

VALLEY HOSPITAL ASSOCIATION dba MAT-SU HEALTH FOUNDATION

REQUEST FOR PROPOSALS

Curriculum Development and Piloting of Face to Face: Confronting Racial Inequities Workshop - Request for Proposals

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| 1. Date of Issue: | 6/17/19 |
| 2. Deadline to submit questions on the RFP | 7/1/19 |
| 3. Deadline to Submit Proposals | 7/15/19 @ 4:00 p.m. |
| 4. Award to Successful Firm | 7/29/19 |

The Mat-Su Health Foundation (MSHF) is requesting proposals from qualified consultants interested in bidding on this RFP. Qualified, interested parties must submit a completed proposal, along with signed cover letter, electronically by 4:00 PM, Alaska Time, 7/15/19, to:

R.O.C.K. Mat-Su
Attn: Desiré Shepler
777 N Crusey Street, Suite A101
Wasilla AK 99645
dshepler@rockmatsu.org

I. About Mat-Su Health Foundation

The Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which shares ownership in Mat-Su Regional Medical Center (MSRMC). In this capacity, the MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital and protect the community's interest in this important healthcare asset through board oversight. The MSHF invests its share of Mat-Su Regional's profits into charitable works that improve the health and wellness of Alaskans living in Mat-Su.

- Vision:** A community where all persons have the opportunity for a healthy life
Mission: To Improve the Health and Wellness of Alaskans Living in the Mat-Su
Values: Prevention, Access, Wellness, Fairness, Leadership, Collaboration

Definitions

- Health – Complete physical, mental and social well-being and not merely the absence of disease and infirmity
- Wellness – A healthy balance of the mind, body and spirit that results in an overall feeling of well-being
- Wellbeing – A good or satisfying condition of existence; a state characterized by health, happiness and prosperity (Quality of Life)

II. Background

R.O.C.K. Mat-Su (Raising Our Children With Kindness) is a place-based collective impact initiative consisting of individuals and organizations that joined together in 2014 to promote family resilience and reduce child maltreatment in the Matanuska-Susitna Borough (Mat-Su) in Southcentral Alaska. R.O.C.K. Mat-Su focuses on two goals: 1) strengthen families so all children are safe, healthy, and thriving; and 2) end child abuse and neglect and reduce Adverse Childhood Experiences (ACEs). To achieve the dual goals, R.O.C.K. Mat-Su is implementing multiple strategies that span the public health prevention spectrum. R.O.C.K. Mat-Su is housed within the Mat-Su Health Foundation (MSHF) as its backbone organization. The backbone organization in a Collective Impact effort helps maintain overall strategic coherence and coordinates and manages the day-to-day operations and implementation of work, including stakeholder engagement, communications, data collection and analysis, and other responsibilities.

A driving goal of R.O.C.K. Mat-Su is that all families have an equal opportunity to thrive. This goal is not sustainable if some Mat-Su families are negatively impacted by systemic racism. As such, a foundational piece of R.O.C.K. Mat-Su's work is raising community awareness of intergenerational trauma and systemic racism in order to build our community's capacity to change both systems and individual behaviors.

As a piece of helping us achieve this goal, the partners of R.O.C.K. Mat-Su have hosted 3-day workshops and dialogues on racism and racial justice since 2016. R.O.C.K. Mat-Su began by partnering with the People's Institute for Survival and Beyond and hosting our first Undoing Racism workshop in 2016. Following that first workshop, the partners of R.O.C.K. Mat-Su identified a need to modify the Undoing Racism agenda to better reflect the history and lived experiences of Alaska Native Peoples and the communities within the Mat-Su Borough. In 2017, R.O.C.K. Mat-Su hosted two additional Undoing Racism workshops, with an agenda modified to include: the localized indigenous experiences with racism and cultural disruption historically and currently; displacement and the indigenous migration into Mat-Su; and the importance of standing with, and not in front of, indigenous peoples to increase visibility and amplify the indigenous voice. In 2019 R.O.C.K. Mat-Su staff and partners further modified our workshop to include Alaska Native Dialogues on Racial Equity, hosted by First Alaskans Institute, on day three. R.O.C.K. Mat-Su hosted three of these combined workshops, titled Face to Face: Confronting Racial Inequities, in 2018 and 2019. Two of these workshops included a youth component, where the youth and adults participated in the two day Undoing Racism components separately, and came together for the third day Alaska Native Dialogues on Racial Equity.

The staff and partners appreciate the flexibility of the partners who have modified their curriculum to make R.O.C.K. Mat-Su's Face to Face: Confronting Racial Inequities workshops a better fit for the history and needs of our community. However, in order to best educate and engage participants R.O.C.K. Mat-Su is seeking a qualified consultant to develop a place-based curriculum for our community education workshops. The curriculum shall be historically accurate, culturally relevant, as well as community-based, contemporary and developmentally appropriate. The curriculum will include an adult training as well as a youth training.

III. Scope of Work and Deliverables

R.O.C.K. Mat-Su seeks proposals from qualified applicants to co-create a 2 day adult workshop and a 2 day youth workshop to engage community members and social change leaders in an educational experience that will deepen their understanding of institutionalized racism and gain tactics and skills to make systemic and cultural change in their spheres of influence through action. The hired contractor will work in collaboration with a team made up of R.O.C.K. Mat-Su staff and partners to develop curriculum, objectives, and an evaluation process. The curriculum will:

- Have an adult specific training section and a youth specific training section.
- Incorporate aspects of community building and trust building amongst participants.
- Delve into the history of racism and how it has been institutionalized in US culture therefore impacting Alaska’s power structures, laws, and policies.
- Incorporate time and space for reflection on multiple levels: individuals, small group, and large group.
- Include videos of Alaskans sharing their personal experiences with race, racism, and intergenerational trauma.
- Discusses the dynamics of fatigue, fear, courage, and self-care in relation to individuals engaged in social change movements as well as individuals who may be the target of oppression and racism and individuals who are co-conspirators and accomplices in working towards racial justice, racial equity, and anti-oppression work.
- Be modifiable to specific audiences.

Deliverables:

- Work plan and timeline
- Attend 2 meetings in-person with R.O.C.K. Mat-Su staff and appropriate partners
- Attendance at biweekly telephone meetings with R.O.C.K. Mat-Su staff
- Literature review on local and Alaskan history and timelines
- Provide the literature review in advance of future meetings
- Meet with Tribal partners to develop section on local history after the literature review has been completed
- Pilot test curriculum and facilitators guide with local audience
- Make necessary revisions to curriculum and facilitator’s guide post pilot test
- A completed Face to Face: Confronting Racial Inequities workshop curriculum with:
 - I.1. A 2 day adult training and a 2 day youth training
 - I.2. Up to 5 sector specific training modules
 - I.3. Facilitators guide

IV. Work Schedule

The contract term and work schedule set out herein represent Mat-Su Health Foundation’s best estimate of the schedule that will be followed. If a component of this schedule, such as the opening date, is delayed, the rest of the schedule will likely be shifted by the same number of days.

Deliverable	Due Date
Kick-off meeting	August 8 th
Work plan and timeline	August 19 th
Attend 2 planning meetings in-person.	September, October

Attendance at biweekly telephone meetings with R.O.C.K. Mat-Su staff	Ongoing
Initial meeting with Tribal partners	TBD
Pilot test curriculum	January
Final curriculum due	February 3rd

V. Proposal Format and Content

MSHF seeks simplified, cost-effective proposals. However, in order for MSHF to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

- a) **Cover Letter:** The cover letter must include the complete name and address of offeror's firm and the name, mailing address, and telephone number of the person MSHF should contact regarding the proposal. Proposals must confirm that the offeror will comply with all provisions in this RFP. Proposals must be signed by a company officer empowered to bind the company. A statement that the proposal will remain in effect for 60 days after receipt by the Mat-Su Health Foundation.

- b) **Objectives and Services:** The consultant should describe their understanding of the objectives and challenges of this particular contract and define any assumptions made in formulating the response. They should identify any distinct and substantive qualifications for undertaking the proposed contract.

- c) **Methodology:** The Consultant must provide sufficient information and specific recommendations on how they will operationalize the tasks and deliverables in the scope of work - suggesting alternatives, if appropriate. They should describe their approach and what, when, where, and how the work will be done. They should address how particular geographic familiarity, experience and capabilities of your team might specifically contribute to the proposed methods. They should include a project schedule that meets or exceeds the project completion date.

- d) **Management and Project Staff:** The proposal must include a narrative description of the organization/business and a description of your proposed management structure and lines of authority. It should describe the work to be performed by the individuals, their name and their specific qualification and the substantive experience directly related to the proposed contract. For each person named, their employer, professional discipline and state residency should be identified and three references listed.

- e) **Relevant Project Experience:** The response must describe experience with facilitation, training, and curriculum design in multiple settings/sectors/communities around racial justice. The contractor must also have experience doing racial justice and institutional transformation work. Provide a brief narrative of experiences and successes you have had with this type of work as well as references, with contact name and phone number. Indicate which of the proposed staff/firms were involved in the work.

- f) **Resumes:** Resumes should be limited to one page per person and describe each key personnel's experience with similar projects

- g) **Cost Proposal:** The budget for this project \$85,000. The proposals should not exceed this amount. Do not submit a cost budget with your application. The proposals will be evaluated without the budget information and a contract will be negotiated once the vendor is selected.

VI. EVALUATION CRITERIA

Proposals will be reviewed by a committee and will not be based on discrimination due to the race, religion, color, national origin, gender, age, marital status, pregnancy, parenthood, disability, or political affiliation of the offeror. The following criteria will be weighed in evaluating the proposals for each response:

- a. **Objectives and Services (20 points)** Does the project proposal demonstrate a clear understanding of the project, the concept of social determinants of health, racial and health equity, and the local context?
- b. **Methodology (25 points)** - Does the approach demonstrate an excellent technical understanding of how to approach the proposed project? Is the approach appropriate for the local context?
- c. **Management and Project Staff (25 points)** Who are the key staff dedicated to the project and what are their qualifications? What are the qualifications of the project manager? Does the consultant team have the expertise to carry out the tasks? Is there a sufficient number of staff available to get the work finished in a timely manner? Has the team worked together successfully on past projects.
- d. **Relevant Project Experience (25 points)** - Does the firm have experience with successfully completed similar projects? Are the consultant's previous clients satisfied with the quality of the work product on similar projects?
- e. **Quality of Proposal (5 points).**

VII. Additional Instructions

Location of Work

The work is to be performed, completed and managed at the contractor's site and at locations where the stakeholders convene. MSHF will not provide work space for the contractor. The contractor must provide its own work space. The contractor should include in its price proposal: transportation and per diem costs sufficient to pay for staff to make necessary trips to the Mat-Su-based meetings.

Right of Rejection

Offerors must comply with all of the terms of the RFP, and all applicable local, state, and federal laws, codes, and regulations. MSHF may reject any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the RFP.

Offerors may not qualify the proposal nor restrict the rights of MSHF. If an offeror does, MSHF may find the proposal to be a non-responsive counter-offer and reject the proposal. Minor informalities that do not affect responsiveness and/or change the meaning/scope of the RFP may be waived by MSHF.

MSHF reserves the right to refrain from making an award if it determines that to be in its best interest.

MSHF Not Responsible for Preparation Costs

MSHF will not pay any cost associated with preparation, submittal or presentation of any proposal.

Disclosure of Proposal Contents

All proposals and other material submitted become the property of MSHF and may be returned only at MSHF's option. All proposal information will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing and that MSHF agrees, in writing, to do so. Material considered confidential by the offeror must be clearly identified, and the offeror must include a brief statement that sets out the reasons for confidentiality.

Offeror's Certification

By signature on the proposal, offerors certify that they comply with:

- (a) the laws of the State of Alaska:
- (b) the applicable portion of the Federal Civil Rights Act of 1964:
- (c) the Equal Opportunity Act and the regulations issued thereunder by the federal government:
- (d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government:
- (e) all terms and conditions set out in this RFP and:
- (f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury: and
- (g) that the offers will remain open and valid for at least 30 days.

By signature on the proposal, offerors also certify that programs, services, and activities provided to the general public under the resulting contract conform to the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with (a) through (g) of this paragraph, MSHF reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict. MSHF reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. MSHF's determination regarding any questions of conflict of interest shall be final.

Discussions with Offerors

MSHF will answer questions pertaining to this RFP via email submitted prior to 7/1/19. The answers to these questions will be posted on the MSHF website. Additionally, the MSHF may conduct discussions with offerors in order to determine if a proposal is reasonably susceptible for award. Such discussions between the offeror and MSHF staff are permitted to clarify uncertainties or eliminate confusion

concerning the contents of a proposal and which do not result in a material or substantive change to the proposal.

MSHF may also conduct discussions with offerors for the purpose of ensuring full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal identified by MSHF. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by MSHF. If modifications are made as a result of these discussions, they will be put in writing. Following discussions, MSHF may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror's immediate previous proposal is considered the offeror's best and final proposal.

Offerors with a disability needing accommodation should contact MSHF prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal should be reduced to writing by the offeror.

Alaska Business License and Other Required Licenses

At the time the proposals are opened, all offerors must hold a valid Alaska business license and any necessary applicable professional licenses required by Alaska Statute. Offerors must submit evidence of a valid Alaska business license with the proposal. An offeror's failure to submit this evidence with the proposal will cause their proposal to be determined non-responsive.

Proposed Payment Procedures

MSHF will make payments based on a negotiated payment schedule. Each billing may not exceed 40% of the contract amount and must consist of an invoice and progress report. No payment will be made until the progress report and invoice have been approved by the Executive Director. MSHF will retain 20% of the contract amount until the contract is successfully completed.