VALLEY HOSPITAL ASSOCIATION dba MAT-SU HEALTH FOUNDATION
REQUEST FOR PROPOSALS

Evaluator for Healthy Aging Through Community Connections:
A Project of the Mat-Su Health Foundation Healthy Aging Focus Area

1. Date of issue: August 7, 2023
2. Deadline to submit proposals: September 5, 2023 5:00 PM (AST)
3. Award to successful firm/agency: September 15, 2023

Mat-Su Health Foundation is requesting proposals from qualified consultants interested in being involved in a three-year project as an evaluator to design and implement a monitoring and evaluation process that will track activities, objectives and outcomes and provide analysis of trends, patterns and areas for improvement as a learning tool throughout the Healthy Aging Through Community Connections project implementation.

Qualified, interested parties must submit a completed proposal, along with signed cover letter, electronically, by 5:00 PM, Alaska Standard Time, September 5, 2023, to:

Mat-Su Health Foundation
Attn: Kathryn Swartz
Program Officer
kswartz@healthymatsu.org

I. About Mat-Su Health Foundation

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.

The Mat-Su Borough is located about 50 minutes north of Anchorage in Southcentral Alaska with a population of about 107,081. The Mat-Su Borough is slightly larger than W. Virginia and it includes three incorporated cities, Palmer, Wasilla, and Houston, 26 rural/remote unincorporated communities; and two federally-recognized Alaska Native tribes.

II. Background

Alaska has the fastest growing older adult population per capita in the United States. Within the state, the Mat-Su Borough has the highest percentage increase of older adults aged 60+ of all regions, with a 105% increase from 2010 to 2022 (compared to a statewide increase of 68%). Currently, about 15% of the Mat-Su population is aged 65+. This project addresses the need to
understand and meet the needs of this rapidly growing population of older adults by identifying existing community supports and addressing gaps in services available to adults as they age.

Healthy Aging is one of five Focus Areas of the Mat-Su Health Foundation. The vision for the Healthy Aging Focus Area is that older adults in the Mat-Su are able to access a sustainable system of culturally appropriate services and supports adapted to how and where they live. For the next three years, this Focus Area will be executing a Healthy Aging Through Community Connections Project (July 2023 to June 2026). The purpose of this project is to support community-led efforts to meet the needs of the Mat-Su Borough’s rapidly growing population of older adults, offering an accessible and sustainable support system for older residents to maintain their independence and quality of life. The project will include addressing community continuum of care supports; communication and public awareness; an Older Adult Needs Assessment, and support to community partners engaged in healthy aging.

The project outcomes (long-term) are:

1. Older adult/senior/Elder residents and their caregivers are connected to community resources and services they need to age well in place.
2. Assessment resources provide the information and data that communities, service providers, and policymakers need to make informed decisions when planning for older adult services and infrastructure needs in the Mat-Su.

The objectives during the three years are:

1. Community Continuum of Care Supports: expand resource navigation capacity serving the older adult population residing in rural/remote areas. Enhance community efforts to combat isolation, foster community participation, and improve those support to assist older adults to age well in place.
2. Awareness: improve awareness of available community resources and services for the older adult population and caregivers. Provide information related to community resources and services and opportunities for connection and participation to promote healthy aging.
3. Older Adult Needs Assessment. Increase understanding of the borough’s older adult population to provide data to communities, service providers, and decision makers for planning services and supports, especially in the rural/remote areas.
4. Support and Sustain: Provide support to community partners through training and technical assistance and create community learning opportunities. Incorporate learning and design improvement data to inform ongoing program development.

III. Scope of Work

Project scope: Contractor will work with Healthy Aging Program Officer and occasionally with community partners, as an evaluator of project activities, objectives, and outcomes. As the evaluator, contractor shall design and carry out a monitoring and evaluation process for this project over three years, from start of contract signature through August 31, 2026. This monitoring and evaluation process should be based on best practices for both quantitative and qualitative information, clear, simple, well organized, and able to monitor and evaluate progress against
specific project objectives during the three-year period. Evaluator shall periodically also contribute to project implementation through applied learning to navigate opportunities and challenges.

IV. Tasks and Deliverables:

1. Design a monitoring and evaluation plan/process:
   a. Initial meeting with Program Officer and schedule of regular meetings to review evaluator work and timeline;
   b. Collect information and review: project proposal, components, outcomes, objectives, activities, work plan and timeline; other documentary information including existing reports, surveys, focus group materials, health foundation research documents, most provided by the Program Officer;
   c. Determine if other data collection is needed for baseline and/or ongoing monitoring;
   d. Integrate an ongoing learning process that gathers and applies insights and knowledge gains to improve and/or adjust project implementation over time and support project adjustments/enhancements

   **Deliverable:** A three-year monitoring and evaluation plan delivered by October 31, 2023 that includes an ongoing learning process to improve implementation; with data collection and feedback loops/improvement plans that tracks activities/tasks associated with the project to ensure objectives are met over the three-year implementation period.

2. Implement the above monitoring and evaluation plan/process:
   a. During project implementation until June 30, 2026, using the monitoring and evaluation plan established at start of project to gather primary and secondary information and present narratives, tables, charts and/or other materials;
   b. Prepare biannual briefs that will be used as inputs for annual reporting for the Mat-Su Health Foundation and as inputs into other reporting documents;
   c. Incorporate learning feedback loops;

   **Deliverable:** Biannual briefs for activities and objectives including any qualitative stories and lessons learned as appropriate. The second brief of each year shall include summative information that can be used in an annual evaluation report (2024 and 2025) and final report (2026); and

3. Share ideas and experience to navigate opportunities and challenges identified through monitoring and evaluation during implementation:
   a. Establish timeline to collaborate with Program Officer and possibly community partners;
   b. Ad hoc meetings/consults by phone and email as needed.

   **Deliverable:** Schedule for occasional collaborative learning and idea sharing

4. Design a plan to measure long-term outcomes to be launched after the three-year period based on prior experience/learning.
**Deliverable:** Plan to measure long-term outcomes after June 2026

**VI. Budget**

A budget of approximately $80,000 total for three years has been established for this project. If contractor is located outside of the Mat-Su Borough, Mat-Su Health Foundation shall reimburse airfare and hotel expenses incurred by the contractor in travelling in performance of the services.

Interested vendors are requested to submit a proposed cost structure based on their knowledge of the time and resources needed to complete the project as described. The proposed budget should be commensurate with the scope and complexity of the requirements outlined in this RFP. We are seeking competitive proposals that offer value for money while ensuring high-quality deliverables. Vendors are encouraged to submit detailed cost breakdowns and pricing structures that align with the proposed project plan and deliverables.

**VII. Work Schedule**

The contract term and work schedule set out herein represent MSHF’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.

RFP award September 15, 2023

Kick-off meeting, as soon as possible but no later than week of October 2, 2023

Final monitoring and evaluation plan with timetable by October 31, 2023

Estimate: Briefs 1 due: 4.15.2024 (due to first year timeline); 1.15.2025; 1.15.2026

Brief 2/Annual reports: 7.31.2024; 7.31.2025 and Final Report 7.31.2026

Implementation of monitoring and evaluation plan

**VIII. 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.

**Introduction**

Proposals must include the complete name and address of the 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. An offeror’s failure to include these items in the proposals may cause the proposal to be determined non-responsive and the proposal may be rejected.

**Methodology**

Offeror must provide sufficient information and specific recommendations on the following:
• Methodologies and timelines to complete tasks and deliverables

**Experience and Qualifications**

Offeror must provide the following:

• A narrative description of offeror’s organization
• Contractor information, including:
  - Names and titles of key personnel
  - Résumés of key personnel
• Reference names and phone numbers for similar projects the contractor has completed

**Cost Proposal**

Cost proposal must include an itemized list of all direct and indirect costs associated with the performance of the contract, including, but not limited to, total number of hours at various hourly rates, direct expenses, and supplies. Costs should be broken out by estimated number of work hours needed, hourly rates, and direct expenses and supplies. All work except for any planned in-person meetings or tasks shall be done at the contractor’s work site.

**IX. Evaluation Criteria**

The following criteria will be weighed in evaluating the proposals for each response:

• Suitability of the proposal (20 points): The proposed solution meets the needs and criteria set forth in the RFP.
• Competency and experience (50 points): The contractor has successfully completed similar projects and has the qualifications necessary to undertake this project. The contractor has appropriate staff to develop the site in the time frame needed.
• Value/pricing structure (30 points): The price is commensurate with the value offered by the contractor.

**X. 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. Most meetings shall be by phone or Zoom. Allowance for travel costs for one trip/year for any contractors located outside of the Mat-Su Borough.

**Right of Rejection**

Offerors must comply with all 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 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 nonresponsive 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;
(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 written questions pertaining to this RFP sent via email to kswartz@healthymatsu.org and submitted before the deadline for submission of proposals. 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 may 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 Contract Officer. MSHF will retain 20% of the contract amount until the contract is successfully completed.