



REQUEST FOR PROPOSAL

COUNTY OF MADERA

BEHAVIORAL HEALTH SERVICES

ALCOHOL AND OTHER DRUGS

PRIMARY PREVENTION PROGRAMS

Date Submittal Due: September 27, 2013 @ 4:00PM
Submit To:

Madera County Administration (Purchasing)
200 W. Fourth Street
Madera, Ca. 93637

Submit 1 Original and 6 Copies

Mark Package: **"Proposal – Primary Prevention Programs, Attention: Purchasing"**

Proposals received after the time and date stated above shall be

Returned, unopened, to the bidder.

INQUIRIES:

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For questions or clarifications on proposal submittal requirements or the selection process, contact Debbie Dinoto, Division Manager, (phone: 559.673.3508, fax: 559.675.4999, e-mail: debbiedinoto@co.madera.ca.gov).

TABLE OF CONTENTS

ARTICLES	DESCRIPTION	PAGE NO.
I.	INTENT	4
II.	BACKGROUND	5
III.	SCOPE	6
IV.	BIDDER QUALIFICATIONS	8
V.	FORMAT FOR PROPOSALS	8
VI.	BIDDERS CONFERENCE	11
VII.	PROPOSAL SUBMITTAL REQUIREMENTS	11
VIII.	BIDDER SELECTION PROCEDURE	11
<u>EXHIBITS</u>		
<u>EXHIBIT A:</u>	Proposal Checklist	12
EXHIBIT B:	Current References (3)	14
EXHIBIT C:	Implementation Plan and Schedule	15
EXHIBIT D:	Budget	
EXHIBIT D (1)	Budget Justification	16

I. INTENT

Madera County Department of Behavioral Health Services (BHS) is soliciting proposals from community based organizations for the provision of Alcohol and Other Drug (AOD) Primary Prevention programs for youth and families. Funding for these Primary Prevention programs is provided through Madera County’s alcohol and other drug prevention monies. Currently, there is a total of \$580,000 of one-time only AOD prevention dollars to fund these programs. The Primary Prevention programs to be considered for funding must target school age youth and their families.

BHS intends to fund four youth and family programs. For the purposes of this RFP, contract awards made for youth and their families will be by designated regions in which school districts have been assigned:

Target Population	Region I (Maximum funds available: \$280,000)	Region II (Maximum funds available: \$100,000)	Region III (Maximum funds available: \$100,000)	Region IV (Maximum funds available: \$100,000)
Youth & Families	Madera Unified School District and special school programs of the Madera County Office of Education	Yosemite Unified School District, Raymond Knowles Elementary Unified School District, Bass Lake Joint Union School District, Chawanakee Unified School District	Chowchilla Union High School District, Chowchilla School District, and Alview-Dairyland School District	Golden Valley Unified School District

RFP grant bidders may apply for more than one region, however, a separate Proposal must be written for each region due to the unique characteristics and risk factors of each area. Funded programs are expected to start no later than January 2014 and funds should be expended no later than June 2015. Since these are one time only funds, RFP grant bidders should address sustainability once AOD Primary Prevention funds are no longer available.

II. Background

Alcohol and other drug (AOD) prevention services are an essential component and play a critical role in the continuum of care that BHS offers Madera County residents. AOD Primary prevention services are based on strategies to reduce or prevent AOD use or abuse among individuals and also to help make needed changes in community conditions that may contribute to AOD related issues. Efforts to prevent people who are not now abusing AOD from becoming abusers are important. These efforts are considered successful if they reduce the need for treatment.

AOD primary prevention includes addressing problems associated with AOD use and abuse up to, but not including assessment and treatment for substance abuse and dependence. AOD prevention is a proactive multifaceted, multi-community sector process involving a continuum of culturally appropriate prevention services which empowers individuals, families and communities to meet the challenges of life events and transitions by creating and reinforcing conditions that impact physical, social, emotional, spiritual, and cognitive well-being and promote safe and healthy behaviors and lifestyles. AOD prevention is a planned sequence of culturally appropriate activities that, through the practice and application of evidence based prevention strategies and programs is intended to inform, educate, develop skills, alter risk behaviors, affect environmental factors and/or provide referrals to other services.

The term Alcohol and Other Drugs (AOD) includes, but is not limited to the following drugs of abuse - alcohol, tobacco, illicit drugs, inhalants, prescription and over-the-counter medications.

Culturally appropriate means the service delivery systems respond to the needs of the community being served as defined by the community and demonstrated through needs assessment activities, capacity development efforts, policy, strategy and prevention practice implementation, program implementation, evaluation, quality improvement and sustainability activities.

Evidenced Based Prevention means the prevention policies, strategies, programs and practices are consistent with prevention principles found through research to be fundamental in the delivery of prevention services and strategies that have been identified through research to be effective; the service delivery system utilizes evaluation of its policies, strategies, programs and practices to determine effectiveness; the service delivery system utilizes evaluation results to make appropriate adjustments to service delivery policies, strategies, programs and practices to improve outcomes.

III. Scope

- a. Funding provided to successful bidders through this RFP shall be used to provide Primary Prevention services in one or more specified regions as described in this RFP to school-aged youth (K-12) and their families who do not require treatment for substance abuse.
- b. Services shall be culturally responsive to the characteristics and needs of the proposed target population such as age, race/ethnicity, gender and risk factors.
- c. Services shall define youth and families target populations as individuals with an increased risk or incidence of substance use related issues. Examples of such populations may include but are not limited to:
 - Youth in the foster care system;
 - Children of substance abusers;
 - Youth attending continuation schools; or
 - Other schools with high rates of suspension, expulsion and/or truancy.

Since research has shown that services are more effective when youth and families are served together, youth and families services **must** include a family or parent component in the program. Family members may be the biological parents, foster parents, siblings, spouses, children, aunts, uncles, cousins, friends or anyone else whom the young person defines as his or her family member(s).

- d. All services shall be based on a scientifically defensible model. Services must be based upon a recognized evidence-based, best or promising practice. Evidence-based models are models or practices with well-documented effectiveness. Best practices are a body of knowledge that may include scientific, practical or anecdotal elements and that is perceived as an effective method of treatment. Examples of evidenced-based models are located at SAMHSA's National Registry of Evidence-based Programs and Practices (NREPP) website: <http://www.nrepp.samhsa.gov/>.

BHS expects the chosen model to match the needs, risk factors and characteristics of the target population and community of residence. Adaptations to services must be made in a way that maintains high fidelity to the model.

- e. All services shall be driven by at least two identified outcomes. Outcomes are defined as a change in attitudes, values, behaviors or conditions between baseline measurement and subsequent points of measurement. Depending on the nature of the intervention and the theory of change guiding it, changes may be short, intermediate and longer-term outcomes.

The outcomes shall be measurable and directly linked to the strategies and models used in the services. BHS expects services to have a developed data collection plan and to execute the plan to measure the program's impact on the identified outcomes. BHS also expects that collected data is used to continuously improve services.

- f. Services shall use at least one of the six Prevention Service Delivery Strategies which include:

(1) **Information Dissemination** is an AOD prevention strategy that focuses on building awareness and knowledge of the nature and extent of alcohol and other drug use, abuse and addiction and the effects on individuals, families and communities, as well as the dissemination of information about prevention, treatment and recovery support services, programs and resources. This strategy is characterized by one-way communication from source to audience, with limited contact between the two;

(2) **Alternatives** are AOD prevention strategies that focus on providing opportunities for positive behavior support as a means of reducing risk taking behavior, and reinforcing protective factors. Alternative programs include a wide range of social, recreational, cultural and community service/volunteer activities that appeal to youth and adults;

(3) **Education** is an AOD prevention strategy that focuses on the delivery of services to target audiences with the intent of affecting knowledge, attitude and/or behavior. Education involves two-way communication and is distinguished from information dissemination by the fact that interaction between educator/facilitator and participants is the basis of the activities. Activities affect critical life and social skills including decision making, refusal skills, critical analysis and systematic judgment abilities;

(4) **Community-Based Process** is an AOD prevention strategy that focuses on enhancing the ability of the community to provide prevention services through organizing, training, planning, interagency collaboration, coalition building and/or networking;

(5) **Environmental** prevention is an AOD prevention strategy that represents a broad range of activities geared toward modifying systems in order to mainstream prevention through policy and law. The environmental strategy establishes or changes written and unwritten community standards, codes and attitudes, thereby influencing incidence and prevalence of alcohol and other drug use/abuse in the general population;

(6) **Problem Identification and Referral** is an AOD prevention strategy that refers to intervention oriented prevention services that primarily targets indicated populations to address the earliest indications of an AOD problem. Services by this strategy focus on preventing the progression of the problem. This strategy does not include clinical assessment and/or treatment for substance abuse and dependence.

- g. Services must collaborate with Madera County BHS treatment services as well as other community resources. This is necessary for referring and linking individuals whose needs are beyond the scope of prevention services.

IV. Bidder Qualifications

To be eligible to bid on this RFP, Bidders must meet all of the following criteria:

- a. Have current or previous Primary Prevention service provision to the proposed target population for at least three years; and
- b. Be a nonprofit corporation or public entity, and
- c. Have current or previous experience with data collection and reporting to a government entity for at least three years, and
- d. The bidder must have the demonstrated capacity and willingness to track program outcomes and expenditures using database systems.
- e. Priority will be given to eligible bidders who have satisfied the above four criteria, and whose agencies are located in Madera County

BHS will disqualify Bidders that do not meet these Vendor Minimum Qualifications from further evaluation of their proposal. Bidders who meet the minimum qualifications will move forward for evaluation and award of points.

V. Format for Proposals

For BHS to consider a proposal complete, Bidder must provide all of the requested information described below, including providing content and sequence for narrative responses and **ATTACHMENTS**. Bidders are encouraged to use the **EXHIBIT A: PROPOSAL CHECKLIST** to ensure all required components are included in the proposal. The original proposal must be signed in ink and include evidence that the person(s) that signed the proposal is/are authorized to execute the proposal on behalf of the Bidder. In the original and each copy, Bidders must use tabs to separate each individual section of the response to the RFP.

RFP Bid Format

1. Title Page: Include a one-page title page with all of the following information:

- a) The RFP title;
- b) Proposed region to be served;
- c) Bidder organization name and address;

- d) Name, telephone number and e-mail address of the contact person at Bidder's agency for all matters regarding the RFP; and
- e) Proposal date.

2. Table of Contents: Include a table of contents with all of the following information:

- a) A listing of the individual sections of the proposal and their corresponding page numbers.

3. Cover Letter: Include a one-page cover letter with all of the following information:

- a) Official Bidder name;
- b) Proposed region to be served;
- c) Bidder's organizational structure (i.e. non-profit, corporation, partnership, limited liability company, etc.);
- d) The address of Bidder's headquarters, any local office involved in the proposal and the address/location where the actual production of services shall be performed;
- e) The name, address, telephone, fax numbers and e-mail address of the person(s) who shall serve as the contact(s) to the County, with regards to the proposal, with authorization to make representations on behalf of and to bind Bidder;
- f) Bidder's Federal Tax Identification number;
- g) The Bidder's executive director or designated board member's signature.

4. Vendor Minimum Qualifications (15 Points): Include a summary in no more than one page which includes how Bidder meets all of the following criteria:

- a) Primary Prevention service provision past or current experience to Bidder's proposed target population(s) for at least three years;
- b) Status as a nonprofit corporation or public entity, and
- c) Experience with data collection and reporting to a government entity for at least three years.

5. Organizational Capacity & References (15 Points): Supply all of the following information in no more than one page (page limit does not include attachments):

- a) Fiscal Management Capacity, bid responses must describe the bidder's fiscal management experience and the fiscal controls that will be used in terms of acceptable accounting practices and the ability to maintain accountability for contract funds.
- b) References: A list of three current references that demonstrate the Bidder's ability to perform services that are a similar scope to those requested in this RFP. Use the form entitled **Exhibit B Current References** and place in attachment section of the proposal as **ATTACHMENT A**.

6. Executive Summary (15 Points): Include a synopsis of the highlights and benefits of the proposal in no more than one page.

7. Bidder Experience and Ability (15 Points): Supply the information as requested below in concrete, relevant and thorough responses. Bidders must respond to this section in no more than two pages (page limit does not include attachments):

- a) Describe Bidder's experience in managing a contract and program of this scope and size.
- b) Provide Bidder's current organizational chart and place in attachment section of the proposal as **ATTACHMENT B**.
- c) Provide a second organizational chart, which describes logical linkages and oversight for the proposed program and include as **ATTACHMENT B (1)**.
- d) Include one-to-two page job descriptions for proposed staff, which describe the necessary roles, responsibilities and qualification requirements for each position and include as **ATTACHMENT B (2)**.

8. Bidder's Target Population and Plan (20 Points) (no more than 8 pages)

- a) Describe Bidder's chosen target population, including specific characteristics.
- b) Describe Bidder's understanding of the needs, challenges and risk factors of proposed target population.
- c) Describe Bidder's plan to increase understanding of target population through this program.
- d) Identify the region where Bidder will provide services for youth and their families in Madera County and describe how services will be delivered across towns or districts within the region.
- e) Describe which Substance Abuse Prevention strategy or strategies Bidder is proposing.
- f) Describe Bidder's understanding of the proposed strategy.
- g) Describe what the proposed participant's experience will be in the program.
- h) Describe Bidder's proposed model (scientifically defensible) and include whether it is an evidence-based or a promising practice.
- i) Indicate both the benefits and challenges in the model. If Bidder is proposing a model that has not been tested on the proposed target population, explain how the model will be adapted for the target population.
- j) Describe how Bidder will maintain high fidelity to the model. If Bidder is proposing an adaptation, explain how fidelity will be maintained.
- k) Describe Bidder's two proposed measurable outcomes that will guide this program.
- l) Describe Bidder's plan to collect and enter data for this program
- m) Describe Bidder's overall philosophy and approach to providing culturally responsive services to the proposed diverse population.
- n) Describe Bidder's plan to coordinate and collaborate with other services and programs.
- o) **Important: If the Bidder intends to operate their service(s)/program(s) within a selected school/school district, a letter from the School District Superintendent should be included in the Reference attachment section and be titled ATTACHMENT A (1)**

9. Budget (10 Points):

- a) Each proposal must contain an annualized budget for the program (see **Exhibit D**). Complete **Exhibit D** and include as **ATTACHMENT C**.
- b) Each proposal must contain a narrative explanation/justification of the budget (see **Exhibit D (1)**). Complete **Exhibit D (1)** and include as **ATTACHMENT C (1)**.

10. Implementation Plan and Schedule (10 Points):

- a) Complete the Implementation Schedule and Plan (**Exhibit C**) and include the timeframe from program start-up to contract expiration date. Complete **Exhibit C** and include it as **Attachment D**.

VI. Bidders Conference

All bidders planning on submitting a bid should attend the bidder's conference. Questions and answers from the bidder conference will be posted on the Madera County website <http://www.madera-county.com/index.php/mainbidopportunities>.

The question and answer bidders conference will be held:
August 5, 2013 at 3:00 – 4:30 pm
Madera County Behavioral Health Services
209 E. 7th Street
Madera, CA 93638

VII. Proposal Submittal Requirements

Date Submittal Due: September 27, 2013 @ 4:00PM

Submit To:

Madera County Administration (Purchasing)
200 W. Fourth Street
Madera, Ca. 93637

Submit 1 Original and 6 Copies

Mark Sealed Package: "Proposal – MHSA Innovation Project, Attention: Purchasing"

Proposals received after the time and date stated above shall be
Returned, unopened to the bidder.

VIII. Bidder Selection Procedure

The AOD Primary Prevention Selection Board will review proposals and rank them by points (100 points possible) and make a recommendation to the BHS Director for consideration. The BHS Director will make the final selection of the successful bidder(s) and all bidder(s) will be notified by phone and then in writing on the status of their proposal. The decision and announcement will be made by October 11, 2013. If there is a delay in the decision and/or announcement, bidders will be notified. Selected bid(s) will be submitted to the Madera County Board of Supervisors for review.

EXHIBIT A: PROPOSAL CHECKLIST
AOD PRIMARY PREVENTION PROGRAMS

This table provides an overview of the major components that Bidders should include in their response to this RFP. The table itself is just a helpful tool and does not need to be included in the response to the RFP. For additional descriptive prompts about the type of information to include in your narrative, please refer to Section V within the RFP.

Sub-Section	Maximum Pages	Required Attachment	Corresponding Exhibit
1 original and 6 copies of the Proposal	N/A	N/A	N/A
#1 Title Page	1	N/A	N/A
#2 Table of Contents	1	N/A	N/A
#3 Cover Letter	1		
#4 Vendor Minimum Qualifications (15 Points)	1	N/A	N/A
#5 Organizational Capacity and References (15 Points)	1	Attachment A: Current References	Exhibit B
#6 Executive Summary (15 Points)	1	N/A	N/A
#7 Bidder Experience and Ability (15 Points)	2	Attachment B: Agency Organizational Chart	N/A
		Attachment B (1): Proposed project organizational chart	N/A
		Attachment B (2): Job Descriptions	N/A
#8 Bidder's Target Population and Plan (20 Points)	8	*Attachment A (1) Letter of agreement from school(s) superintendent(s) *Required for all work proposed to be done in a school setting or campus.	N/A
#9 Budget (10 Points)	2	Attachment C: Budget	Exhibit D

		Bid Form	
		Attachment C (1): Budget Narrative	Exhibit D (1)
#10 Implementation Plan and Schedule	1	Attachment D: Implementation Plan and Schedule	Exhibit C
Other Required Attachments	N/A	N/A	N/A

EXHIBIT B
CURRENT REFERENCES (3)
AOD PRIMARY PREVENTION PROGRAMS
Attachment A

Company Name:	
Address:	
City, State, Zip Code:	
Contact Person:	
Telephone Number:	
Email:	
Service Provided:	
Dates/Type of Service:	

Company Name:	
Address:	
City, State, Zip Code:	
Contact Person:	
Telephone Number:	
Email:	
Service Provided:	
Dates/Type of Service:	

Company Name:	
Address:	
City, State, Zip Code:	
Contact Person:	
Telephone Number:	
Email:	
Service Provided:	
Dates/Type of Service:	

EXHIBIT C
 IMPLEMENTATION PLAN AND SCHEDULE
 AOD PRIMARY PREVENTION PROGRAMS
 Attachment D

Please include a brief description of the major milestones for program start-up and implementation in the table below. This can be a bulleted list of milestones, with each milestone assigned under the expected time period from awarding the contract.

Months from Award of Contract	Infrastructure & Staff Development (1)	Roll-Out of Services (2)	Individuals Served (3)	Evaluation (4)

- (1) Includes recruitment, hiring and training of staff as well as materials development.
- (2) Includes the outreach services and full implementation of services.
- (3) Includes the cumulative number of new individuals served over time.
- (4) Includes milestones for setting-up and implementing the evaluation component of this program.

EXHIBIT D (1)
BUDGET JUSTIFICATION
AOD PRIMARY PREVENTION PROGRAMS
Attachment C (1)

The budget narrative expands the line items, giving detail as to how you arrived at the projected dollar amounts. When costs seem unusually high or low, the narrative can provide the explanation. As with the entire proposal, it should be clear and forthright.

1. **Staff Wages:** *Enter a description of the Personnel funds requested and how their use will support the purpose and goals of your proposal. Be sure to describe the role, responsibilities, and unique qualification of each position.*

2. **Staff Benefits:** *Enter a description of the Fringe funds requested, how the rate was determined, and how their use will support the purpose and goals of this proposal.*

3. **Services and Supplies:** *Enter a description of the Supplies requested and how their purchase will support the purpose and goals of this proposal. Explain the need for each item and how their use will support the purpose and goals of this proposal. This covers communication, household expenses, insurance, and maintenance of equipment/building, organizational memberships, advertisement, and lease of building/equipment, utilities, and transportation/travel reimbursement. Be sure to break down costs into cost/unit and explain the use of each item requested.*

4. **Administration Cost:** *Enter a description of any administrative costs or fees.*

5. **Revenues:** *Enter a description of any additional revenues your agency anticipates in addition to the AOD prevention grant monies.*