

# VALLEY HOSPITAL ASSOCIATION dba MAT-SU HEALTH FOUNDATION

## REQUEST FOR PROPOSALS

### Mat-Su COVID-19 - Related Behavioral Health Needs Project

<b>1. Date of Issue:</b>	<b>12.01.20</b>
<b>2. Submission of questions on the RFP</b>	<b>12.10.20</b>
<b>3. Response to questions posted on MSHF website</b>	<b>12.13.10</b>
<b>4. Deadline to Submit Proposals</b>	<b>12.15.20 @ 4:00 p.m.</b>
<b>5. Award to Successful Firm</b>	<b>12.22.20</b>

The Mat-Su Health Foundation (MSHF) is requesting proposals from qualified consultants to conduct an assessment of the common social services sectors operating in the Mat-Su to understand the emotional effects of COVID-19 and develop a plan with recommendations to address the identified need. Qualified, interested parties must submit a completed proposal, along with signed cover letter, electronically by 4:00 PM, Alaska Time, 12.15.20, to:

Mat-Su Health Foundation  
Attn: Ray Michaelson  
777 N. Crusey St.  
Wasilla, AK 99654  
[rmichaelson@healthymatsu.org](mailto:rmichaelson@healthymatsu.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

The Matanuska-Susitna Borough is a land region the size of West Virginia inhabited by over 104,000 residents. In the last 25 years, Mat-Su has averaged 3.4% population growth per year. Accompanying this growth is a concurrent increase in demand for behavioral health services.

During the recent and ongoing COVID-19 pandemic we have learned about a corresponding increase in the onset of behavioral health issues among the population in the United States and we anticipate that the state of Alaska is no different. A variety of different reporting resources have cited an increase in depression and anxiety associated with the pandemic which is compounded in the cases of those persons working in the essential service sectors.

As the Mat-Su continues to be impacted by the ongoing COVID-19 pandemic, the MSHF wants to strategically invest in behavioral health support. The extent of need and existing resources is not currently known and documented. To inform funding direction and decisions, more data is needed about the current community condition, and what can be impactful moving forward. Data collection must depict the workforce needs and challenges within numerous sectors\* because of the pandemic. Learning directly from providers within these sectors will illustrate the effects of the pandemic, and then will identify solutions or targeted interventions and supports.

*\*Definition of Sectors: **Social Service Sectors:** Common or similar service groups rendering aid and support to individuals and families in need. Sectors are comprised of non-profit, governmental, and other organizations employing or using a volunteer workforce that is essential to ensure the management, delivery, and sustainability of those common services.*

**Examples of common social services sectors operating in Mat-Su:**

1. *Early Learning and Childcare: public and private service agencies who employ program administrators, educators, nurses, etc.*
2. *Behavioral Health – mental health and substance use disorder services including intellectual disabilities (IDD) and brain injury (TBI).*
3. *Social Supports – food security, housing, transportation, clothing, hygiene, employment, legal assistance, etc.*
4. *Physical Health – primary care clinics both private and public (non-emergent).*
5. *Education – all schools both public and private (students, teachers, staff, administration, nurses, other support professionals).*
6. *Prevention – after school program providers and other youth-oriented programs (Youth 360, etc.).*
7. *First Responders – those called upon to provide emergent services that include law enforcement, fire, emergency medical and emergent behavioral health.*

### **III. Scope of Work and Deliverables**

#### **Scope of Work:**

The contractor will conduct an assessment of the common social services sectors\* operating in the Mat-Su to understand the emotional effects of COVID-19 and develop a plan with recommendations to address the identified need.

This assessment will also include:

- 1) Working with MSHF to create lists comprised of various key stakeholders who will participate in the survey.
- 2) Designing survey questions to understand the psychological and emotional needs represented in each social service sector.
- 3) Clearly identifying the overarching themes emerging from each sector.
- 4) Conducting in-depth interviews and convening key stakeholders from the respective defined sectors.
- 5) Participate in community roundtable discussions as scheduled.
- 6) Reviewing existing COVID-19 support strategies.

#### **Deliverables:**

- Participate in biweekly meetings with MSHF staff.
- Submit draft survey for MSHF staff approval.
- Analysis of the survey results, including an appendix (or under separate cover) of verbatim responses.
- Clearly written and attractively packaged report describing the wellbeing and functioning needs of each sector, along with overarching themes, using research and by hearing and documenting community voice.
- Formal recommendations for MSHF investment, which include the defined sectors.

#### **Budget**

The proposals will be evaluated with the budget information and a contract will be negotiated once the vendor is selected.

#### **Work Schedule**

The contract term and work schedule set out herein represent the funders' 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. The approximate contract schedule is as follows:

- (a) Issue RFP: 12.01.2020
- (b) Submit questions via email to [rmichaelson@healthymatsu.org](mailto:rmichaelson@healthymatsu.org): 12.10.2020
- (c) Due date of proposals: 12.15.2020
- (d) Contract awarded by funders: no later than 12.22.2020
- (e) Completion of contractor work period: 04.02.2021

## 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 three recently completed previous projects that the project team has worked on that are related to size and scope of this project. Provide a brief narrative of the successes and adversities of the projects. Provide references, contact name and phone number for each project. Indicate which of the proposed staff/firms were involved in the projects.
- f) **Resumes:** Resumes should be limited to one page per person and describe each key personnel's experience with similar projects

### Cost Proposal

The proposals will be evaluated with the budget information and a contract will be negotiated once the vendor is selected.

## **VI. EVALUATION CRITERIA**

A committee will review proposals and decisions 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?
- 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? 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 including virtual, where the stakeholders convene. MSHF will not provide workspace for the contractor. The contractor must provide its own workspace. 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 12.10.20. The answers to these questions will be made available to all applicants on the MSHF website no later than 12.13.20. 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.