

COUNTY OF MARIN



**DEPARTMENT OF HEALTH AND HUMAN SERVICES
DIVISION OF PUBLIC HEALTH**

REQUEST FOR PROPOSAL (RFP)

Community Health Improvement Planning Process and Plan

RFP-HHS-2019-06

DATE ISSUED: **May 09, 2019**

DEADLINE FOR SUBMISSIONS: **May 31, 2019**

The County of Marin Health and Human Services Department does not discriminate on the basis of sex, race, color, religion, age, sexual orientation, disability, marital status, or national origin in employment or in its educational programs and activities. Auxiliary aids and services are available upon request to individuals with disabilities. Alternative formats will be made available upon request.

I. Background

Community Health Improvement Plan

Overview

Marin County Department of Health and Human Services (HHS), Division of Public Health is seeking proposals from qualified bidders to plan and conduct a comprehensive planning process resulting in a final Community Health Improvement Plan for Healthy Marin Partnership no later than December 2019. This process will determine goals, strategies, and clear action plans for addressing up to 10 prioritized health needs in Marin County.

A Community Health Improvement Plan (CHIP) is an action-oriented plan for addressing the most significant health issues identified by community partners. The chosen consultant will use the key findings from Healthy Marin Partnership's 2019 Community Health Needs Assessment (CHNA), the Oral Health Improvement Plan, the Area on Aging Area Plan 2016-2020, Maternal Child and Adolescent Health: Title V Community Needs Assessment and Action Plan, the Mental Health Services Act FY2018-2019 Annual Update & Spending Plan, and the Health & Human Services Strategic Plan to Achieve Health & Wellness Equity to inform the development of the CHIP. The objective of the CHNA and CHIP is to ensure coordinated, measurable health improvement throughout the county, with all agencies and organizations working together toward shared goals by leveraging resources and aligning initiatives and programs.

CHIPs are recognized as a best practice and required for all Health Departments pursuing or maintaining Public Health Accreditation through the [Public Health Accreditation Board \(PHAB\)](#). Marin County Division of Public Health is currently actively pursuing accreditation and is looking for a consultant who can provide excellent guidance and support in the development of a CHIP with a focus on health equity and which adheres to ALL requirements listed under [Standard 5.2 in PHABs Standards and Measures 1.5](#).

Eligibility

All applicants must document in the narrative that they meet the following minimum qualifications:

- (a) Two years of experience coordinating and facilitating community stakeholders in an improvement process. Community stakeholders include local government, community-based organizations, hospitals, and other subject matter experts.
- (b) Ability to engage populations, or stakeholders who represent populations, who are disproportionately impacted by health inequities.
- (c) An understanding of Performance Management and developing Action Plans.

Additional Preferred qualifications:

- (a) Experience developing and implementing a process to track performance goals, strategies, and action items from several different agencies.
- (b) Knowledge of Marin county healthcare facilities, schools, community-based organizations, and governmental agencies.

Should an applicant propose to collaborate or subcontract with another agency or individual legally entitled to do business in the State of California and possessing the necessary licenses and certifications, the applicant must include a letter of participation from the proposed entity(ies) and include the specific duties being proposed under the collaboration or subcontract. The contract amount shall be reflected in the Budget.

Available Funds and Project Duration

The budget for this program is **\$60,000**. Funding for this project, subject to change, is available through January 30, 2020 with an anticipated start date of July 1, 2019. Funding availability beyond this contract period is contingent upon established need for additional funding to meet contract deliverables, the ability of the County to provide additional funding for this project, the demonstration of progress in achieving measurable results to the County's satisfaction, compliance with the policies and procedures set forth by the County of Marin Division of Public Health and Healthy Marin Partnership. The County reserves the right to: increase or decrease the contract amount, fund the proposed service in whole or in part, and terminate or extend the program/contract based on funding availability.

II. Requirements and Expectations for Grantees

A. Summary of Contract Terms, Conditions and Requirements

The grantee shall be required to comply with the Americans With Disabilities Act of 1990; this Request for Application RFP-HHS-2019-06; the terms and conditions required by the original funding source for the programs and services described by this RFP; and the terms and conditions of the County of Marin's Professional Services Contract. The County's Professional Services Contract contains specific provisions, including but not limited to nondiscrimination in hiring and in the provision of services, program evaluation, record keeping, payments, limitations and obligations, conflict of interest, indemnification and insurance, assignment, and HIPAA. By submitting an Application, the applicant agrees to be bound by all terms and conditions of the County's Standard Professional Services Contract, attached hereto as Attachment B, and execute the same, if selected.

B. Insurance

The County requires that all contractors carry \$1,000,000 in liability insurance (\$2,000,000 aggregate). The County must be named as additional insured, and specific language must be included on the signed endorsement to the policy. The required insurance coverage requirements include automobile insurance and is described in the County of Marin's Standard Professional Services Contract, attached hereto as Attachment B. ***It is strongly suggested that applying entities be certain of the ability to secure this insurance and verification prior to submitting an Application.***

C. Administrative and Legal Requirements

1. Contractors will be paid after the completion of mutually determined deliverables following the submission of an invoice for services performed to County's satisfaction. Specific instructions will be provided to the grantee upon award of a contract. Services will be reimbursed for contracted deliverables provided on the invoices, not to exceed the total contract amount. It is the responsibility of the contractor to track expenditures and any services provided by contractor

and/or subcontractors. Expenses that exceed the allocation will not be reimbursed.

2. This RFP and any resulting agreement, contract, and purchase order shall be governed by all applicable federal, state and local laws, codes, ordinances and regulations, including but not limited to, those promulgated by CAL-OSHA, FED-OSHA, EPA, EEOC, DFEH, the California State Department of Health Services, and the County of Marin. All matters and subsequent contract shall be governed by, and in accordance with, the substantive and procedural laws of the State of California. The applicant agrees that all disputes arising out of or in connection with the Professional Services Contract and the procurement process shall be construed in accordance with the laws of the State of California and that the venue shall be in Marin County, California.
3. Nuclear Free Zone: The County is a nuclear free zone, in which work on nuclear weapons or the storage or transportations of weapons-related components and nuclear material is prohibited or appropriately restricted. The County is prohibited or restricted from contracting for services or products with, or investing County funds in, any nuclear weapons contractor.
4. Non-Appropriations: The County's performance arising from this RFP process is contingent upon the availability of funds. Should funds not be appropriated or otherwise made available to the County, any contract entered into pursuant to this RFP will be terminated with respect to any payments for which such funds are not available.
5. Applicant must be legally authorized to conduct business in the State of California and have established administrative and program resources to provide services in Marin County. The applicant must also have appropriate federal, state and local permits or certifications necessary to perform the services that are the subject of this RFP.
6. Prior to executing a contract, the applicant (and any subcontractors/partners) must be able to provide the following written policies and procedures that comply with and are otherwise acceptable to the federal, state and local statutes, laws, regulations, and ordinances:
 - a. Conflict of interest policy for staff and governing boards.
 - b. Grievance procedure for customers and clients.
 - c. Does not discriminate against nor deny employment or services to any person on the grounds of race, color, religion, sex, national origin, age, disability, citizenship, political affiliation or belief.
 - d. Complies with the 1990 ADA.
7. Applicants must have proven fiscal capacity including capacity for fund accounting.
8. Applicants must have access to non-County funds sufficient to cover any disallowed costs that may be identified through the audit process.
9. Applicants must agree that state, federal, and local monitors or auditors may review provider facilities and relevant financial and performance records to ensure compliance with funding requirements.
10. Applicants must be eligible to receive Federal funds.
11. Contractors must comply with all reporting requirements set forth by the Marin Department of Health and Human Services and the State Department of Health Care Services.

12. Applicants must have the demonstrated ability to collect outcome data, which measure performance to plan.
13. If applicable, Contractor shall maintain medical records required by the California Code of Regulations. Notwithstanding the foregoing, Contractor shall maintain beneficiary medical and/or clinical records for a period of ten (10) years, except that the records of persons under age eighteen (18) at the time of treatment shall be maintained: a) until one (1) year beyond the person's eighteenth (18th) birthday or b) for a period of ten (10) years beyond the date of discharge, whichever is later.
14. Contractor agrees to administer/utilize any and all survey instruments as directed by the County Department of Health and Human Services, including outcomes and satisfaction measurements if applicable. Contractors must also comply with all reporting requirements set forth by the Department of Health and Human Services and the State Department of Health Care Services, including, but not limited to, completion of cost reports, annual provider self-audits and site visits.
15. Cultural Competency: All program staff shall receive at least four hours of in-service training per year on some aspect of providing culturally and linguistically appropriate services. At least once per year and upon request, Contractor shall provide County with a schedule of in-service training(s) and a list of participants at each such training.

Applicants who do not meet these minimum requirements may be deemed non-responsive and will not receive further consideration. Any application that is rejected as non-responsive will not be evaluated and no score will be assigned.

D. Tentative Time Schedule

All applicants are hereby advised of the following schedule and will be expected to adhere to the applicant- related deadlines below:

RFP Released to Prospective Applicants	May 09, 2019
Question/Answer Period Opens	May 09, 2019
Question/Answer Period Closes	May 24, 2019
RFP Answers Posted	As questions are received, no later than COB May 28, 2019
RFP Due	May 31, 2019 (3:00pm)
Application Review & Interviews (if applicable)	Week of June 10, 2019
Notification of Applicant Award	By week of June 17, 2019
Contract Start Date*	July 15, 2019

*Contract start date is subject to change.

III. Application Instructions

In responding to the RFP (the submission is hereinafter referred to as "Application" or "Letter(s) of Interest"), use the outline as it appears below and label your responses accordingly. If the total number

of pages exceeds the parameters stated below, the additional pages will be discarded and will not be reviewed by the Application Review Committee. A non-response will result in disqualification of the Application. Ensure that all applicable fields are completed and that the cover page is signed.

Questions regarding the RFP: To maintain a fair and impartial process, all questions regarding this RFP must be submitted in writing via the County's website and contain a contact email address. All questions and responses will be available on the County's website on or before **May 28, 2019**. No telephone consultation will be provided. **Questions must be submitted via the County website** at <https://www.marinhhs.org/rfp>.

A. Cover Page (1 Page Limit – See Attachment A)

Complete and sign the attached Cover Page (Attachment A) to the County of Marin. Include (1) Legal Name of Individual or Organization Submitting Letter of Interest, (2) Address, (3) Telephone Number and E-mail, (4) Contact Person, (5) Contact Person's E-mail Address, (6) Type of Organization, if applicable, (7) Date of Submission, (8) Federal Tax ID, and (9) Funding requested.

Please note that by signing and submitting an Application you are agreeing to the following terms: "The costs of the proposed project can be carried by the applicant for at least 90 days at any point during the term of the contract." Please be prepared to submit current documents to demonstrate this, including: Balance Sheets; Income Statements; Cash Flow Statements; Debt Structure Statements; and Accounts Receivable Schedules. Actual documents may be required prior to approval of Contract.

B. Applicant Capability (No Page Limit)

1. Project Description including scope of project, description of proposed reporting metrics and reports, and projected timeline:
 - **Develop and implement a plan and process to engage stakeholders and subject matter experts in the following activities:**
 - Review prioritized health issues and data as identified in HMP's 2019 CHNA and other relevant reports, such as the Oral Health Improvement Plan, the Area on Aging Area Plan 2016-2020, Maternal Child and Adolescent Health: Title V Community Needs Assessment and Action Plan and the Mental Health Services Act FY2018-2019 Annual Update & Spending Plan
 - Determine model to be used in the CHIP planning process ([See PHAB Standards & Measures 1.5 Domain 5, Standard 5.2](#) for additional information).
 - Engage stakeholders in aligning around a health improvement framework that is grounded in principles of health equity and population health.
 - Facilitate asset/resource mapping for the prioritized health issues
 - Work with small, issue specific, groups to: Identify Goals, Objectives, Strategies, and Action Items for each issue
 - Encouraging the use of evidence-based strategies where possible
 - Set Measures and Targets to monitor performance
 - Identify action steps that will include what action or change will occur, who will carry it out, timeline for each activity, resources needed to carry out action etc.
 - **Facilitate the development and establishment of a process to track actions taken to implement strategies in the community health improvement plan:**

- Develop annual reporting process for stakeholders to revisit progress and reassess priorities/strategies
 - Develop annual report template
 - Include a process to review and revise health improvement plan strategies, activities, time-frames, targets, assigned responsibilities, etc. within the CHIP
 - **Develop a comprehensive Community Health Improvement Plan using the information from the activities outlined above and adhering to all PHAB guidance regarding CHiPs:**
 - Ensure broad participation of community partners
 - Use information from community health assessments
 - Incorporate issues and themes identified by stakeholders in the community
 - Identification of community assets and resources
 - A process to set health priorities
 - Desired measurable outcomes or indicators of health improvement and priorities for action
 - Policy changes needed to accomplish health objectives
 - Individuals and organizations that have accepted responsibility for implementing strategies
 - Consideration of state and national priorities
 - The Marin CHIP should align with [Let's Get Healthy CA](#) where applicable
 - **Develop a distribution plan for the CHIP and assist in distribution efforts as appropriate:**
 - Develop a CHIP presentation that can be given to stakeholders
 - Determine appropriate strategies for the dissemination of the CHIP
2. Identification of applicant's documented experience in planning and completing a community health improvement process and plan.
 3. A description of applicant's experience with and current capacity to provide facilitated workgroups for identified stakeholders.
 4. Explanation of how applicant will ensure an understanding of, and adherence to, relevant PHAB Standards and Measures throughout the process. Review [Standard 5.2 in PHABs Standards and Measures Version 1.5](#) and identify areas of overlap with other PHAB Domains.
 5. Explanation of how applicant will collaborate with Healthy Marin Partnership to develop and implement all aspects of the project.
 6. A description of the staffing proposed—include resumes of any team members already on staff who would be assigned to this project or your plan for hiring to ensure a quick start timeline.

C. Budget (No Page Limit)

1. Provide a detailed project budget for the project period **July 15, 2019- January 30, 2020- not to exceed \$60,000.**

IV. Application Submission Requirements

A. General Policies

1. The County assumes no obligation for any of the costs associated with responding to this RFP including, but not limited to, development, preparation and submission of applications.
2. This RFP is in no way an agreement, obligation, or contract between County and any applicant.
3. The applications will become the property of the County upon submission and may be subject to the terms of the California Public Records Act (“PRA”), as required by law.
4. By submitting an application, applicants acknowledge and agree as follows: that the County is a public agency subject to the disclosure requirements of the PRA; that applicants must clearly identify all proprietary information that is contained in the application submitted to the County, if applicant claims that such information falls within one or more PRA exemptions; that applicants must mark said proprietary information as “CONFIDENTIAL AND PROPRIETARY” and must identify the specific lines containing the information; that the County will make reasonable efforts to provide notice to the applicants prior to such disclosure in the event of a PRA request; that applicants are required to obtain a protective order, injunctive relief, or other appropriate remedy from the Marin County Superior Court, before the County’s deadline for responding to the PRA request; that if an applicant fails to obtain such remedy within County’s deadline for responding to the PRA request, County may disclose the requested information without penalty or liability; and that applicants shall defend, indemnify, and hold County harmless against any claims, action, or litigation, including but not limited to all judgments, costs, fees, and attorney fees that may result from denial by County of a PRA request for information arising from any representation or any action (or inaction), by the applicants.
5. After submission of the application and closing of the application period, no information other than what is outlined in this RFP will be released, until an award becomes final.
6. The County reserves the right to make an award without further discussion of the applications received. Therefore, it is important that the application be submitted initially on the most favorable terms from both a technical and cost standpoint.
7. While it is the intention to award the contract to one applicant, the County reserves the right to split the award in any manner deemed most advantageous to the County. The County also reserves the right to increase or decrease the award amount.
8. In an effort to reach a decision concerning the most qualified applicant, the County reserves the right to evaluate all factors it deems appropriate, whether or not such factors have been stated in the RFP.
9. The County reserves the sole right to interpret, change or terminate any provision of the RFP at any time prior to the submission date. Any such interpretation or change shall be in the form of a written addendum and shall become part of the RFP. The County also reserves the right to accept and reject any or all of the RFP, cancel the RFP in whole or in part, or terminate the process and elect to operate by other means.
10. An applicant may not be recommended for funding, regardless of the merits of the application submitted, if it has a history of contract non-compliance with the requirements of Marin County Department of Health and Human Services (“HHS”) or other funding source or poor past or current contract performance with any HHS or other funding source. The applicant may be given a provisions award with the stipulation that special terms and conditions regarding the areas of concern will be a part of the contract.
11. An application may be **immediately** rejected and disqualified for any of the following reasons:
 - a. The application is not received at the time and place specified in the RFP;
 - b. The application does not adhere to the required material elements of format and guidelines

- or substantive requirements set forth in this RFP;
- c. Evidence indicates that the applicant, applicant's staff or consultants have in any way attempted to influence the confidential nature of the review through contact with the Marin County BRHS staff or members of the selection review committee.

B. Submission Deadline and Format

Please submit applications via the website at <https://www.marinhhs.org/rfp> no later than **3:00pm on May 31, 2019**. No verbal applications will be considered.

1. Proposals must be received by the date and time recited above. It is up to the applicant to ensure that the application was received by the date and time recited above. Proposals, modifications, or corrections received after the deadline specified will not be considered, except if such modifications or corrections were at the County's request.
2. Only Applications submitted in the format described within this RFP will be considered. Applications must be submitted on standard 8-1/2" x 11", plain white paper, typed, single-spaced, in no less than 12-point typeface, with 1" margins and pages numbered consecutively.
3. An Application may be rejected if incomplete, if it contains any alterations of form, or if it contains other irregularities of sufficient magnitude or quantity to warrant a finding of being substantially non-compliant.
4. The County may in its discretion accept or reject in whole or in part any or all Applications, may cancel, amend or reissue the RFP at any time prior to contract approval and may waive any immaterial defect in an Application. The County's waiver of an immaterial defect shall in no way modify the Application requirements or excuse the applicant grantee from full compliance with the objective if awarded the contract.

C. Contact between Applicant and County

- (1) **County staff contact:** During the period from issuance of this RFP and the award of the contract to a successful applicant, contact regarding the specific subject of this RFP between potential or actual applicant and County staff is restricted under the terms of this section. Except as otherwise expressly authorized in this RFP, neither applicant nor County staff shall discuss, question or answer questions, or provide or solicit information, opinion, interpretation, or advocate or lobby regarding this RFP. A documented instance of such contact by an actual or potential applicant shall be grounds for disqualification from the process. County staff shall be defined as any County employees, agents or contractors involved in or connected with this RFP process.
- (2) **Questions regarding the RFP:** To maintain a fair and impartial process, all questions regarding this RFP must be submitted in writing via the County's website and contain a contact name and address. All questions and responses will be available on the County's website on or before **May 24, 2019**. No telephone consultation will be provided. **Questions must be submitted via the County website** at <https://www.marinhhs.org/rfp>.

V. Application Review and Selection Process

A. Application Review and Selection

Staff from Public Health will conduct an initial technical review to ensure that the format requirements outlined in this RFP have been fulfilled. If any of the material format or substantive requirements is missing or incorrect, the application may be disqualified.

All applications that pass the initial technical review will be submitted to an Application review committee that shall evaluate and rank the applications. The committee may consist of representatives from the Division of Public Health, representatives from other county departments, representatives from Healthy Marin Partnership, and any other individuals that Health and Human Services deems capable and appropriate for the selection of potential providers. The committee shall not include potential contractors, and no committee member may apply or assist others in applying for this contract.

The purpose of the evaluation is to determine which applicants demonstrate the skills, expertise and experience to successfully perform the tasks specified in the RFP. Each committee member will read and score each application using a standardized scoring instrument. The scoring instrument will reflect the requirements of the RFP.

An applicant may not be recommended for funding, regardless of the merits of the application submitted, if it has a history of contract non-compliance with the requirements of Marin County Department of Health and Human Services (“HHS”) or other funding source or poor past or current contract performance with any HHS or other funding source. The applicant may be given a provisional award with the stipulation that special terms and conditions regarding the areas of concern will be a part of the contract.

The committee will make an award recommendation to the Co-Chairs of Healthy Marin Partnership, who will make the final recommendation to the Board of Supervisors.

Prior to making an award, the County may choose to conduct interviews with applicants. The purpose of the interviews would be to ask follow-up questions that may arise from the review committee and collect any additional information not gleaned from the Applications. The County may also request additional information necessary to determine the applicant’s financial stability, ability to perform on schedule or willingness to incorporate additional features in the application, and any other relevant information necessary to make the award.

Once a decision is made, a Notice of Intent to Award will be mailed to all applicants evaluated by the committee.

B. Post Award

Once the Notice of Intent to Award has been issued, the provider selected will be contacted to execute the County’s Standard Professional Services Contract. At that time, the selected provider and the County may discuss adjustments to the budget and the scope of work. No other provisions of the County’s Standard Professional Services Contract will be negotiated. Refer to Attachment B for a copy of the County’s Standard Professional Services Contract.

The applicant grantee awarded a contract under this bid process will be required to adhere to the reporting requirements set forth by HHS, as well as to provide any additional data needed to satisfy other County, state or federal reporting requirements.

For the duration of the contract period, annual contract renewals are contingent upon the demonstration of progress in achieving measurable results to the County’s satisfaction and compliance with all contract requirements, as well as the continued availability of contract project funding.

Award of a contract under this process does not preclude the County from conducting another RFP process for these services at a future date.

ATTACHMENT A

**MARIN COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES
DIVISION OF PUBLIC HEALTH**

Community Health Improvement Planning Process

RFP-HHS-2019-06

Date: _____

Legal Applicant:

Organization Name:

Address:

Telephone:

E-mail:

Contact Person:

Contact Person's E-mail Address:

Type of Organization (if Applicable):

Date of Submission:

Federal Tax ID No.

Certifications

I certify that to the best of my knowledge the information contained in this Application is accurate and complete and that I have the legal authority to commit this agency to a contractual agreement. I understand that final funding for any service is based upon funding levels and the approval of the Marin County Board of Supervisors.

I further certify that the costs of the proposed project can be carried by the applicant for at least 90 days at any point during the term of the contract.

Signature:

Date:

Name:

Title:

For County Use Only

Date Received:

Time Received:

Marin County Public Health Staff Signature Acknowledging Receipt of Application:

ATTACHMENT B

