

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

## **Request for Proposals**

### **HTH-560-CF-002 Parenting Education and Support Through The Parent Line and Home Reach**

September 30, 2008

Note: If this RFP was downloaded from the State Procurement Office RFP Website each applicant must provide contact information to the RFP contact person for this RFP to be notified of any changes. For your convenience, you may download the [RFP Interest form](#), complete and e-mail or mail to the RFP contact person. The State shall not be responsible for any missing addenda, attachments or other information regarding the RFP if a proposal is submitted from an incomplete RFP.

September 30, 2008

## **REQUEST FOR PROPOSALS**

### **Parenting Education and Support To Parents Through The Parent Line and Home Reach RFP No. DOH-HTH-560-CF-002**

The Department of Health, Family Health Services Division, Maternal and Child Health Branch, is requesting proposals from qualified applicants for the purpose of promoting the five protective factors which have been shown to strengthen families. Services may include but are not limited to, a telephone warmline, the development and distribution of written educational resources, and in-home parent education and support services. The contract term will be from July 1, 2009 through June 30, 2012. A single contract will be awarded under this request for proposals.

Proposals shall be mailed, postmarked by the United States Postal Service on or before November 19, 2008, and received no later than 10 days from the submittal deadline. Hand delivered proposals shall be received no later than 4:30 p.m., Hawaii Standard Time (HST), on November 19, 2008, at the drop-off sites designated on the Proposal Mail-in and Delivery Information Sheet. Proposals postmarked or hand delivered after the submittal deadline shall be considered late and rejected. There are no exceptions to this requirement.

The Maternal and Child Health Branch will conduct an orientation on October 9, 2008 from 1:00 p.m. to 3:00 p.m. HST, at 741-A Sunset Avenue, Room 205-A Honolulu, Hawaii. All prospective applicants are encouraged to attend the orientation.

The deadline for submission of written questions is 4:30 p.m., HST, on October 15, 2008. All written questions will receive a written response from the State on or about October 27, 2008.

Inquiries regarding this RFP should be directed to the RFP contact person, Ms. Lynn Niitani at 741-A Sunset Avenue, Honolulu, Hawaii 96816, telephone: (808) 733-4054, fax: (808) 733-9078, e-mail: [lynn.niitani@doh.hawaii.gov](mailto:lynn.niitani@doh.hawaii.gov) .

## PROPOSAL MAIL-IN AND DELIVERY INFORMATION SHEET

**NUMBER OF COPIES TO BE SUBMITTED: One ORIGINAL plus 3 copies.**

ALL MAIL-INS SHALL BE POSTMARKED BY THE UNITED STATES POSTAL SERVICE (USPS) NO LATER THAN **November 19, 2008** and received by the state purchasing agency no later than **10 days from the submittal deadline.**

### All Mail-ins

**Department of Health  
Maternal and Child Health Branch  
741-A Sunset Avenue, Room 203  
Honolulu, Hawaii 96816  
Attn: Family and Community Support Section**

### DOH RFP COORDINATOR

**Lynn Niitani  
For further information or inquiries  
  
Phone: (808) 733-4054  
[lynn.niitani@doh.hawaii.gov](mailto:lynn.niitani@doh.hawaii.gov)**

ALL HAND DELIVERIES SHALL BE ACCEPTED AT THE FOLLOWING SITES UNTIL **4:30 P.M., Hawaii Standard Time (HST), November 19, 2008.** Deliveries by private mail services such as FEDEX shall be considered hand deliveries. Hand deliveries shall not be accepted if received after 4:30 p.m., **November 19, 2008.**

### Drop-off Sites

**Department of Health  
Maternal and Child Health Branch  
741-A Sunset Avenue, Room 203  
Honolulu, Hawaii 96816  
Attn: Family and Community Support Section**

# RFP Table of Contents

## Section 1 – Administrative Overview

I.	Procurement Timetable.....	1-1
II.	Website Reference.....	1-2
III.	Authority.....	1-2
IV.	RFP Organization.....	1-3
V.	Contracting Office.....	1-3
VI.	Orientation.....	1-3
VII.	Submission of Questions.....	1-4
VIII.	Confidentiality of Personal Information.....	1-4
IX.	Submission of Proposals.....	1-4
X.	Discussions with Applicants.....	1-7
XI.	Opening of Proposals.....	1-7
XII.	Additional Materials and Documentation.....	1-7
XIII.	RFP Amendments.....	1-7
XIV.	Final Revised Proposals.....	1-8
XV.	Cancellation of Request for Proposals.....	1-8
XVI.	Costs for Proposal Preparation.....	1-8
XVII.	Provider Participation in Planning.....	1-8
XVIII.	Rejection of Proposals.....	1-8
XIX.	Notice of Award.....	1-9
XX.	Protests.....	1-9
XXI.	Availability of Funds.....	1-10
XXII.	General and Special Conditions of the Contract.....	1-10
XXIII.	Cost Principles.....	1-10

## Section 2 – Service Specifications

I.	Introduction	
	A. Overview, Purpose or Need.....	2-1
	B. Planning activities conducted in preparation for this RFP.....	2-1
	C. Description of the Goals of the Service.....	2-1
	D. Description of the Target Population to be Served.....	2-1
	E. Geographic Coverage of Service.....	2-1
	F. Probable Funding Amounts, Source, and Period of Availability.....	2-1
II.	General Requirements.....	2-2
	A. Specific Qualifications or Requirements.....	2-2
	B. Secondary Purchaser Participation.....	2-2
	C. Multiple or Alternate Proposals.....	2-2
	D. Single or Multiple Contracts to be Awarded.....	2-2
	E. Single or Multi-Term Contracts to be Awarded.....	2-3
	F. RFP Contact Person.....	2-3
III.	Scope of Work.....	2-3
	A. Service Activities.....	2-3

B.	Management Requirements .....	2-3
C.	Facilities .....	2-4
IV.	Compensation and Method of Payment .....	2-5

### **Section 3 - Proposal Application Instructions**

	General Instructions for Completing Applications .....	3-1
I.	Program Overview .....	3-2
II.	Experience and Capability .....	3-2
A.	Necessary Skills .....	3-2
B.	Experience .....	3-2
C.	Quality Assurance and Evaluation .....	3-2
D.	Coordination of Services .....	3-2
E.	Facilities .....	3-2
III.	Project Organization and Staffing .....	3-2
A.	Staffing .....	3-3
B.	Project Organization .....	3-3
IV.	Service Delivery .....	3-3
V.	Financial .....	3-4
A.	Pricing Structure .....	3-4
B.	Other Financial Related Materials .....	3-4
VI.	Other .....	3-5
A.	Litigation .....	3-5

### **Section 4 – Proposal Evaluation**

I.	Introduction .....	4-1
II.	Evaluation Process .....	4-1
III.	Evaluation Criteria .....	4-2
A.	Phase 1 – Evaluation of Proposal Requirements .....	4-2
B.	Phase 2 – Evaluation of Proposal Application .....	4-2
C.	Phase 3 – Recommendation for Award .....	4-5

### **Section 5 – Attachments**

Attachment A.	Competitive Proposal Application Checklist
Attachment B.	Sample Proposal Table of Contents
Attachment C.	Sample Performance Objectives Tables
Attachment D.	Sample Logic Model
Attachment E.	Intra-Departmental Directive 04-01 (Interpersonal Relationships Between Staff and Clients/Patients)
Attachment F.	Family Health Services Division Policy on Budget Revisions For Cost Reimbursement Contracts (Effective September 1, 2008)

# **Section 1**

## **Administrative Overview**

# Section 1

## Administrative Overview

**Applicants are encouraged to read each section of the RFP thoroughly. While sections such as the administrative overview may appear similar among RFPs, state purchasing agencies may add additional information as applicable. It is the responsibility of the applicant to understand the requirements of *each* RFP.**

### I. Procurement Timetable

**Note that the procurement timetable represents the State's best estimated schedule. Contract start dates may be subject to the issuance of a notice to proceed.**

<u>Activity</u>	<u>Scheduled Date</u>
Public notice announcing Request for Proposals (RFP)	<u>9/30/2008</u>
Distribution of RFP	<u>9/30/2008</u>
RFP orientation session	<u>10/09/2008</u>
Closing date for submission of written questions for written responses	<u>10/15/2008</u>
State purchasing agency's response to applicants' written questions	<u>10/27/2008</u>
Discussions with applicant prior to proposal submittal deadline (optional)	<u>Nov 2008</u>
Proposal submittal deadline	<u>11/19/2008</u>
Discussions with applicant after proposal submittal deadline (optional)	<u>Nov 2008</u>
Final revised proposals (optional)	<u>Nov 2008</u>
Proposal evaluation period	<u>Nov/Dec2008</u>
Provider selection	<u>Dec 2008</u>
Notice of statement of findings and decision	<u>Dec 2008</u>
Contract start date	<u>States Notice to Proceed</u>

## II. Website Reference

The State Procurement Office (SPO) website is <http://hawaii.gov/spo/>

	For	Click
1	Procurement of Health and Human Services	"Health and Human Services, Chapter 103F, HRS..."
2	RFP website	"Health and Human Services, Ch. 103F..." and "The RFP Website" (located under Quicklinks)
3	Hawaii Administrative Rules (HAR) for Procurement of Health and Human Services	"Statutes and Rules" and "Procurement of Health and Human Services"
4	Forms	"Health and Human Services, Ch. 103F..." and "For Private Providers" and "Forms"
5	Cost Principles	"Health and Human Services, Ch. 103F..." and "For Private Providers" and "Cost Principles"
6	Standard Contract -General Conditions	"Health and Human Services, Ch. 103F..." "For Private Providers" and "Contract Template – General Conditions"
7	Protest Forms/Procedures	"Health and Human Services, Ch. 103F..." and "For Private Providers" and "Protests"

### Non-SPO websites

(Please note: website addresses may change from time to time. If a link is not active, try the State of Hawaii website at <http://hawaii.gov>)

	For	Go to
8	Tax Clearance Forms (Department of Taxation Website)	<a href="http://hawaii.gov/tax/">http://hawaii.gov/tax/</a> click "Forms"
9	Wages and Labor Law Compliance, Section 103-055, HRS, (Hawaii State Legislature website)	<a href="http://capitol.hawaii.gov/">http://capitol.hawaii.gov/</a> click "Bill Status and Documents" and "Browse the HRS Sections."
10	Department of Commerce and Consumer Affairs, Business Registration	<a href="http://hawaii.gov/dcca">http://hawaii.gov/dcca</a> click "Business Registration"
11	Campaign Spending Commission	<a href="http://hawaii.gov/campaign">http://hawaii.gov/campaign</a>

## III. Authority

This RFP is issued under the provisions of the Hawaii Revised Statutes (HRS) Chapter 103F and its administrative rules. All prospective applicants are charged with presumptive knowledge of all requirements of the cited authorities. Submission of a valid executed proposal by any prospective applicant shall constitute admission of such knowledge on the part of such prospective applicant.

#### IV. RFP Organization

This RFP is organized into five sections:

*Section 1, Administrative Overview:* Provides applicants with an overview of the procurement process.

*Section 2, Service Specifications:* Provides applicants with a general description of the tasks to be performed, delineates provider responsibilities, and defines deliverables (as applicable).

*Section 3, Proposal Application Instructions:* Describes the required format and content for the proposal application.

*Section 4, Proposal Evaluation:* Describes how proposals will be evaluated by the state purchasing agency.

*Section 5, Attachments:* Provides applicants with information and forms necessary to complete the application.

#### V. Contracting Office

The Contracting Office is responsible for overseeing the contract(s) resulting from this RFP, including system operations, fiscal agent operations, and monitoring and assessing provider performance. The Contracting Office is:

Department of Health, State of Hawaii  
 Family Health Services Division  
 Maternal and Child Health Branch  
 741-A Sunset Avenue, Room 203  
 Honolulu, Hawaii 96816  
 Phone: (808) 733-4054      Fax: (808) 733-9078

#### VI. Orientation

An orientation for applicants in reference to the request for proposals will be held as follows:

**Date:** October 9, 2008      **Time:** 1:00 pm – 3:00 pm  
**Location:** 741-A Sunset Avenue, Room 205A  
Honolulu, Hawaii

**Applicants are encouraged to submit written questions prior to the orientation.** Impromptu questions will be permitted at the orientation and spontaneous answers provided at the state purchasing agency's discretion. However, answers provided at the orientation are only intended as general

direction and may not represent the state purchasing agency's position. Formal official responses will be provided in writing. To ensure a written response, any oral questions should be submitted in writing following the close of the orientation, but no later than the submittal deadline for written questions indicated in the paragraph VII. Submission of Questions.

## VII. Submission of Questions

Applicants may submit questions to the RFP Contact Person identified in Section 2 of this RFP. All written questions will receive a written response from the state purchasing agency.

Deadline for submission of written questions:

**Date:** October 15, 2008      **Time:** 4:30 pm HST

State agency responses to applicant written questions will be provided by:

**Date:** October 27, 2008

## VIII. Confidentiality of Personal Information

Act 10 relating to personal information was enacted in the 2008 special legislative session. As a result, the Attorney General's General Conditions of Form AG Form 103F, *Confidentiality of Personal Information*, has been amended to include Section 8 regarding protection of the use and disclosure of personal information administered by the agencies and given to third parties.

## IX. Submission of Proposals

A. **Forms/Formats** - Forms, with the exception of program specific requirements, may be found on the State Procurement Office website referred to in II. Website Reference. Refer to the Proposal Application Checklist for the location of program specific forms.

1. **Proposal Application Identification (Form SPO-H-200).** Provides applicant proposal identification.
2. **Proposal Application Checklist.** Provides applicants with information on where to obtain the required forms; information on program specific requirements; which forms are required and the order in which all components should be assembled and submitted to the state purchasing agency.

3. **Table of Contents.** A sample table of contents for proposals is located in Section 5, Attachments. This is a sample and meant as a guide. The table of contents may vary depending on the RFP.
  4. **Proposal Application (Form SPO-H-200A).** Applicants shall submit comprehensive narratives that address all of the proposal requirements contained in Section 3 of this RFP, including a cost proposal/budget if required.
- B. **Program Specific Requirements.** Program specific requirements are included in Sections 2, Service Specifications and Section 3, Proposal Application Instructions, as applicable. If required, Federal and/or State certifications are listed on the Proposal Application Checklist located in Section 5.
- C. **Multiple or Alternate Proposals.** Multiple or alternate proposals shall not be accepted unless specifically provided for in Section 2 of this RFP. In the event alternate proposals are not accepted and an applicant submits alternate proposals, but clearly indicates a primary proposal, it shall be considered for award as though it were the only proposal submitted by the applicant.
- D. **Tax Clearance.** Pursuant to HRS Section 103-53, as a prerequisite to entering into contracts of \$25,000 or more, providers shall be required to submit a tax clearance certificate issued by the Hawaii State Department of Taxation (DOTAX) and the Internal Revenue Service (IRS). The certificate shall have an original green certified copy stamp and shall be valid for six (6) months from the most recent approval stamp date on the certificate. Tax clearance applications may be obtained from the Department of Taxation website. (Refer to this section's part II. Website Reference.)
- E. **Wages and Labor Law Compliance.** If applicable, by submitting a proposal, the applicant certifies that the applicant is in compliance with HRS Section 103-55, Wages, hours, and working conditions of employees of contractors performing services. Refer to HRS Section 103-55, at the Hawaii State Legislature website. (See part II, Website Reference.)
- **Compliance with all Applicable State Business and Employment Laws.** All providers shall comply with all laws governing entities doing business in the State. Prior to contracting, owners of all forms of business doing business in the state except sole proprietorships, charitable organizations unincorporated associations and foreign insurance companies be registered and in good standing with the Department of Commerce and Consumer Affairs (DCCA), Business

Registration Division. Foreign insurance companies must register with DCCA, Insurance Division. More information is on the DCCA website. (See part II, Website Reference.)

- F. **Hawaii Compliance Express (HCE).** Providers may register with HCE for online proof of DOTAX and IRS tax clearance Department of Labor and Industrial Relations (DLIR) labor law compliance, and DCCA good standing compliance. There is a nominal annual fee for the service. The “Certificate of Vendor Compliance” issued online through HCE provides the registered provider’s current compliance status as of the issuance date, and is accepted for both contracting and final payment purposes. Refer to this section’s part II. Website Reference for HCE’s website address.
- G. **Campaign Contributions by State and County Contractors.** Contractors are hereby notified of the applicability of HRS Section 11-205.5, which states that campaign contributions are prohibited from specified State or county government contractors during the term of the contract if the contractors are paid with funds appropriated by a legislative body. For more information, FAQs are available at the Campaign Spending Commission webpage. (See part II, Website Reference.)
- H. **Confidential Information.** If an applicant believes any portion of a proposal contains information that should be withheld as confidential, the applicant shall request in writing nondisclosure of designated proprietary data to be confidential and provide justification to support confidentiality. Such data shall accompany the proposal, be clearly marked, and shall be readily separable from the proposal to facilitate eventual public inspection of the non-confidential sections of the proposal.

*Note that price is not considered confidential and will not be withheld.*

- I. **Proposal Submittal.** All mail-ins shall be postmarked by the United States Postal System (USPS) and received by the State purchasing agency no later than the submittal deadline indicated on the attached Proposal Mail-in and Delivery Information Sheet. All hand deliveries shall be received by the State purchasing agency by the date and time designated on the Proposal Mail-In and Delivery Information Sheet. Proposals shall be rejected when:
- Postmarked after the designated date; or
  - Postmarked by the designated date but not received within 10 days from the submittal deadline; or
  - If hand delivered, received after the designated date and time.

The number of copies required is located on the Proposal Mail-In and Delivery Information Sheet. Deliveries by private mail services such as FEDEX shall be considered hand deliveries and shall be rejected if received after the submittal deadline. Dated USPS shipping labels are not considered postmarks.

**Proposals submitted via facsimile, diskette/CD, e-mail, website, or other electronic means will not be accepted.**

## **X. Discussions with Applicants**

- A. Prior to Submittal Deadline.** Discussions may be conducted with potential applicants to promote understanding of the purchasing agency's requirements.
- B. After Proposal Submittal Deadline -** Discussions may be conducted with applicants whose proposals are determined to be reasonably susceptible of being selected for award, but proposals may be accepted without discussions, in accordance HAR Section 3-143-403.

## **XI. Opening of Proposals**

Upon receipt of a proposal by a state purchasing agency at a designated location, proposals, modifications to proposals, and withdrawals of proposals shall be date-stamped, and when possible, time-stamped. All documents so received shall be held in a secure place by the state purchasing agency and not examined for evaluation purposes until the submittal deadline.

Procurement files shall be open to public inspection after a contract has been awarded and executed by all parties.

## **XII. Additional Materials and Documentation**

Upon request from the state purchasing agency, each applicant shall submit any additional materials and documentation reasonably required by the state purchasing agency in its evaluation of the proposals.

## **XIII. RFP Amendments**

The State reserves the right to amend this RFP at any time prior to the closing date for the final revised proposals.

#### **XIV. Final Revised Proposals**

If requested, final revised proposals shall be submitted in the manner, and by the date and time specified by the state purchasing agency. If a final revised proposal is not submitted, the previous submittal shall be construed as the applicant's best and final offer/proposal. *The applicant shall submit **only** the section(s) of the proposal that are amended, along with the Proposal Application Identification Form (SPO-H-200).* After final revised proposals are received, final evaluations will be conducted for an award.

#### **XV. Cancellation of Request for Proposal**

The RFP may be canceled and any or all proposals may be rejected in whole or in part, when it is determined to be in the best interests of the State.

#### **XVI. Costs for Proposal Preparation**

Any costs incurred by applicants in preparing or submitting a proposal are the applicants' sole responsibility.

#### **XVII. Provider Participation in Planning**

Provider participation in a state purchasing agency's efforts to plan for or to purchase health and human services prior to the state purchasing agency's release of a RFP, including the sharing of information on community needs, best practices, and providers' resources, shall not disqualify providers from submitting proposals if conducted in accordance with HAR Sections 3-142-202 and 3-142-203.

#### **XVIII. Rejection of Proposals**

The State reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements set forth in this RFP and which demonstrate an understanding of the problems involved and comply with the service specifications. Any proposal offering any other set of terms and conditions contradictory to those included in this RFP may be rejected without further notice.

A proposal may be automatically rejected for any one or more of the following reasons:

- (1) Rejection for failure to cooperate or deal in good faith. (HAR Section 3-141-201)
- (2) Rejection for inadequate accounting system. (HAR Section 3-141-202)
- (3) Late proposals (HAR Section 3-143-603)

- (4) Inadequate response to request for proposals (HAR Section 3-143-609)
- (5) Proposal not responsive (HAR Section 3-143-610(a)(1))
- (6) Applicant not responsible (HAR Section 3-143-610(a)(2))

## **XIX. Notice of Award**

A statement of findings and decision shall be provided to all applicants by mail upon completion of the evaluation of competitive purchase of service proposals.

Any agreement arising out of this solicitation is subject to the approval of the Department of the Attorney General as to form, and to all further approvals, including the approval of the Governor, required by statute, regulation, rule, order or other directive.

No work is to be undertaken by the awardee prior to the contract commencement date. The State of Hawaii is not liable for any costs incurred prior to the official starting date.

## **XX. Protests**

Any applicant may file a protest against the awarding of the contract. The Notice of Protest form, SPO-H-801, is available on the SPO website. (See paragraph II, Website Reference.) Only the following matters may be protested:

- (1) A state purchasing agency's failure to follow procedures established by Chapter 103F of the Hawaii Revised Statutes;
- (2) A state purchasing agency's failure to follow any rule established by Chapter 103F of the Hawaii Revised Statutes; and
- (3) A state purchasing agency's failure to follow any procedure, requirement, or evaluation criterion in a request for proposals issued by the state purchasing agency.

The Notice of Protest shall be postmarked by USPS or hand delivered to 1) the head of the state purchasing agency conducting the protested procurement and 2) the procurement officer who is conducting the procurement (as indicated below) within five working days of the postmark of the Notice of Findings and Decision sent to the protestor. Delivery services other than USPS shall be considered hand deliveries and considered submitted on the date of actual receipt by the state purchasing agency.

<b>Head of State Purchasing Agency</b>
Name: Chiyome Leina‘ala Fukino, M.D.
Title: Director of Health
Mailing Address: P.O. Box 3378, Honolulu, Hawaii 96801
Business Address: 1250 Punchbowl St., Honolulu, Hawaii
<b>Procurement Officer</b>
Name: Lori Kamemoto, M.D.
Title: Acting Branch Chief, Maternal and Child Health Branch
Mailing Address: 741-A Sunset Avenue, Honolulu, Hawaii 96816
Business Address: 741-A Sunset Avenue, Honolulu, Hawaii 96816

## **XXI. Availability of Funds**

The award of a contract and any allowed renewal or extension thereof, is subject to allotments made by the Director of Finance, State of Hawaii, pursuant to HRS Chapter 37, and subject to the availability of State and/or Federal funds.

## **XXII. General and Special Conditions of Contract**

The general conditions that will be imposed contractually are on the SPO website. (See paragraph II, Website Reference). Special conditions may also be imposed contractually by the state purchasing agency, as deemed necessary.

## **XXIII. Cost Principles**

In order to promote uniform purchasing practices among state purchasing agencies procuring health and human services under HRS Chapter 103F, state purchasing agencies will utilize standard cost principles outlined in Form SPO-H-201, which is available on the SPO website (see paragraph II, Website Reference). Nothing in this section shall be construed to create an exemption from any cost principle arising under federal law.

# **Section 2**

## **Service Specifications**

## Section 2 Service Specifications

### I. Introduction

#### A. Overview, purpose or need

Living in a rapidly changing society, many of our families face situations and stresses they may be unprepared to handle. Societal and cultural norms valuing family privacy can make asking questions about raising children difficult. Informal social networks provided by family and friends can also discourage new or insecure parents from seeking assistance through formal parenting education. It is even more difficult for parents who are uncomfortable seeking help outside of their normal support systems and feel intimidated in asking for help. Having information available through a variety of ways including a telephone warm line, written materials, newsletters, and videos can provide the necessary family support in an easily accessible, family-oriented way. Learning positive, appropriate parenting skills and knowledge of community resources can strengthen families and prevent or help reduce family stress, destabilization of the family and social, emotional or behavioral problems.

Research has found that successful programs designed to prevent child abuse and neglect must both reduce risk factors and promote protective factors to ensure the well-being of children and families. Protective factors are conditions in families and communities that, when present, increase the health and well-being of children and families. They are attributes that serve as buffers, helping parents who might otherwise be at risk of abusing their children to find resources, supports, or coping strategies that allow them to parent effectively, even under stress.

The Department of Health (“DOH”), Family Health Services Division, Maternal and Child Health Branch (“MCHB”), is requesting proposals from qualified applicants for the purpose of promoting the five protective factors which have been shown to strengthen families. Services may include but are not limited to a statewide telephone warmline, written educational resources, and short-term, in-home parent education and support.

#### B. Planning activities conducted in preparation for this RFP

A Request for Information (RFI) was issued on September 5, 2008, inviting prospective applicants to send comments regarding the description of services of this subsequent request for proposals. Planning documents may be obtained by contacting the RFP Contact Person, Lynn Niitani at 733-4054 or by e-mail at: [lynn.niitani@doh.hawaii.gov](mailto:lynn.niitani@doh.hawaii.gov)

### C. **Description of the goals of the service**

Research has demonstrated that five important factors can help families protect children from the risk of child abuse and neglect. The goal of this request for proposals will be to promote the following five protective factors in order to strengthen families.

#### Nurturing and Attachment/Social Emotional Development

- Increase parents' knowledge and understanding of the importance of helping their child to establish strong emotional attachments with others by providing love, affection, comfort, and by responding sensitively to the needs of their child.
- Increase parents' knowledge and understanding of how to manage child behavior in a nurturing and effective manner.
- Increase parents' knowledge and understanding of how to protect children from community-based risk factors.

#### Knowledge of Child Development

- Increase parents' knowledge and understanding of how children develop and what they can expect at each stage of development.
- Increase parents' knowledge and understanding of non-punitive disciplinary techniques, such as setting limits, redirecting attention or behavior, and logical consequences for actions.
- Increase parents' knowledge of emerging developmental stages and how to plan activities accordingly.

#### Parental Resilience

- Increase parents' knowledge and understanding of how their ability to cope with stress may impact their capacity to parent.
- Increase parents' knowledge of strategies to prevent or decrease stress by anticipating difficulties, accessing resources and supports, and using other stress management techniques.

#### Concrete Supports for Parents

- Increase parents' knowledge of resources and sources of support in their community which can provide assistance with managing their homes and families.
- Increase parent's knowledge and understanding of how to create safe home environments.

#### Social Connections

- Increase parents' knowledge of resources in their community as to who can provide emotional support or information to reduce social isolation.
- Increase parents' understanding of how to access formal support systems in the community.

**D. Description of the target population to be served**Phone Line Services

Parents statewide are the primary targets for the phone line. Services are intended to utilize primary prevention approaches and be designed to reach families not served by the child welfare services system. Professionals and community members seeking information on primary prevention strategies are secondary targets.

In each contract year, it is anticipated that a minimum 5,000 callers shall be served.

In-Home Parent Education and Support Services

All parents statewide are the primary targets for these services. Families calling The Parent Line with complex needs requiring services beyond basic telephone support shall be eligible for services. A priority group shall include referrals from Public Health Nurses (non Part-C), preschools, or from other programs contracted by MCHB for Parenting Education and Support. Services are not intended for families currently served by the child welfare services system.

In each contract year, it is anticipated that 100 families shall be served.

Distribution Services

The newsletter services are targeted to parents of children birth-to-five years of age. Professionals and community members are secondary targets.

In each contract year, it is anticipated that the following will be distributed:

- 20,000 sets of the Keiki 'O Hawaii newsletter will be printed and distributed to new mothers.
- 160,000 Teddy Bear Post Newsletters will be updated, printed, and distributed (40,000 quarterly) to parents of preschool aged children.
- 20,000 'A Happy Start' pamphlets will be printed and distributed to parents of children entering kindergarten.
- 50,000 copies of the Parent Resource Directory will be updated, printed, and distributed.

**E. Geographic coverage of service**

Services will be provided Statewide. While no specific communities have been identified, the DOH-MCHB reserves the right to make an award based on the configuration of services which will best meet the needs of the priority group.

**F. Probable funding amounts, source, and period of availability**

\$500,000 in State funds per fiscal year.

**II. General Requirements****A. Specific qualifications or requirements, including but not limited to licensure or accreditation**

See “III. Scope of Work” below.

**B. Secondary purchaser participation**

(Refer to HAR Section 3-143-608)

After-the-fact secondary purchases will be allowed.

Planned secondary purchases: None.

**C. Multiple or alternate proposals**

(Refer to HAR Section 3-143-605)

Allowed  Unallowed

**D. Single or multiple contracts to be awarded**

(Refer to HAR Section 3-143-206)

Single  Multiple  Single & Multiple

Criteria for multiple awards:

**E. Single or multi-term contracts to be awarded**

(Refer to HAR Section 3-149-302)

Single term (2 years or less)  Multi-term (more than 2 years)

Contract terms:

The length of the initial contract term will be for a three year period which shall commence on the contract start date, or Notice to Proceed, which ever is later. Conditions for extension must be in writing and must be executed prior to expiration.

**Initial term of contract:** July 1, 2009 through June 30, 2012.  
**Length of each extension:** One year.  
**Number of possible extensions:** Three.  
**Maximum length of contract:** Six years.

**F. RFP contact person**

The individual listed below is the sole point of contact from the date of release of this RFP until the selection of the successful provider(s). Written questions should be submitted to the RFP contact person and received by the day and time specified in Section 1, paragraph I (Procurement Timetable) of this RFP.

Lynn Niitani  
 Maternal and Child Health Branch  
 Telephone: (808) 733-4054  
 E-mailed to [lynn.niitani@doh.hawaii.gov](mailto:lynn.niitani@doh.hawaii.gov)

**III. Scope of Work**

The scope of work encompasses the following tasks and responsibilities:

**A. Service Activities**

(Minimum and/or mandatory tasks and responsibilities)

1. **Telephone warm line: “The Parent Line”** (Nurturing and Attachment, Knowledge of Parenting and Child Development, Parental Resilience, Social Connections, Concrete Support for Parents)
  - a. The phone line will be targeted to parents/caregivers of children birth to 18 years of age statewide
  - b. Professionals and community members are secondary targets for the phone line service.
  - c. The phone lines’ hours of operations will be Monday – Friday, 8:00 a.m. – 6:00 p.m. and Saturday, 9:00 a.m. – 1:00 p.m.
  - d. The phone system will have three lines available to take calls.
  - e. If the lines are in use, the phone system will answer each call with a message indicating the phone specialists are busy and will invite callers to call again.
  - f. The phone system will be gratis to callers statewide with toll-free access available from the Neighbor Islands.

- g. The phone numbers used will be; for Oahu: 526-1222; for Neighbor Islands: 1-800-816-1222.
- h. Phone calls will be handled in a professional, confidential, and emotionally supportive way using appropriate listening and conflict resolution skills. Adequate time will be allowed to develop a trusting, non-intrusive relationship with the caller.
- i. The phone line staff may provide education to parents on healthy growth and developmental milestones, provide anticipatory guidance, or teach parents to problem-solve parenting challenges.
- j. A collection of written materials pertaining to parenting topics of interest will be maintained and when appropriate, mailed to callers.
- k. Unless written materials are requested by the caller, confidentiality of caller's identity must be assured.
- l. Referral/linkage services to other providers will be made as needed when applicable.
- m. Parents and caregivers will be supported and encouraged to seek services when referral is indicated.

2. **In-home Parent Education and Support Services: "Home Reach"**  
(Nurturing and Attachment, Knowledge of Parenting and child Development, Parental Resilience, Social Connections, Concrete Support for Parents)

- a. Short-term in-home parenting education and support will be provided to callers of The Parent Line who require more assistance than can be offered through a telephone call.
- b. Services will be offered statewide to 100 families per year using an unduplicated count.
- c. Services shall not exceed six months per family, per referral.
- d. Strategies and options for solving the family's challenges are explored with the worker providing assistance by role-modeling and setting up a workable plan.
- e. Workers will also help parents to problem-solve how they can deal with the frustrations and difficulties of being a parent.

- f. A follow-up call and/or visit will be provided within one month of discharge of services, to ensure that if needed, families will receive services by an appropriate community agency.

**3. Parent Educational Resources & Distribution** (Nurturing and Attachment, Knowledge of Parenting and child Development, Concrete Support for Parents)

- a. The program will update, coordinate, and oversee the preparation and distribution of the Keiki ‘O Hawaii newsletter packet, the Teddy Bear Post newsletter, the “A Happy Start” pamphlet, and the Parent Resources Directory.
- 20,000 sets of the Keiki ‘O Hawaii newsletter will be printed and distributed to new mothers annually.
  - The Parent Line shall coordinate with MCHB staff on timely editing and printing of the newsletter.
  - The Parent Line shall facilitate agreements with Oahu hospitals and neighbor island partners to coordinate and monitor distribution.
- b. 40,000 Teddy Bear Post newsletters will be updated, printed, and distributed QUARTLERY to parents of preschool aged children.
- The Parent Line shall coordinate with MCHB staff on timely editing and printing of the newsletter.
  - The Parent Line shall identify and distribute to preschools, child care centers, agencies, and other locations where families with young children frequent.
- c. 20,000 “A Happy Start” pamphlets will be printed and distributed to parents of children entering kindergarten annually.
- The Parent Line shall coordinate with MCHB staff on timely editing and printing of the pamphlet.
- d. 50,000 copies of the Parent Resource Directory will be updated, printed, and distributed annually.
- The Parent Line shall coordinate with MCHB staff on timely editing and printing of the Directory.
- e. Volunteers may used to assist in the preparation and distribution of written educational resources as long as the confidentiality of callers utilizing The Parent Line phone services is ensured.

**4. Referral, Linkage, and Screening** (Knowledge of Child Development)

a. Phone Line Services

The Parent Line Coordinator will provide “Train-the-Trainer” training on the Ages and Stages Questionnaire (Hawaii version) (ASQ) as well as the Ages and Stages Social-Emotional (ASQ-SE). It is anticipated that two training will be held per fiscal year to community professionals providing primary prevention services. Trainings will be coordinated by The Parent Line with approval by DOH MCHB.

b. In-Home Parent Education Services

All children up to age six of families receiving Home Reach services will be screened using the Ages and Stages Questionnaire (Hawaii version) (ASQ) as well as the Ages and Stages Social-Emotional (ASQ-SE).

- Referral/linkage services with other providers will be made as needed when applicable.
- Parents will be supported and encouraged to seek services when a referral is indicated.
- Results of the ASQ/ASQ-SE screening will be provided and explained to parents.
- Results of the ASQ/ASQ-SE screening will be sent to the child’s health care provider, with parental consent.

**5. Parent Leadership/Involvement (Concrete Support and Social Connections)**

- a. Quarterly workshops will be scheduled for parents to connect with one another and to learn how to build partnerships and help parents to expand their leadership skills.
- b. Parents will learn how to share their story (while practicing in a safe environment) and learn how to speak publicly about their experiences.
- c. Parents will also learn how they can use their voice to accomplish goals for their children.
- d. Group size, meeting location, and method of delivery may change depending on need; however a minimum of 10 parents/caregivers/ and or community agency staff members must be served per year.

**6. General Educational Workshops (Knowledge of Child Development)**

- a. General educational workshops and other similar events will be provided to an at-large community population.

- b. Topics may include, but are not limited to: dental/oral health, nutrition/exercise education, safety, positive parent-child interaction, child development, or appropriate discipline techniques.
- c. Group size, meeting location, and method of delivery may change depending on need; however a minimum of 200 parents/caregivers/ and or community agency staff members must be served per year at each site.

**B. Management Requirements (Minimum and/or mandatory requirements)**

**1. Personnel**

The AWARDEE shall ensure that employees and volunteers do not have a criminal history or background that poses a risk to young children. Prior to providing direct services to children, criminal records checks (State and FBI Criminal History Check, Sex Offender Registry, and the Child Abuse and Neglect Registry Clearance) shall be conducted, as allowed by statutes or rules, for any person who is employed or volunteers in a position that necessitates close proximity to children.

- a. Project Coordinator
  - Shall have a master's degree or equivalent in human service, education, or health science.
  - Shall have three years experience including supervisory experience and early childhood development.
- b. Parent Educator
  - Shall have an associate's degree in early childhood or a related field.
  - Two years experience teaching in an early childhood program or parenting program.
- c. A written request must be submitted and approved by the DOH MCBH prior to hiring anyone who does not conform to staffing requirements.
- d. All staff and volunteers shall attend three (3) trainings annually to stay abreast of current practices in working with parents and young children.

**2. Administrative**

- a. Subcontracting arrangements may be allowed if the applicant is unable to provide components of the requested services directly. Copies of

draft subcontract agreements must be submitted as an attachment to the proposal. All subcontracts must follow the pricing structure and all other requirements of this RFP.

- b. Reports and records shall be maintained and made available for monitoring and review by the DOH MCHB staff upon request. Assume responsibility for its own determination and compliance efforts in regard to the federal Health Insurance Portability and Accountability Act of 1996. (“HIPAA”)
- c. Develop written policies, procedures, and guidelines to address suspected incidents of neglect and abuse. This shall include immediate notification to the State and other appropriate government investigative bodies of all incidents of abuse, neglect, or where there is a substantial risk that child abuse or neglect may occur in the reasonable foreseeable future.
- d. Acknowledge the DOH and MCHB as the Awardee’s sponsor. This acknowledgement shall appear on all printed materials for which the DOH is a program sponsor.
- e. Comply with the DOH’s Directive Number 04-01 dated May 3, 2004, related to Interpersonal Relationships Between Staff and Clients/Patients. Please refer to Section 5, Attachment E, of this RFP.
- f. Comply with Title VI of the Civil Rights Act of 1964, as amended, and requirements pursuant to 45 CFR Part 80.
- g. Comply with Section 504 of the Rehabilitation Act of 1973, as amended, and requirements pursuant to 45 CFR Part 84.
- h. Comply with Title III of the Americans with Disabilities Act of 1990, as amended, and requirements pursuant to 28 CFR Part 36.
- i. Comply as a “covered entity,” with the provisions of Hawaii Revised Statutes Chapter 371 Part II, Language Access.
- j. Comply, if it is a “public accommodation,” with the provisions of HRS Chapter 489, Discrimination in Public Accommodations.
- k. Comply with DOH Family Health Services Division Policy on Budget Revisions for Cost Reimburse Contracts (Effective September 1, 2008). Please refer to Section 5, Attachment F, of this RFP.

### 3. Quality assurance and evaluation specifications

All contracts shall be monitored by the State in accordance with requirements set forth by Chapter 103F, Hawaii Revised Statutes. Contract monitoring shall include:

- a. The review of amendments and approvals, deemed appropriate by the State of the contract's program items, especially the outcomes plan, the performance targets and milestones, the assurance of collaboration, quarterly program reports, and other documents submitted to the State.
- b. The Awardee shall have a quality assurance plan in place that assesses the extent to which the program objectives have been met.

### 4. Output and performance/outcome measurements

As a means toward achieving the goals of service the DOH will require the reporting of performance measures. This approach proposes that the Awardee take responsibility for achieving short-term performance objectives, given available resources and other external factors affecting the organization. The Awardee shall track and report Output and Outcome measurements, including but not limited to, the following items:

- a. Activity Milestones
- b. Significant Outputs (e.g. service delivery, capacity, enrollment, attendance, satisfaction, other)
- c. Significant Immediate Outcomes (Outcomes obtained immediately as a direct result of program participation and involve changes in one or more of the following: knowledge, attitudes/beliefs, skill acquisition, behavior and relationships)
- d. Implementation Issues and Concerns
- e. Significant Stories

**Note:** For the purpose of program quality improvement, the DEPARTMENT will be reviewing Outcome and Output Measures in conjunction with the Awardee for possible revisions during the contract period. It is anticipated that some modifications may ensue from this process.

**5. Experience**

The Awardee shall have the necessary skills, abilities, knowledge of, and experience relating to the delivery of the proposed services to children birth to five years of age, and their families.

**6. Coordination of services**

The Awardee shall possess the capability to coordinate services with other agencies and resources within the community.

**7. Reporting requirements for program and fiscal data**

Program Reporting Requirements:

- a. Quarterly and Annual reports on services provided, number of children and families served, other data etc., shall be submitted according to timelines and formats set by the DOH. Reports are due 30 days after the end of each reporting period.
- b. An Annual Variance Report shall be submitted within sixty (60) calendar days after the end of each fiscal year in the format requested by the DOH, documenting the organization's achievement towards the planned performance objectives for the budget period and explain any significant variances (+/- 10%).

Fiscal Reporting Requirements:

The Awardee shall submit monthly expenditure reports, including personnel costs, on Form POST 210 and POST 210a.

**C. Facilities**

Facilities shall be adequate relative to the proposed services and be accessible to all seeking services.

**IV. COMPENSATION AND METHOD OF PAYMENT**

Pricing structure based on cost reimbursement. The cost reimbursement pricing structure reflects a purchase arrangement in which the State pays the provider for budgeted agreed-upon costs that are actually incurred in delivering the services specified in the contract, up to a state maximum obligation. Payments will be made monthly upon submission of invoice and monthly expenditure reports, including Form Post 210 and POST 210A, as long as Quarterly Reports are up to date.

## **Section 3**

# **Proposal Application Instructions**

## Section 3

# Proposal Application Instructions

### General instructions for completing applications:

- *Proposal Applications shall be submitted to the state purchasing agency using the prescribed format outlined in this section.*
- *The numerical outline for the application, the titles/subtitles, and the applicant organization and RFP identification information on the top right hand corner of each page should be retained. The instructions for each section however may be omitted.*
- *Page numbering of the Proposal Application should be consecutive, beginning with page one and continuing through for each section. See sample table of contents in Section 5.*
- *Proposals may be submitted in a three ring binder (Optional).*
- *Tabbing of sections (Recommended).*
- *Applicants must also include a Table of Contents with the Proposal Application. A sample format is reflected in Section 5, Attachment B of this RFP.*
- *A written response is required for **each** item unless indicated otherwise. Failure to answer any of the items will impact upon an applicant's score.*
- *Applicants are **strongly** encouraged to review evaluation criteria in Section 4, Proposal Evaluation when completing the proposal.*
- *This form (SPO-H-200A) is available on the SPO website (see Section 1, paragraph II, Website Reference). However, the form will not include items specific to each RFP. If using the website form, the applicant must include all items listed in this section.*

### The Proposal Application comprises the following sections:

- *Proposal Application Identification Form*
- *Table of Contents*
- *Program Overview*
- *Experience and Capability*
- *Project Organization and Staffing*
- *Service Delivery*
- *Financial*
- *Other*

#### **I. Program Overview**

Applicant shall give a brief overview to orient evaluators as to the program/services being offered.

## **II. Experience and Capability**

### **A. Necessary Skills**

The applicant shall demonstrate that it has the necessary skills, abilities, and knowledge relating to the delivery of the proposed services to parents and professionals.

The applicant shall demonstrate an understanding of using protective factors to strengthen families to achieve the goals of these proposed services.

### **B. Experience**

The applicant shall provide a description of projects/contracts within the past five years, related to the delivery of parent education services to families and professionals which were designed to promote the protective factors and strengthen families to prevent child abuse and neglect. This description shall include the delivery of services over the phone, in person, in writing, and via groups. Projects/contracts shall reflect primary prevention activities and be designed to promote primary or secondary prevention efforts.

The applicant shall include points of contact, addresses, e-mail, and phone numbers. The State reserves the right to contact references to verify experience.

### **C. Quality Assurance and Evaluation**

The applicant shall describe its own plans for quality assurance and evaluation for the proposed services, including methodology. The plan must identify the standards to be used to assess or evaluate the quality and utilization of services.

The applicant shall complete a Performance Objectives Table, a sample of which in Section 5, Attachments C, of the RFP. The applicant may submit its own table(s) (or alter the format) as long as all proposed services are addressed.

### **D. Coordination of Services**

The applicant shall demonstrate the capability to coordinate services through collaborations with other agencies and resources in the community. In addition, the applicant shall define the nature of the collaboration to provide the service and describe how the collaboration shall support or facilitate the attainment of the desired outcomes and proposed performance targets. Letters of agreement are not required.

### **E. Facilities**

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the proposed services. If facilities are not presently available, describe plans to secure facilities. Also describe how the facilities

meet ADA requirements, as applicable, and special equipment that may be required for the services.

### **III. Project Organization and Staffing**

#### **A. Staffing**

##### **1. Proposed Staffing**

The applicant shall describe the proposed staffing pattern, client/staff ratio and proposed caseload capacity appropriate for the viability of the services. (Refer to the personnel requirements in the Service Specifications, as applicable.)

##### **2. Staff Qualifications**

The applicant shall provide the minimum qualifications (including experience) for staff assigned to the program. (Refer to the qualifications in the Service Specifications, as applicable)

#### **B. Project Organization**

##### **1. Supervision and Training**

The applicant shall describe its ability to supervise, train and provide administrative direction relative to the delivery of the proposed services.

##### **2. Organization Chart**

The applicant shall reflect the position of each staff and line of responsibility/supervision. (Include position title, name and full time equivalency) Both the "Organization-wide" and "Program" organization charts shall be attached to the Proposal Application.

### **IV. Service Delivery**

Applicant shall include a detailed discussion of the applicant's approach to applicable service activities and management requirements from Section 2, Item III. - Scope of Work, including (if indicated) a work plan of all service activities and tasks to be completed, related work assignments/responsibilities and timelines/schedules.

- Applicants shall include a detailed logic model including services/activities, outcomes and outputs. A sample is included in Section 5, Attachments D. The applicant may format its own table(s) as long as all proposed services are addressed.

- Applicants shall provide a detailed description of how The Parent Line telephone services will be provided. Applicants shall describe the type of activities to be provided and the rationale for the selection of these activities.
- Applicants shall provide a detailed description of how in-home parent education and support services will be provided. The applicant shall describe the type of activities to be provided and the rationale for the selection of these activities.
- Applicants shall provide a detailed description of how written parent educational resources will be distributed. Applicants shall describe the type of activities to be provided and the rationale for the selection of these activities.
- Applicants shall describe how referral, linkage, and screening services will occur. Applicants shall describe the type of activities to be provided and the rationale for the selection of these activities.
- Applicants shall describe how general educational workshops will be provided.

#### Administrative Requirements

- The applicant shall describe any subcontracting arrangements and attach draft agreements.
- The applicant shall describe its plan for reports and records.
- The applicant shall describe its HIPAA compliance efforts.
- The applicant shall describe how incidents of child and abuse and neglect will be addressed.
- The applicant shall describe how it will comply with ALL applicable policies and procedures of the DEPARTMENT.

## V. Financial

### A. Pricing Structure

Applicant shall submit a cost proposal utilizing the pricing structure designated by the state purchasing agency. The cost proposal shall be attached to the Proposal Application.

The cost reimbursement pricing structure reflects a purchase arrangement in which the State pays the contractor for budgeted costs that are actually incurred in delivering the services specified in the contract, up to a stated maximum obligation. The cost reimbursement may be subject to verification.

All budget forms, instructions and samples are located on the SPO website (see Section 1, paragraph II Websites referred to in this RFP). The following budget form(s) shall be submitted with the Proposal Application:

- Form SPO-H-205 Budget
- Form SPO-H0205B Organization-wide Budget by Programs
- Form SPO-H-206A Personnel – Salaries & Wages
- Form SPO-H-206B Personnel – Payroll Taxes, Assessments & Fringe
- Form SPO-H-206C Travel – Inter Island
- Form SPO-H-206F Contractual Services – Subcontracts
- Form SPO-H-206H Program Activities
- Form SPO-H-206I Equipment Purchases

**B. Other Financial Related Materials**

**Accounting System**

In order to determine the adequacy of the applicant's accounting system as described under the administrative rules, the most recent financial audit is requested as part of the Proposal Application and may be attached.

**VI. Other**

**A. Litigation**

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgment. If applicable, please explain.

# **Section 4**

## **Proposal Evaluation**

## Section 4

# Proposal Evaluation

### I. Introduction

The evaluation of proposals received in response to the RFP will be conducted comprehensively, fairly and impartially. Structural, quantitative scoring techniques will be utilized to maximize the objectivity of the evaluation.

### II. Evaluation Process

The procurement officer or an evaluation committee of designated reviewers selected by the head of the state purchasing agency or procurement officer shall review and evaluate proposals. When an evaluation committee is utilized, the committee will be comprised of individuals with experience in, knowledge of, and program responsibility for program service and financing.

The evaluation will be conducted in three phases as follows:

- Phase 1 - Evaluation of Proposal Requirements
- Phase 2 - Evaluation of Proposal Application
- Phase 3 - Recommendation for Award

#### Evaluation Categories and Thresholds

<u>Evaluation Categories</u>	<u>Possible Points</u>
<i>Administrative Requirements</i>	
 <i>Proposal Application</i>	
Program Overview	0 points
Experience and Capability	25 points
Project Organization and Staffing	10 points
Service Delivery	60 points
Financial	5 Points
 <b>TOTAL POSSIBLE POINTS</b>	 <b>100 Points</b>

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.

1	2	3	4	5
I-----I	I-----I	I-----I	I-----I	I-----I
<i>Unresponsive</i>	<i>Unsatisfactory</i>	<i>Marginally Adequate</i>	<i>Satisfactory</i>	<i>Outstanding</i>

**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 RFP or other attached materials.

**1 – Unresponsive** (20% of points)

Response did not answer the question.

**0 – No response given.** (0 points)

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

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)

A rating of 2 (Unsatisfactory) or lower, will be assigned if not all required components were evident, even if additional services or strategies have been proposed.

### III. Evaluation Criteria

#### A. Phase 1 - Evaluation of Proposal Requirements

##### 1. Administrative Requirements

##### 2. Proposal Application Requirements

- Proposal Application Identification Form (Form SPO-H-200)
- Table of Contents
- Program Overview
- Experience and Capability
- Project Organization and Staffing
- Service Delivery
- Financial (All required forms and documents)
- Program Specific Requirements (as applicable)

#### B. Phase 2 - Evaluation of Proposal Application (100 Points)

**Program Overview:** No points are assigned to Program Overview. The intent is to give the applicant an opportunity orient evaluators as to the service(s) being offered.

##### 1. *Experience and Capability (25 Points)*

The State will evaluate the applicant's experience and capability relevant to the proposal contract, which shall include:

		<b>Points</b>
<b>A. Necessary Skills</b>		
<ul style="list-style-type: none"> <li>• Demonstrated skills, abilities, and knowledge relating to the delivery of the proposed services to parents and professionals.</li> </ul>	4	points
<ul style="list-style-type: none"> <li>• Demonstrated an understanding of the use of protective factors to strengthen families to achieve the goals of these proposed service.</li> </ul>	4	points

<b>B. Experience</b>	
<ul style="list-style-type: none"> <li>Provided a description of projects/contracts within the past five years, related to the delivery parent education services to families and professionals which were designed to promote the protective factors and strengthen families to prevent child abuse and neglect and includes the delivery of services over the phone, in person, in writing, and via groups. Projects/contracts reflect primary prevention activities and are designed to promote primary or secondary prevention efforts. Points of contact, addresses, e-mail, and phone numbers are included.</li> </ul>	4 points
<b>C. Quality Assurance and Evaluation</b>	
<ul style="list-style-type: none"> <li>Described quality assurance and evaluation plans for the proposed service areas including methodology, standards, and plans.</li> </ul>	2 points
<ul style="list-style-type: none"> <li>The Performance Objective Table(s) is complete and supports the scope of services.</li> </ul>	7 points
<b>D. Coordination of Services</b>	
<ul style="list-style-type: none"> <li>Demonstrated capability to coordinate services through collaborations with other agencies and resources in the community. The nature of the collaboration including desired outcomes and proposed performance targets are described.</li> </ul>	4 points
<b>E. Facilities</b>	
<ul style="list-style-type: none"> <li>Demonstrated the adequacy of facilities relative to the proposed services.</li> </ul>	0 points

**2. Project Organization and Staffing (10 Points)**

The State will evaluate the applicant's overall staffing approach to the service that shall include:

	<b>Points</b>
<b>A. Staffing</b>	
<ul style="list-style-type: none"> <li><b>Proposed Staffing:</b> The proposed staffing pattern, client/staff ratio, and proposed caseload capacity is reasonable to insure viability of the services.</li> </ul>	3 points
<ul style="list-style-type: none"> <li><b>Staff Qualifications:</b> The proposed staffing pattern meets the minimum qualifications (including experience) for staff assigned to the program.</li> </ul>	2 points
<b>B. Project Organization</b>	
<ul style="list-style-type: none"> <li><b>Supervision and Training:</b> Describes its ability to supervise, train and provide administrative direction to staff relative to the delivery of the proposed services.</li> </ul>	3 points
<ul style="list-style-type: none"> <li><b>Organization Chart:</b> Both the “Organization-wide” and “Program” organization charts are attached and reflects the position of each staff (including position title, name, and full time equivalency) and line of responsibility/supervision.</li> </ul>	2 points

**3. Service Delivery (60 Points)**

*Evaluation criteria for this section will assess the applicant’s approach to the service activities and management requirements outlined in the Proposal Application.*

	<b>Points</b>
<b>Service Requirements</b>	
<ul style="list-style-type: none"> <li>Detailed logic model(s) is attached which includes services/activities, outcomes and outputs, for all proposed services.</li> </ul>	9 points
<ul style="list-style-type: none"> <li>Describes in detail how The Parent Line telephone services will be provided. Describes the type of activities to be provided and the rationale for the selection of these activities.</li> </ul>	15 points
<ul style="list-style-type: none"> <li>Provides a detailed description of how in-home parent education and support services will be provided. Describes the type of activities to be provided and the rationale for the selection of these activities.</li> </ul>	5 points
<ul style="list-style-type: none"> <li>Provides a detailed description of how written parent educational resources will be distributed. Describes the type of activities to be provided and the rationale</li> </ul>	5 points

for the selection of these activities.	
<ul style="list-style-type: none"> <li>Describes how individualized parent support and education will be provided. Describes the type of activities to be provided and the rationale for the selection of these activities.</li> </ul>	5 points
<ul style="list-style-type: none"> <li>Describes how referral, linkage, and screening services will occur. Describes the type of activities to be provided and the rationale for the selection of these activities.</li> </ul>	5 points
<ul style="list-style-type: none"> <li>Describes how general educational workshops will be provided.</li> </ul>	5 points
<b><i>Administrative Requirements</i></b>	
<ul style="list-style-type: none"> <li>Describes any subcontracting arrangements and draft agreements are attached.</li> </ul>	0 points
<ul style="list-style-type: none"> <li>Describes its plan for reports and records.</li> </ul>	1 point
<ul style="list-style-type: none"> <li>Describes its HIPAA compliance efforts.</li> </ul>	1 point
<ul style="list-style-type: none"> <li>Describes how incidents of child and abuse and neglect will be addressed.</li> </ul>	2 points
<ul style="list-style-type: none"> <li>Describes how ALL applicable policies and procedures of the DEPARTMENT will be addressed.</li> </ul>	2 points

**5. Financial (5 Points)**

	<b>Points</b>
<b><i>Financial</i></b>	
<ul style="list-style-type: none"> <li>Personnel costs are reasonable and comparable to positions in the community and non-personal costs are reasonable and adequately justified.</li> </ul>	5 points

**C. Phase 3 - Recommendation for Award**

Each notice of award shall contain a statement of findings and decision for the award or non-award of the contract to each applicant.

## **Section 5**

### **Attachments**

- A. Proposal Application Checklist
- B. Sample Table of Contents
- C. Sample Performance Objectives Table
- D. Sample Logic Model
- E. Intra-Departmental Directive 04-01 (Interpersonal Relationships Between Staff and Clients/Patients)
- F. Family Health Services Division Policy on Budget Revisions For Cost Reimbursement Contracts (Effective September 1, 2008)

## Proposal Application Checklist

Applicant: \_\_\_\_\_

RFP No.: \_\_\_\_\_

The applicant's proposal must contain the following components in the order shown below. This checklist must be signed, dated and returned to the purchasing agency as part of the Proposal Application. SPOH forms are on the SPO website. See Section 1, paragraph II Website Reference.\*

Item	Reference in RFP	Format/Instructions Provided	Required by Purchasing Agency	Completed by Applicant
<b>General:</b>				
Proposal Application Identification Form (SPO-H-200)	Section 1, RFP	SPO Website*	<b>X</b>	
Proposal Application Checklist	Section 1, RFP	Attachment A	<b>X</b>	
Table of Contents	Section 5, RFP	Section 5, RFP	<b>X</b>	
Proposal Application (SPO-H-200A)	Section 3, RFP	SPO Website*	<b>X</b>	
Tax Clearance Certificate (Form A-6)	Section 1, RFP	Dept. of Taxation Website (Link on SPO website)*		
Cost Proposal (Budget)				
SPO-H-205	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-205A	Section 3, RFP	SPO Website* Special Instructions are in Section 5	<b>X</b>	
SPO-H-205B	Section 3, RFP,	SPO Website* Special Instructions are in Section 5		
SPO-H-206A	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206B	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206C	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206D	Section 3, RFP	SPO Website*		
SPO-H-206E	Section 3, RFP	SPO Website*		
SPO-H-206F	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206G	Section 3, RFP	SPO Website*		
SPO-H-206H	Section 3, RFP	SPO Website*		
SPO-H-206I	Section 3, RFP	SPO Website*	<b>X</b>	
SPO-H-206J	Section 3, RFP	SPO Website*		
<b>Certifications:</b>				
<b>Federal Certifications</b>		Section 5, RFP		
Debarment & Suspension		Section 5, RFP		
Drug Free Workplace		Section 5, RFP		
Lobbying		Section 5, RFP		
Program Fraud Civil Remedies Act		Section 5, RFP		
Environmental Tobacco Smoke		Section 5, RFP		
<b>Program Specific Requirements:</b>				
Performance Objectives Tables		Section 5, RFP	<b>X</b>	
Logic Model		Section 5, RFP	<b>X</b>	

\_\_\_\_\_

Authorized Signature

\_\_\_\_\_

Date

Sample

### Proposal Application Table of Contents

- I. Program Overview.....1**
- II. Experience and Capability .....1**
  - A. Necessary Skills .....2**
  - B. Experience.....4**
  - C. Quality Assurance and Evaluation.....5**
  - D. Coordination of Services.....6**
  - E. Facilities.....6**
- III. Project Organization and Staffing .....7**
  - A. Staffing.....7**
    - 1. Proposed Staffing.....7
    - 2. Staff Qualifications .....9
  - B. Project Organization .....10**
    - 1. Supervision and Training.....10
    - 2. Organization Chart (Program & Organization-wide)  
(See Attachments for Organization Charts)
- IV. Service Delivery.....12**
- V. Financial.....20**  
See Attachments for Cost Proposal
- VI. Litigation.....20**
- VII. Attachments**
  - A. Cost Proposal**
    - SPO-H-205 Proposal Budget
    - SPO-H-206A Budget Justification - Personnel: Salaries & Wages
    - SPO-H-206B Budget Justification - Personnel: Payroll Taxes and Assessments, and Fringe Benefits
    - SPO-H-206C Budget Justification - Travel: Interisland
    - SPO-H-206F Budget Justification - Contractual Services – Sub-contracts
    - SPO-H-206I Budget Justification - Equipment Purchases
  - B. Other Financial Related Materials**
    - Financial Audit
  - C. Organization Chart**
    - Program
    - Organization-wide
  - D. Performance Objectives Table**
  - E. Logic Model**

Organization: \_\_\_\_\_

RFP No: \_\_\_\_\_

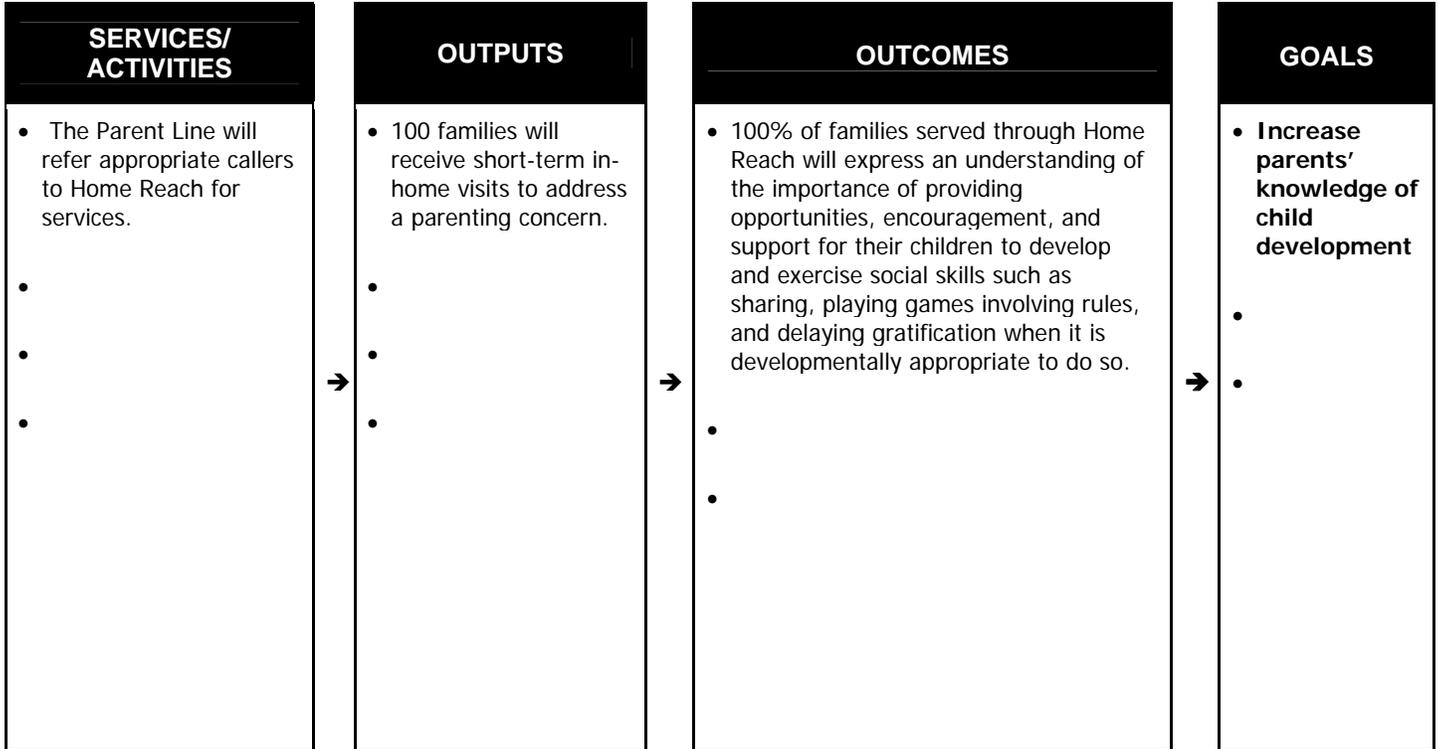
Sample

### Proposal Application Performance Objectives Table

Performance Activity	Performance Objective for Quarter 1 07/09 – 09/09	Performance Objective for Quarter 2 10/09 – 12/09	Performance Objective for Quarter 3 01/10 – 03/10	Performance Objective for Quarter 4 04/10 – 06/10
<b>Knowledge of Child Development</b>				
1. Percentage of parents served by Home Reach who demonstrated an increased understanding of age appropriate development. <i>This will be achieved by....</i>	100%	100%	100%	100%
2.				
3.				

Sample

### Proposal Application Logic Model





STATE OF HAWAII  
DEPARTMENT OF HEALTH  
P. O. BOX 3378  
HONOLULU, HI 96801-3378

INTRA-DEPARTMENTAL DIRECTIVE 04-01  
May 3, 2004 Page 1 of 5

TO: All Deputies, Division and Branch Chiefs, Staff Officers, District Health Officers, and Administrators of Attached Agencies

FROM: Chiyome Leinaala Fukino, M.D.  
Director of Health *Chiyome Leinaala Fukino*

SUBJECT: INTERPERSONAL RELATIONSHIPS BETWEEN STAFF AND CLIENTS/PATIENTS

04-1.1 PURPOSE

This directive provides the policy for the State of Hawaii, Department of Health on interpersonal relationships between staff and clients/patients.

04-1.2 POLICY

- A. Staff shall not use their professional position to exploit others for any reason.
- B. Staff shall avoid engaging in dual/multiple relationships with clients/patients or former clients/patients. When dual/multiple relationships are unavoidable, staff shall take steps ensure that the nature of the dual/multiple relationship shall neither harm nor exploit the client/patient.
- C. Sexual relationships with any client/patient or former client/patient are prohibited. Staff shall not have financial relationships with clients/patients or former clients/patients.

- D. Staff are prohibited from engaging in sexual relationships with clients/patients' relatives or other individuals with whom clients/patients maintain close personal relationships, or to whom clients/patients are reliant upon. Staff are required to set clear, appropriate and culturally sensitive boundaries.
- E. Staff shall neither initiate, assume, nor maintain a treatment relationship to individuals with whom they have had prior sexual relationships. Staff shall inform their supervisor if there have been past relationships with potential clients/patients and arrange to have the care of such patients/clients provided by another qualified staff person.
- F. Staff shall not engage in physical contact with clients/patients when there is a possibility of psychological harm to the clients/patients as a result of the contact (such as cradling or caressing clients/patients). In providing services, staff who are required to have physical contact with clients/patients are responsible for setting clear, appropriate and culturally sensitive boundaries that govern such physical contact.
- G. Staff who anticipate the potential for sexual relationships with former clients/patients shall consult in depth with their supervisors, exploring the various risks and concerns.

04-1.3

**SCOPE**

This directive applies to all Department of Health employees, including volunteers, who provide treatment and/or services and individuals or agencies that are contracted to provide treatment and/or services on behalf of the Department of Health.

04-1.4

**DEFINITIONS**

Clients/Patients: Persons under observation, care, treatment, or receiving services.

Department: Department of Health

Director: Director of Health

- Dual/multiple relationships: When an employee has, or has had, more than one relationship with a patient or client, either presently or in the past. These may include professional, business, social, or personal relationships. Dual/multiple relationships can occur simultaneously or consecutively.
- Staff: Department employees, including volunteers, and individuals or agencies that are contracted to provide services on behalf of the Department.
- Health: Includes physical and mental health.
- Providers: Any persons, public or private vendors, agencies, or business concerns authorized by the department to provide health care, services, or activities.
- Services: Appropriate assistance provided to a person with a medical illness, developmental disability, mental illness, substance abuse or dependency disorder, or mental retardation. These services include, but are not restricted to assessment, case management, care coordination, treatment, training, vocational support, testing, day treatment, dental treatment, residential treatment, hospital treatment, developmental support, respite care, domestic assistance, attendant care, habilitation, rehabilitation, speech therapy, physical therapy, occupational therapy, nursing counseling, family therapy or counseling, interpretation, transportation, psychotherapy, and counseling to the person and/or to the person's family, guardian or other appropriate representative.
- Treatment: The broad range of services and care, including diagnostic valuation, medical, psychiatric, psychological, and social service care, vocational rehabilitation, career counseling, and other special services which may be extended to a person in need or with a disabling condition.

04-1.5      **RESPONSIBILITIES**

- A.      **Director:** Insure this policy is maintained, interpreted, updated, and communicated to all program managers.
  
- B.      **Deputy Directors:** Insure this policy is communicated to, understood and implemented by program managers within their administrations, and insure needed revisions of this policy are communicated to the Director.
  
- C.      **Program Managers:**
  - (1) Insure this policy is communicated to and understood by all vendors, providers, or contractors, and insert a reference to this policy in appropriate contracts.
  
  - (2) Insure this policy is enforced.
  
  - (3) Investigate alleged or reported infractions of this policy and take corrective actions as may be indicated.
  
  - (4) Recommend needed changes to this policy to their Deputy Directors.
  
- D.      **Employees:** Comply with this policy and report alleged infractions of this policy to their supervisors or superiors.
  
- E.      **Providers:** Insure this policy is communicated, understood, and implemented.

04-1.6      **PROVISO**

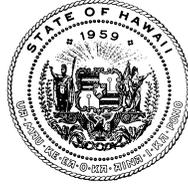
If there is a conflict between this policy and a collective bargaining agreement, the collective bargaining agreement shall prevail.

04-1.7

**REFERENCES**

- A. Discrimination in Public Accommodations, Chapter 489, Hawaii Revised Statutes, as amended.
- B. Fair treatment, Section 84-13, Hawaii Revised Statutes, as amended.
- C. Rights of persons with developmental or mental retardation, Section 333F-8, Hawaii Revised Statutes, as amended.
- D. Rights of recipients of mental health services, Chapter 334E, Hawaii Revised Statutes, as amended.
- E. Sex Discrimination, Title 12, Chapter 46, Subchapter 4, Hawaii Administrative Rules, as amended.
- F. Disability Discrimination, Chapter 46, Subchapter 9, Hawaii Administrative Rules.

**This document should be placed in the Personnel Manual of Policies and Procedures under Section 11, SUBJECT: EMPLOYEE RELATIONS.**



STATE OF HAWAII  
DEPARTMENT OF HEALTH  
HEALTH RESOURCES ADMINISTRATION  
FAMILY HEALTH SERVICES DIVISION  
P. O. Box 3378  
HONOLULU, HAWAII 96801-3378

## **FAMILY HEALTH SERVICES DIVISION POLICY ON BUDGET REVISIONS FOR COST REIMBURSEMENT CONTRACTS (Effective September 1, 2008)**

The Family Health Services Division (“FHSD”) has developed the following policies for budget revisions related to cost reimbursement contracts to promote consistency in its implementation and to ensure that program objectives are not adversely affected by major revisions.

As a general rule, any proposed *transfer of funds* between Cost Elements (from the approved Contract Budget), e.g. “Personnel” to “Other Operating,” shall receive *prior* written approval by FHSD. To transfer funds between Cost Elements, please provide FHSD with the following forms as applicable:

1. **Budget Revision Justification Form (FHSD/BUDREV)**. In Section I. of the form, please document the amount of the proposed transfer between Cost Element(s). In Section II, please provide a detailed justification for the proposed transfer(s). If funds are being transferred from Personnel to another Cost Element, the justification shall include an explanation of the impact of such transfers in the attainment of planned outcome, output, and other performance objectives as described under the terms and conditions of the contract. Please attached additional sheets as necessary.
- 2.. **FHSDBud/Rev1& 2 Forms**. Please submit these Budget Revision forms if they are required by your FHSD Program Manager.
3. **SPO-H-206 A-J**. Please submit the appropriate budget justification forms as they relate to the specific budget revisions made to the expenditure categories. To obtain these forms online, please go to the Hawaii State Procurement Office website at: <http://hawaii.gov/spo/spoh/for-private-providers/forms-and-instructions-for-private-providers-applicants>.

In addition to policies related to transfer of funds between Cost Elements mentioned above, the following policies shall apply to proposed changes within existing Cost Elements in the approved Contract Budget:

1. Any proposed amendment(s) to the following Personnel categories: 1) full time equivalency (“FTE”; 2) percentage of time charged to the contract; and 3) budgeted salary (other than the FTE, percentage of time, and budgeted salary in the approved Contract Budget) shall receive prior written approval by FHSD before the changes are implemented.

The Contractor shall submit form SPO-H-206A as an e-mail attachment to their assigned FHSD Program Manager to justify the proposed changes. Please provide an explanation of the impact of such changes in the attainment of planned outcome, output, and other performance objectives as described under the terms and conditions of the contract. The FHSD Program Manger will respond to the Contractor via e-mail and will include an effective date for the changes, as warranted.

2. Any proposed addition(s) of a new expenditure cost category (other than the pre-authorized expenditure cost categories approved under the Contract Budget) shall receive prior written approval by the DOH before such new expenditure cost categories are added to the budget. To accomplish this, the Contractor shall send a written justification to the FHSD Program Manager via e-mail. The FHSD Program Manager will respond to the Contractor via e-mail and will include an effective date for the amendments, as warranted.
3. FHSD reserves the right to establish more stringent policies regarding the transfer of funds within the pre-authorized expenditure cost categories approved under the Contract Budget on a program by program basis as needed.

Should there be questions in reference to the above policy, please do not hesitate to contact the FHSD Program Manager assigned to your program.