

State of Hawaii
Department of Health
Family Health Services Division
Maternal and Child Health Branch

Addendum 1

December 8, 2006

To

Request for Proposals

HTH 550 - 16

**Parenting Education and Support Through
The Parent Line and HomeReach**

Issued: October 18, 2006

December 8, 2006

ADDENDUM NO. 1

To

**REQUEST FOR PROPOSALS
Parenting Education and Support Through The Parent Line
HTH 550 - 16**

The Department of Health, Family Health Services Division, Maternal and Child Health Branch is issuing this addendum to HTH 550 - 16, Parenting Education and Support Through The Parent Line and HomeReach for the purposes of:

- Responding to questions that arose at the orientation meeting of November 20, 2006 and written questions subsequently submitted in accordance with Section 1-V, of the RFP.
- Amending the RFP.
- Final Revised Proposals

The proposal submittal deadline:

- is amended to <new date>.
- is not amended. Deadline 1/26/07.
- for Final Revised Proposals is <date>.

Attached is (are):

- A summary of the questions raised and responses for purposes of clarification of the RFP requirements.
- Amendments to the RFP.
- Details of the request for final revised proposals.

If you have any questions, contact:

Lynn Niitani

733-4054

lynn.niitani@fhsd.health.state.hi.us

741-A Sunset Avenue, Room 200-A
Honolulu, Hawaii 96816

Responses to Question Raised by Applicants
For HTH 550 – 16
Parenting Education and Support Through The Parent Line and HomeReach

- 1. Will there be a page limit for the response? What type or how many pages of attachments can/should be used? Should supporting evidence be placed in the body of the RFP or as an attachment?**

There will be no page limit for responses. The rating scale used by the evaluation committee has been included as part of this addendum. Respondents should consider that only strategies or services which speak to the achievement of the RFP requirements will merit a Satisfactory or Outstanding rating. Proposed services that do not appear to contribute towards the achievement of the RFP requirements will be considered a Marginally Adequate response. Responses should be concise and address the services requested by this RFP.

The evaluation committee will review the narrative and required forms. Attachments must be summarized or described as part of the narrative in order to be considered. It is not necessary to attach handbooks, parenting curriculum, etc. as part of the response.

- 2. What if a respondent would like to propose additional services not requested in the RFP? How will additional services be considered by the reviewers?**

A Satisfactory response is one which provides details or specific examples of the services or strategies to be used for implementation to achieve the RFP requirements. Clearly proposing additional services or strategies (providing details and specific examples) for implementation to achieve the RFP requirements will be considered Outstanding. The rating scale used by the evaluation committee has been included as part of this addendum.

- 3. If both parents are served can they both be counted? Is the DEPARTMENT asking that “families or individuals” be served?**

The DEPARTMENT will be collecting various demographic data on participants. For example, if the program serves both parents/caregivers and their children in an interactive program and more than one parent/caregiver is enrolled and actively participates and meets other program requirements, then both parents/caregivers can be counted as adults served. The children who are participating in these programs and receiving services should be counted as children served. As a unit, the children and their parents participating in a program should be counted as a family served. Siblings (older/younger children who may not meet the program age eligibility or) who do not attend/participate should not be counted as served.

4. If a parent participates in a group activity then meets privately with the group leader, can this be counted as a separate service unit?

If the program is designed to provide both group and individual services, then a parent who participates in the group activity may be counted once as a participant of the group and again as a participant/recipient of the individual services.

5. What type and how many references are being requested? Does the DEPARTMENT want Letters of Support attached as part of the response?

Letters of Support are not required as part of this RFP. As described in Section 3 B. EXPERIENCE, of the RFP, the applicant should attach references who can attest to the applicant's knowledge and skills, including names, addresses, emails, and phone numbers. The State reserves the right to contact references to verify experience. Three references are sufficient.

6. If a child has already received an ASQ, how current does it need to be for it to be counted?

The ASQ was selected to screen for developmental concerns so intervention can begin as early as possible. It also helps to develop the family's skills in doing their own screening, develops the family's awareness and appreciation of their child's development, and develops the family's skills in planning and supporting skill building activities. ASQ screenings are designed to be provided at targeted intervals based on the child's age. Children whose families are already enrolled in other community-based services may be receiving ASQ screenings from other providers. If a child is receiving ASQ screenings from another provider, it is not necessary to complete another ASQ for the same target age as long as it is documented that the child has been screened and the results known.

7. Can agencies call/visit current service providers to inquire about how services are run?

The DEPARTMENT has always supported and encouraged the coordination of services through the development of partnerships and collaborative working relationships between agencies and resources in the community.

Please note that the RFP's released for this coming contract period may differ from the services currently being provided. Program site visits must be agreed to and coordinated between interested agencies and the privacy of participant information must be assured.

- 8. How long should an encounter with a parent be in order for it to be counted? Is there a minimum staff/client ratio? During what hours are services required?**

The amount of time spent during an encounter/session must be adequate to achieve the RFP requirements. The respondent's program design should define the amount of time and the staffing necessary to achieve the goals of the program.

- 9. How will materials be selected for inclusion in the Keiki 'O Hawaii packet? Will the DEPARTMENT assist with the costs of printing materials not produced by The Parent Line and included in the Keiki 'O Hawaii packet?**

As a resource given to new mothers, the Keiki 'O Hawaii packet serves as a vehicle from which information can be shared with parents. The selection of resources included in the Keiki 'O Hawaii will be made in partnership with The Parent Line. However, the DEPARTMENT reserves the right to approve or deny the inclusion of written materials in the Keiki 'O Hawaii packet. The DEPARTMENT will only pay for materials produced by The Parent Line.

- 10. Will editing of The Parent Line distribution materials be allowed?**

It is anticipated that the Teddy Bear Post be revised and edited quarterly (in partnership with the DEPARTMENT) and the Parent Resource Directory updated semi-annually. It is not anticipated that major changes will be made to the format or content of the Keiki 'O Hawaii packets or the 'A Happy Start' brochures during this contract period.

- 11. How much is budgeted towards Publication & Printing costs in the current The Parent Line budget?**

The Parent Line Distribution Office currently produces and distributes 10,000 – 20,000 complete Keiki 'O Hawaii packets, an additional 10,000 copies of the Parent Resources Directory, 160,000 Teddy Bear Post newsletters (40,000 quarterly), and 20,000 'A Happy Start' brochures annually. The Publication and Printing costs have ranged from \$20,000 - \$37,000 per year depending on the number of copies printed. (Historically, publication costs go down when a print order increases.)

Please note: The distribution requirements for this RFP differ from the current The Parent Line contract.

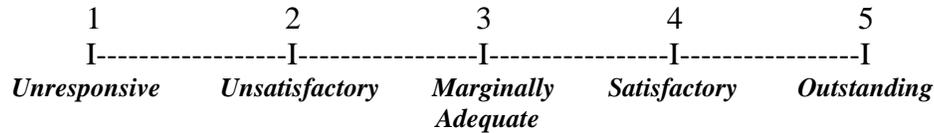
HTH 550 – 16
Parenting Education and Support Through The Parent Line and HomeReach
is amended as follows:

<i>Subsection</i>	<i>Page</i>	
Section 1, Administrative Overview		
I	1-1	Procurement Timetable: Proposal submittal deadline: 01/26/07
Section 2, Service Specifications		
I. (B)	2-2	lynn.niitani@fhsd.health.state.hi.us
Section 3, Proposal Application Instructions		
II (B)	3-2	The applicant should attach a list of three references who can attest to the applicant's knowledge and skills, including names, addresses, emails and phone numbers.
Section 4, Proposal Evaluation		
II.	4-1	See Rating Scale located on page 6 of Addendum 1.
III (B.2.B.)	4-2	Experience <ul style="list-style-type: none">• First bullet = 1.33 points• Second bullet = 1.33 points• Third bullet = 1.34 points
III (B.2.C.)	4-3	Quality Assurance & Evaluation/Output and Performance <ul style="list-style-type: none">• Each bullet = 2.25 points
III (B.2.D.)	4-3	Coordination of Services <ul style="list-style-type: none">• Each bullet is = 1 point
III (B.3.B.2)	4-4	Organization Chart <ul style="list-style-type: none">• Each bullet = 0.5 point
Section 5, Attachments		
Table A		3. Percentage of children (under age 6) completing the program who have received a baseline A.S.Q.

II. Evaluation Process – Rating Scale

Consensus scoring will be used by an evaluation committee to reviewing the proposals using the following scale.

A 5-point rating scale will be used to rate the proposal content. Only whole numbers will be assigned (1, 2, 3, 4, or 5), half numbers are not utilized in this rating scale.



5 – Outstanding (100% of points)

Exceeded required elements by clearly proposing additional services or strategies (providing details and specific examples) for implementation to achieve the RFP requirements.

4 – Satisfactory (80% of points)

Provided details or specific examples of the services or strategies to be used for implementation to achieve the RFP requirements.

3 – Marginally Adequate (60% of points)

Provided general description of “what we will do” for all required elements or the proposed services do not contribute towards the achievement of the RFP requirements.

2 – Unsatisfactory (40% of points)

Not all components were evident or only reiterated the wording of the RPF or other attached materials.

1 – Unresponsive (20% of points)

Response did not answer the question.

0 – No response given. (0 points)

How scoring will be applied to points:

Points will be awarded to each criteria based on the score awarded by the evaluation committee.

For example:

A question worth 2 points that receives a score of five will be awarded 2 points. (100% x 2 points = 2 points).

A question worth 2 points which receives a score of four will be awarded 1.6 points. (80% x 2 points = 1.6 points).