

V.3.1 Award

The Department will compile the final score for each proposal. The award will be granted to the highest scoring proposer.

V.3.2 Notification of Intent to Award

All applicants who respond to this RFP will be notified in writing of the State's intent to award the contract(s) as a result of this RFP.

After notification of the intent to award is made, and under the supervision of agency staff, copies of proposals will be available for public inspection between the hours of 10:00 a.m. to 3:30 p.m. from September 17 through September 28, 2007, at the Department of Health and Family Services, Room 450, One West Wilson Street, Madison, Wisconsin. Proposers may schedule reviews with Monica Smith at 608/267-7195.

V.3.3 Protest / Appeal Process

Proposers can only protest or appeal violation of procedures outlined in this RFP. Notices of Intent to Protest and protests are to be made in writing to the Administrator of the Division of Long Term Care. Protestors should make their protests as specific as possible and must fully identify the procedural issue being contested.

Any written Notices of Intent to Protest the intent to award a contract must be filed with:

Sinikka Santala, Administrator
Division of Long Term Care
Department of Health and Family Services
One West Wilson Street, Suite 850
Madison, Wisconsin 53707

Notices of Intent to Protest must be received in the Administrator's office no later than five (5) working days after the Notices of Intent to Award are issued.

Written protests must be received within ten (10) working days after the Notice of Intent to Award is issued.

The decision of the Administrator may be appealed to the Secretary of the Department of Health and Family Services within five (5) working days of issuance. The appeal must include a copy of the protest filed with the Administrator.

V.4 Termination of Contract

The Department may terminate the contract at any time at its sole discretion by delivering 30 (thirty) days written notice to the contractor. Upon termination, the agency's liability will be limited to the pro rata cost of the services performed as of the date of termination plus expenses incurred with the prior written approval of the agency. In the event that the contractor terminates the contract, for any reason whatsoever, it will refund to the agency within 30 (thirty) days of said termination, all payments made hereunder by the agency to the contractor for work not completed or not accepted by the agency. Such termination will require written notice to that effect to be delivered by the contractor to the agency not less than 30 (thirty) days prior to said termination.