

REQUEST FOR PROPOSALS

FOR

ALCOHOL, TOBACCO AND OTHER DRUG

PREVENTION SERVICES:

**COMMUNITY-BASED PROCESS
&
INFORMATION DISSEMINATION**

In

**CHESTER COUNTY
FY 2010/2011**

Issued by:

**Chester County Department of Drug and Alcohol Services
Government Services Center, Suite 325
601 Westtown Road
West Chester, PA 19380-0990**

RFP #2010-1

Maximum Amount Available: \$150,000

Issued on: February 1, 2010

Letter of Intent Due: February 26, 2010

Due Date: March 19, 2010

PART I

GENERAL INFORMATION FOR RESPONDENTS

Introduction

The Chester County Single County Authority (SCA) conducted a needs assessment in late 2009 to identify alcohol and other drug prevention needs within the County. Based on the results of this process, the SCA determined the following areas of high need:

- High prevalence of underage alcohol use
- Increase of prescription drug use in youth
- Increase of alcohol and other drug use during critical transition years – ages 11-18 (middle through high school)
- Environmental forces and social norms that impact/influence youth's decision to use alcohol and/or other drugs

Additionally, general prevention services must also be provided and available to all residents of Chester County. Specifically:

- Provide awareness and knowledge on the nature and extent of alcohol, tobacco and other drug use, abuse and education, and the effects on individuals, families and communities.
- Provide knowledge and awareness of available prevention, intervention and treatment services.
- Provide technical assistance and aid communities in building capacity to enhance their ability to prevent alcohol, tobacco and other drug use.

Other Background Information

Chester County 2007 Youth Survey

- 1.) The Chester County Youth Survey is conducted bi-annually and provides information that helps target prevention and intervention activities. It also provides a benchmark for measuring change in unhealthy behaviors.

The survey used in Chester County is the same instrument used for the Pennsylvania Youth Survey (PAYS).

For the 2007 survey, 12 Chester County school districts and 2 Centers for Arts and Technology participated in the survey. A total of 16,305 valid surveys were completed by youth in grades 6, 8, 10 and 12.

A copy of the Chester County 2007 Youth Survey is available for your review at the following link:

http://dsf.chesco.org/drugandalcohol/lib/drugandalcohol/youth_survey_2007_chester_county.pdf

Pennsylvania Youth Survey

- 1.) Since 1989, the Commonwealth of Pennsylvania has conducted a survey of secondary school students on their behavior, attitudes and knowledge concerning alcohol, tobacco, other drugs and violence. The *Pennsylvania Youth Survey (PAYS)* of 6th, 8th, 10th and 12th grade public school students is conducted every two years.

A copy of the 2007 PAYS can be found at the following link:

http://www.portal.state.pa.us/portal/server.pt/community/pennsylvania_youth_survey/5396/2007/494708

A. Purpose and Scope:

The SCA is issuing this Request For Proposal (RFP) to purchase the following services:

- **Community-Based Process:**

Provide assistance to communities to build capacity to prevent alcohol, tobacco and other drug use and abuse including assistance and support to existing and emerging community coalitions. Associated objectives can be found on page 9.

- **Information Dissemination:**

Services and activities performed under this strategy provides awareness and knowledge on the nature and extent of alcohol, tobacco and other drug use, abuse and addiction and the affects on individuals, families and communities. It also provides knowledge and awareness of available prevention, intervention and treatment services as well as assistance with treatment access under Act 106 of 1989. Associated objectives can be found on page 11.

These services are to be available countywide. Respondents must apply for all services described in this RFP.

Contract start date for service provision will be July 1, 2010.

Services must be implemented July 1, 2010.

Staff Training/Development

Selected provider agrees to attend all BDAP and SCA mandated trainings within established timeframes (please refer to most recent BDAP Policy Bulletin for detail).

Reporting

Selected provider agrees to conform with the BDAP's Performance Based Prevention System (PBPS) reporting requirements.

Location

Applicants must be willing to have office space located within the geographic boundaries of Chester County.

Contract

Information regarding the County's specific reporting and other requirements are found within the contract and its addendums. A copy of the contract is available for your review at the following link:

<http://dsf.chesco.org/drugandalcohol/site/default.asp>

B. Selection Criteria:

Each of the following criteria will be evaluated and scored accordingly:

Understanding of the Need/Problem

Applicant's understanding of the SCA needs, the communities' needs and characteristics, and of the nature and scope of the work involved.

Soundness of Program and Approach

Relevancy of the service to the communities' needs, the soundness of the design and approach, the application of current knowledge and research, the philosophy of alcohol, tobacco and other drug prevention, program objectives' consistent with SCA needs, cultural relevancy, and appropriateness of specialized programming.

Staff and Organizational Capacity and Experience

Organization's ability to implement the proposed program including the availability of resources and infrastructure needed for the program. This includes:

- Demonstrated experience successfully implementing and managing similar programs.
- Staffing - competence, diversity, and stability of staff, as well as the appropriateness of proposed staffing and training to the program design.
- Capability of the organization to carry out the proposed project including infrastructure to support proposed program and management stability.

Implementation Timeline

The proposed timeline and activities for the proposed program goals and objectives to be implemented by July 1, 2010.

Evaluation and Oversight

Program specific evaluation design and the organization's internal quality assurance mechanisms.

References

Performance under like contracts with this, or any other SCA, or with other organizations.

Cost

This area covers the reasonableness of the cost, cost per participant, as well as the soundness of the budget, financial stability of the corporation, and support of the parent organization. While this area will be weighed heavily, it will not normally be the deciding factor in the selection process.

C. Evaluation and Scoring of Proposals:

A multi-step process will be used to evaluate and score proposals:

- An administrative screening will be completed on all proposals at time of receipt to verify compliance with the RFP eligibility criteria and instructions. Non-compliant proposals will be removed from further consideration.
- A Review Committee will be appointed to review proposals. The committee will review the information and score only the information provided in accordance with the RFP requirements and evaluation criteria.
- A formal interview may be held for finalists. It will be the responsibility of the provider to have appropriate staff available to participate in an interview on **April 8, 2010** should they be selected as a finalist. Finalists will be notified on or about **April 7, 2010** of a specific time for their interview.

D. Final Selection of Providers:

All final decisions are based on the approval of the Chester County Commissioners.

E. Notification of Successful Respondents:

It is anticipated that notice to providers that have been approved for contract negotiations will be issued, in writing, on or about the week of April 19, 2010.

F. Contract:

The term of the contract would be for one year with the potential for annual contract renewals based on performance and available funding.

If selected as a provider, you will be expected to sign a contract with the County and any subsequent amendments that may be required to address specific work or services as needed.

If you fail or refuse to sign the contract within 21 days of delivery to you, the County may cancel your selection and award the contract to another applicant. The contracts awarded as a result of this RFP will contain terms and conditions substantially similar to those of the sample contract (available online; referenced earlier).

The County reserves the right to negotiate the wording of the Work Statement, based on the requirements of this Solicitation and terms of your proposal.

G. General Information:

Solicitation Amendments

The SCA may, at any time before execution of a contract, amend all or any portion of this RFP. The SCA will mail any amendments to each applicant.

Retraction of Solicitation

The SCA reserves the right to retract this Solicitation in whole, or in part, at any time without penalty.

Rejection of All Proposals

The SCA may reject any and all proposals submitted in response to this RFP. If at any time, information in a proposal is found to be falsely presented, the SCA reserves the right to reject the proposal.

H. SCA Contact Person:

Meg Polvino is the Project Officer of this RFP. Any questions regarding this RFP should be directed to her attention.

Potential applicants may submit written questions regarding the RFP through February 26, 2010. Questions must be sent to Meg Polvino, Project Officer via email at mpolvino@chesco.org.

The SCA will post responses to all questions to the SCA website:

<http://dsf.chesco.org/drugandalcohol/site/default.asp>

PART II

Information Dissemination Community-Based Prevention

PROPOSAL GUIDELINES

A. Eligibility Criteria:

For any proposal to be considered, the following conditions must be met:

1. Eligibility is limited to organizations or entities that have demonstrated experience in providing alcohol, tobacco and other drug prevention services.

A Letter of Intent specifying what RFP(s) the organization may respond to must be received by the SCA no later than 4:30 p.m. Friday, February 26, 2010. Proposals received without having a submitted a Letter of Intent will not be eligible for scoring.

2. One original and nine (9) copies of the programmatic section, and one original and five (5) copies of the financial section of the proposal must be submitted to the SCA. The sections are to be bound separately.
3. The proposals must be presented by **4:00 p.m. March 19, 2010, to the Chester County Department of Drug and Alcohol Services, located at 601 Westtown Road, Government Services Center, Suite 325, West Chester, PA 19380.** The proposals will be received and time stamped to indicate compliance with the deadline.
4. The proposal must be typed/word processed. No handwritten documents will be considered.
5. The Certification Statement (see attachments) must be signed by the President/Chief Executive Officer of the corporation and submitted with the proposal. This affirms that the program will be developed and implemented as proposed, that the provider agrees to carry out the standard terms and conditions of the County contract (a sample copy is available online at the following link):

<http://dsf.chesco.org/drugandalcohol/site/default.asp>

The Certification Statement also indicates the corporation/provider has paid all applicable taxes.

B. Format:

- All proposals must be typed or word processed. **No handwritten documents will be accepted/scored.**
- Use standard 8.5" x 11" white paper.
- Number all pages, including appendices.
- Include a Table of Content.
- Use a font not less than 12 Point.
- The response to sections A through E for this proposal **must follow in the sequence in which they are presented.**
- Include your agency name on the cover of your proposal and all attachments.
- The programmatic and financial sections of proposal must be separately bound.

C. Proposal Content:

Responses to sections A-E below must follow the sequence. All answers should be thorough and succinct.

A. Cover page:

1. RFP Number
2. Agency Name
3. Agency contact person for proposal with their phone number, fax number, email and address.

B. Narrative: Please respond to questions 1-4 separately for Community-Based Process and Information Dissemination.

Community-Based Process:

Goal: Provide assistance to communities to build capacity to prevent alcohol, tobacco and other drug use and abuse including assistance and support to existing and emerging community coalitions.

Objectives:

- Assistance to communities and/or emerging prevention coalitions utilizing a proven, effective community mobilization model, i.e. Strategic Prevention Framework (SPF) or Communities That Care (CTC).
- Provision of technical assistance and support to individual, existing community-based coalitions/organizations (throughout the county) whose primary focus is the prevention/reduction of substance use/abuse among Chester County residents, this will include but not be limited to the seven (7) Communities That Care (CTC) sites. Goal is to ensure continued success in addressing community needs and creating sustainable coalitions.

- Administration of sub-contracts to existing CTC coalitions including the assurance of compliance with data collection (i.e. Performance Based Prevention System) and reporting in accordance with state and county requirements.
- Provision of a central networking hub and leadership for community coalitions (i.e. the CTC sites) that would lead to information sharing, collaborative strategies, resource sharing and cross-community initiatives.

1. Understanding of the Need/Problem - Community-Based Process

Provide your understanding of the need for the above goal and objectives in Chester County. Please include your understanding of the related opportunities and challenges as well as available and needed resources. Please discuss your understanding of the existing Chester County alcohol and other drug prevention coalitions.

2. Proposed Program Approach - Community-Based Process

- a) Please provide a plan with goals, objectives, activities and timeframes for your proposed project that is responsive to the challenges and opportunities identified and supports the Counties goal for the project. Please be sure your plan addresses each of the County's objectives.
- b) Please provide an implementation timeline.
- c) Please describe how your proposed plan and services will achieve meaningful and relevant results.
- d) Discuss how cultural competence will be assured in your provision of services.

3. Staff and Organizational Capacity and Experience

- a) Describe the capability and demonstrated experience of the organization with similar projects; include previous experience implementing a new prevention program, including but not limited to successes and challenges.
- b) Provide a listing of proposed staff positions for the project, level of effort, role and qualifications. Provide information on the proposed project's key staff (leadership) including experience and qualifications as related to the proposed project.
- c) Please discuss organizational infrastructure including resources available for the proposed project for both programmatic and administrative support.
- d) Identify existing contracts for the provision of similar services. Describe your working relationship with these contractors.
- e) Letters of commitment are **required** from any entity you are proposing to partner with in the delivery of the proposed services (i.e. school districts, faith-based organizations, district courts, etc.); this would include those

agencies that may be providing space to your program. Please include these as Appendix I.

- f) Please describe your current financial stability, including support/resources from any parent organization. Identify if losses have been and/or are currently being experienced through other like contracts. If so, please explain your analysis and plans for addressing.

4. Evaluation

- a) Please describe your plans for evaluating the Community-Based Process services. Include both quantitative and qualitative measures. Please discuss how the information will be utilized including frequency of review.
- b) Please note that the successful applicant will be required to utilize the National Outcome Measure survey as required by the BDAP and to comply with all BDAP data reporting requirements, including PBPS.

Information Dissemination:

Goal: Services and activities performed under this strategy provides awareness and knowledge on the nature and extent of alcohol, tobacco and other drug use, abuse and addiction, and the affects on individuals, families and communities. It also provides knowledge and awareness of available prevention, intervention and treatment services as well as assistance with treatment access under Act 106 of 1989.

Objectives:

Information Resource Center

- Maintain a central repository (resource library) for the county-wide dissemination of current, factual and culturally relevant written and audiovisual information and materials concerning alcohol, tobacco and other drug prevention, intervention and substance use/abuse. Must include information on the HealthChoices and County funded treatment system and how to access services.

At a minimum, services must be available weekdays during regular business hours.

In FY 2008/09 approximately 30,000 pieces of literature were disseminated.

County-wide Telephone/Electronic Information and Referral

- Telephone/electronic communication intended to provide current information about substance abuse prevention/intervention and treatment

issues and services. Callers will be provided information on local resources appropriate to their needs; this will include but not be limited to the following: Information on HealthChoices and county funded treatment services, support services (i.e. 12-Step Programs), insurance information (i.e. Act 106 of 1989), prevention information, etc.

In FY 2008/09 approximately 800 telephone inquiries were received.

Health Fairs/Speaking Engagements

- Services provided under this objective are designed to inform and educate various audiences (including the universal, selected and indicated populations and/or targeted populations) about alcohol and other drug prevention, intervention and treatment issues. Information to be disseminated will include substance use/abuse and its effects on individuals, schools, families and communities. Services will include a wide range of prevention activities and include information dissemination at the following types of school-based or community gatherings: Public health or health education fairs, health promotional gatherings, church/school fairs or carnivals, health screening programs, and speaking engagements. This service is intended to be delivered county-wide.

In FY 2008/09 approximately 27 Speaking Engagements and 13 Health Fairs/Health Promotion Events were attended. .

1. Understanding the Need/Problem - Information Dissemination

State your understanding of the need for the proposed services in Chester County. Please discuss the opportunities and challenges in providing the proposed services include demographic data to evidence an understanding of the age, sex, economic and racial/ethnic composition of the population.

2. Proposed Program Approach - Information Dissemination

Please provide an implementation plan with goals, objectives and timeframes including but not limited to: location acquisition, staffing, resource development, marketing.

Activity Specific: Please provide an activity specific response for each of the areas below: Information Resource Center, Telephone/Electronic Information and Referral, and Health Fairs/Speaking Engagements. Please insure that your response to each activity area addresses the numbered questions.

2A. Information Resource Center

- a) Describe how resources will be initially selected and obtained, how it will be maintained and review methodology for new materials.
- b) Describe how you will insure that culturally appropriate and relevant material is available.
- c) Describe how you will insure broad public access to materials and information; include physical location(s) as well as other venues for distribution.
- d) Describe any plans to use technology in making materials more widely available.
- e) Describe how service will be marketed.
- f) Please provide anticipated number of materials to be distributed.

2B. Telephone/Electronic Information and Referral

- a) Describe how current, accurate knowledge of Chester County Human Service resources will be developed and maintained as well as how staff will maintain current knowledge.
- b) Describe how accurate knowledge of Act 106 of 1989 will be developed and maintained, as well as what assistance will be provided to individuals needing help with accessing treatment under this Act.
- c) Describe capacity for non-English language requests. What bilingual capacity will be available? If not available via staff, how will these requests be accommodated?
- d) Describe marketing plan for services.
- e) Describe plans to use technology in making materials more widely available.
- f) Provide proposed hours /days of operation.
- g) Please provide anticipated number of requests for information.

2C. Health Fairs/Speaking Engagements

- a) Please provide information on proposed topics or areas that will be available for speaking engagements and ability to develop presentations that are responsive to specific requests.
- b) Please describe how services will be marketed.
- c) Please describe how requests would be prioritized if exceed capacity.
- d) Please provide the proposed minimum and maximum number of speaking engagements and health fairs/promotion events you would attend.

3. Staff and Organizational Capacity and Experience

- a) Describe the capability and demonstrated ability of the organization with similar projects; include previous experience implementing a new prevention program, including but not limited to successes and challenges.
- b) Provide a listing of staff positions for the project, level of effort, role and qualifications. Provide information on key staff experience and qualifications as related to the proposed project.
- c) Please discuss organizational infrastructure including resources available to the proposed project for both programmatic and administrative support.
- d) Identify existing contracts for the provision of similar services. Describe your working relationship with these contractors.
- e) Letters of commitment are **required** from any entity you are proposing to partner with in the delivery of the proposed services (i.e. school districts, faith-based organizations, district courts, etc.); this would include those agencies that may be providing space to your program. Please include these as Appendix I.
- f) Please describe your current financial stability, including support/resources from any parent organization. Identify if losses have been and/or are currently being experienced through other like contracts. If so, please explain your analysis and plans for addressing.

4. Evaluation

- a) Please describe your plans for evaluating the Information Dissemination services. Include both quantitative and qualitative measures. Please discuss how the information will be utilized including frequency of review.
- b) Please note that the successful applicant will be required to utilize the National Outcome Measure survey as required by the BDAP and to comply with all BDAP data reporting requirements, including PBPS.

D. **Budget:**

A maximum of \$150,000 is available for the combined services. Separate budgets must be prepared for each activity (Community-Based Process and Information Dissemination), the amount applied to each activity is at the discretion of the applicant.

This section must be separately bound. One original and five (5) copies must be submitted with the programmatic section of the proposal.

The contract may be awarded on *either* a cost reimbursement basis (program funded) or fee-for-service. Therefore, we are requesting submission of a cost reimbursed budget and a fee-for-service (FFS) rate with methodology.

Budget forms (HDA 311 Budget and Case Request Form), HDA 313 Personnel Rosters), budget narrative, list of unallowable expenses and the chart of accounts can be found at the Department of Drug and Alcohol's website:

Please provide the following:

1. Two budgets (Budget form HDA 311 and Personnel Roster form HDA 313) for FY 2010/2011 service provision; one for Community-Based Process and one for Information Dissemination.
2. Budget Narrative for both budgets.
3. Proposed fee for service rate with methodology.
4. Complete independent audit of most recent fiscal year, unless a copy has been submitted to the SCA.
5. If organization's building/staff costs are pro-rated to more than one program, describe method for pro-ration of shared expenses. Also, please provide method for indirect cost allocation used by parent corp/administrative office if applicable.

E. References:

Please provide a list of references; this must include other SCAs with whom you contract for services. One or more of these agencies may be contacted for a reference.

F. Required Attachments:

- a. Certification Statement
- b. Letters of Commitment as applicable

Attachments

Certification Statement For Chester County Department Drug and Alcohol Services

Request for Proposal Alcohol, Tobacco and Other Drug Prevention Services

Program/Contract:

“This is to certify that _____ agrees that the proposed program(s) will be developed and implemented as described and agrees to carry out the standard terms and conditions of the county drug and alcohol contract”.

Tax/Compensation:

“This is to certify that _____, has paid corporate, federal and state income taxes (if applicable); paid the employer’s share of and has withheld the correct amount of income taxes, F.I.C.A taxes and unemployment compensation and workmen’s compensation taxes or premiums from employee’s salaries as required by law, and has remitted such amounts to the appropriate federal, state and local level of government for the period of July 1, 2009 through June 30, 2010.

Date

Signature

Title