

New York State Office of Mental Health



Statewide Family Support Services

Request for Proposals

September 2012

Table of Contents

1	Introduction and Background.....	3
1.1	Purpose of the Request for Proposal.....	3
2	Proposal Submissions	3
2.1	Issuing Officer/Designated Contact.....	3
2.2	Key Events/Time Line	4
2.3	RFP Questions and Clarifications.....	4
2.4	Addenda to Request for Proposals.....	4
2.5	Eligible Organizations	4
2.6	Disqualification Factors	5
2.7	Proposal Format and Content	5
2.8	Packaging of RFP Responses.....	7
3	Administrative Information	7
3.1	Term of Contracts.....	7
3.2	Reserved Rights	7
3.3	Debriefing	8
3.4	Protests Related to the Solicitation Process.....	8
4	Evaluation Factors for Awards.....	9
4.1	Evaluation Criteria	9
4.1.1	Part 1 Evaluation.....	9
4.1.2	Part 2 Evaluation.....	9
4.2	Method of Evaluating Proposals	10
4.3	Process for Awarding Contract.....	11
5	Scope of Work	11
5.1	Introduction and Vision	11
5.2	Objectives and Responsibilities	12
5.3	Proposal Narrative.....	13
5.3.1	Family Peer Advocate Credentialing.....	13
5.3.2	Statewide Family Support Services Infrastructure	14
5.4	Financial Assessment.....	15
5.4.1	Part 1 Financial Assessment: Family Peer Advocate Credentialing.....	15
5.4.2	Part 2 Financial Assessment: Statewide Family Support Services Infrastructure	15

[Appendix A: Transmittal Form](#)

[Appendix B1: Operating Budget Form for Family Peer Advocate Credentialing](#)

[Appendix B2: Operating Budget Form for Statewide Family Support Services Infrastructure](#)

[Appendix B3: Budget Narrative](#)

[Appendix C: OMH Direct Contact Form](#) (for informational purposes and does not need to be submitted with proposal)

1 Introduction and Background

1.1 Purpose of the Request for Proposal

Studies have demonstrated that family involvement is a fundamental element in the achievement of positive outcomes for children with serious emotional and behavioral needs. Family advocates play an essential role in supporting, educating and empowering families to take a central role in developing and implementing effective service plans for their children, and identifying and securing the supports that parents, siblings and other family members need to help both the child and the family achieve their goals.

The New York State Office of Mental Health is pleased to announce the availability of funds to support the following goals:

- 1) Further Develop and maintain a self-sustaining credentialing process for Family Peer Advocates; and
- 2) Support the statewide family support services infrastructure.

For Family Peer Advocate Credentialing, OMH will award one contract for up to \$245,000 in the first year, up to \$210,000 in year two and up to \$175,000 in year 3. It is expected that the credentialing program will become self-sustaining by the completion of year 3.

One contract will be awarded for up to \$275,000 annually to support a Statewide Family Support Infrastructure.

Available funding will be subject to annual performance reviews.

2 Proposal Submissions

2.1 Issuing Officer/Designated Contact

Pursuant to State Finance Law §§ 139-j and 139-k, OMH has assigned an Issuing Officer for this project. The Issuing Officer or a designee shall be the sole point of contact regarding the RFP from the date of issuance of the RFP until the issuance of the Notice of Conditional Award. An offerer/bidder is restricted from making contact with any other personnel of OMH regarding the RFP to avoid violating these laws or be deemed non responsible. Certain findings of non-responsibility can result in rejection for a contract award.

The Issuing Officer for this RFP is:

[Marcia Rice](#)

New York State Office of Mental Health
44 Holland Avenue, 6th Floor
Albany, NY 12229

2.2 Key Events/Time Line

Event	Date
RFP Release Date	September 19, 2012
Questions Due	October 3, 2012
Questions & Answers Posted on Website*	October 17, 2012
Proposals Due	November 7, 2012
Conditional Award Notification*	November 29, 2012
Anticipated Start Date*	January 1, 2013

*Estimated Dates

2.3 RFP Questions and Clarifications

All questions or requests for clarification concerning the RFP shall be submitted in writing (to the Issuing Officer by fax at (518) 473-4335 or by [e-mail](#) by 5:00 pm on October 3, 2012. The questions and answers will be posted on the OMH website by 5:00 PM on October 17, 2012 and will be limited to addressing only those questions submitted by the deadline. No questions will be answered by telephone or in person.

2.4 Addenda to Request for Proposals

In the event that it becomes necessary to revise any part of the RFP, an addendum will be posted on the OMH website. It is the bidder's responsibility to periodically review the OMH website to learn of revisions or addendums to this RFP. Changes to the RFP will also be posted in the NYS Contract Reporter. No other notification will be given.

2.5 Eligible Organizations

Eligible bidders are public, private, not-for-profit, 501(c)(3), statewide family-run entities. Eligible bidders must have experience in the delivery and/or coordination of training for family peer partners. Eligible bidders must have experience and proficiency working with New York State as well as licensed and non-licensed service providers. Eligible bidders must have experience providing services on a statewide basis.

Family-run entities will be defined as follows:

- At least 50% of organization’s Board must be:
 - a. Primary caregivers of children currently under age 18 who are receiving children’s mental health services and who have a social, emotional, behavioral or mental health disability; or,
 - b. Individuals who were the primary caregivers for children who have had a social, emotional, behavioral or mental health disability and have received mental health services prior to age 18.
- The propensity* of staff should be family members
- The organization’s mission must be to provide and/or promote family-to-family peer advocacy, support, and other services for families whose children have social, emotional, behavioral or mental health needs.

** Propensity does not necessarily mean “majority.” The types of positions held by family members will be taken into consideration.*

2.6 Disqualification Factors

Following the opening of bids, a preliminary review of all proposals will be conducted by the Issuing Officer or a designee to review each proposal’s submission for completeness (as defined in Section 2.7) and verify that all eligibility criteria (as defined in Section 2.5) have been met. Proposals that do not meet basic participation standards will be disqualified, specifically:

Proposals that do not comply with the RFP required format as defined in Section 2.7

2.7 Proposal Format and Content

Eligible bidders may submit proposal(s) for partial components of this RFP.

For this purpose, the RFP will be divided into two parts:

Part 1 Family Peer Advocate Credentialing Process

Part 2 Statewide Family Support Services Infrastructure

Bidders may apply for either Part 1, Part 2, or both. A separate and complete proposal packet must be submitted for each of the two Parts being bid on.

Each proposal package for *Part 1* must include:

1.	Agency Transmittal Form (Appendix A);
2.	Proposal Narrative: Corresponds with 5.3.1(1-16);
3.	Operating Budget (Appendix B1 for Family Peer Advocate Credentialing Process); and
4.	Budget Narrative (Appendix B3).

Each proposal package for *Part 2* must include:

1.	Agency Transmittal Form (Appendix A);
2.	Proposal Narrative: Corresponds with 5.3.2 (1-8);
3.	Operating Budget (Appendix B2 for Statewide Family Support Services Infrastructure); and
4.	A Budget Narrative (Appendix B3)

Each Proposal Narrative must respond to the criteria in the sequence as outlined in Section 5.3 and should be concise (no more than 20 pages, not including attachments), one-sided 12-point font. Please number pages “1 of 20”, “2 of 20” etc.

The Operating Budgets and Budget Narrative ([Appendix B1](#), [Appendix B2](#), and [Appendix B3](#)) are separate documentations that appear in the RFP section of the OMH website and can be downloaded. Bidders must **Not** substitute their own budget format.

Failure to use the provided Operating Budget and Budget Narrative formats will result in disqualification for non-responsiveness.

Bidders must submit six (6) unstapled paper copies of the full proposal package by mail or hand delivery to be received by 5:00 PM on November 7, 2012.

Proposals that are incomplete and/or proposals that exceed the page limitations will be excluded from evaluation.

Bidders mailing proposals should allow a sufficient mail delivery period to ensure timely arrival of their proposals. Proposals cannot be submitted via e-mail or facsimile. All proposals received after the deadline will be returned to the sender and will not be considered.

2.8 Packaging of RFP Responses

Proposals should be sealed in an envelope/or boxed and be sent to:

[Marcia Rice](#)

New York State Office of Mental Health

44 Holland Avenue, 6th Floor

Albany, NY 12229

ATTN: RFP Family Support Proposal Enclosed

3 Administrative Information

3.1 Term of Contracts

The contract for **Part 1** Family Peer Advocate Credentialing will be written for a total period of three (3) years, with an initial period of one (1) year and two (2) annual renewals, contingent on demonstrated performance. For the credentialing process, OMH will award up to \$245,000 in the first year, up to \$210,000 in year two and up to \$175,000 in year 3. It is expected that the credentialing program will become self-sustaining by January 1, 2016.

The Contract for **Part 2** Statewide Family Support Services Infrastructure will be written for a total period of five (5) years, with an initial period of one (1) year and four (4) annual renewals, contingent on demonstrated performance. Reissuing of a competitive bid is anticipated at the conclusion of the 5-year time frame, contingent on available resources.

OMH reserves the right to change the contract term for the first or second year so that it is more or less than 12 months in order to align the contract dates with OMH's Upstate contract cycle (January 1 through December 31), or Downstate contract cycle (July 1 through June 30)

The OMH Direct Contract Forms and instructions are available in [Appendix C](#).

3.2 Reserved Rights

OMH reserves the right to:

- Reject any or all proposals received in response to the RFP that are deemed non-responsive or do not meet the minimum requirements;
- Withdraw the RFP at anytime, at the agency's sole discretion;
- Make an award under the RFP in whole or in part;
- Disqualify a bidder whose conduct fails to conform to the requirements of the RFP;
- Seek clarifications of proposals for the purposes of assuring a full understanding of the responsiveness to the solicitation requirements;
- Use proposal information obtained through the state's investigation of a bidder's qualifications, experience, ability or financial standing, and any material or information submitted by the bidder in response to the agency's request for clarifying information in the course of evaluation and/or selection under the RFP;

- Prior to the bid opening, direct bidders to submit proposal modifications addressing subsequent RFP amendments;
- Prior to the bid opening, amend the RFP specifications to correct errors or oversights, supply additional information, or extend any of the scheduled dates or requirements and provide notification to potential bidders via the OMH website and the New York State (NYS) Contract Reporter;
- Eliminate any non-material specifications that cannot be complied with by all of the prospective bidders;
- Negotiate any aspect of the proposal within the Scope of the RFP in order to assure that the final agreement meets OMH objectives;
- Conduct contract negotiations with the next responsible bidder, should the agency be unsuccessful in negotiating with the selected bidder;
- Require clarification at any time during the procurement process and/or require correction of mathematical or other apparent errors for the purpose of assuring a full and complete understanding of a bidder's proposal and/or to determine a bidder's compliance with the requirements of the solicitation;
- Conduct a readiness review of each selected bidder prior to the execution of the contract as set forth in Section 4.2; and
- Cancel or modify contracts due to the lack of fiscal appropriations.

3.3 Debriefing

OMH will issue award and non-award notifications to all bidders. Bidders that do not receive an award may request a debriefing in writing, regarding the reasons that their own proposal was not selected or disqualified, within 15 business days of the dated OMH notification letter. Written debriefing requests may be sent to the Designated Contact, as defined in Section 2.1 of this RFP.

3.4 Protests Related to the Solicitation Process

Protests of an award decision must be filed within twenty (20) business days after the notice of conditional award or 5 business days after debriefing. The Commissioner or his designee will review the matter and issue a written decision within twenty (20) business days of receipt of protest.

All protests must be in writing and must clearly and fully state the legal and factual grounds for the protest and include all relevant documentation. The written documentation should clearly state reference to the RFP title and due date. Such protests must be submitted to:

NYS Office of Mental Health
 Commissioner Michael Hogan
 44 Holland Avenue
 Albany, NY 12229

4 Evaluation Factors for Awards

4.1 Evaluation Criteria

All proposals will be rated and ranked in order of highest score based on an evaluation of each bidder's written submission.

4.1.1 Part 1 Evaluation

Part 1 Evaluation will apply points in the following categories as defined in Section 5.3.1 and 5.4.1

Part 1 (Credentialing) Evaluation	Section Points
Family Peer Advocate Credentialing 5.3.1(1-16)	80 points
Technical Score =	80 points
Cost Score=	20 points
Total Proposal Score =	100 points

4.1.2 Part 2 Evaluation

Part 2 Evaluation will apply points in the following categories as defined in Section 5.3.2 and 5.4.2

Part 2 Support Services Infrastructure	Section Points
Statewide Family Support Services Infrastructure 5.3.2 (1-8)	80 points
Technical Score =	80 points
Cost Score=	20 points
Total Proposal Score =	100 points

For a detailed description of evaluation criteria for the Technical Evaluation and the Financial Assessment components, see Section 5.3 (Program Narrative).

4.2 Method of Evaluating Proposals

Designated staff will review each proposal for completeness and verify that all eligibility criteria are met. A complete proposal shall include all required components as described in Section 2.7. If a proposal is not complete or does not meet the basic eligibility and participation standards as outlined in Sections 2.5 and 2.7, the proposal will be eliminated from further review. The agency will be notified of the disqualification of its proposal within 15 business days from the proposal due date.

Eligible proposals will be reviewed comprehensively to assess the bidder's commitment and ability to accomplish the objectives outlined in this RFP.

Evaluation of proposals will be conducted in two parts: Technical Evaluation and Cost.

Awards will be made to the vendor(s) with the highest combined score.

One award will be made for **Part 1** Family Peer Advocate Credentialing and One award will be made for **Part 2: Statewide Family Support Services Infrastructure**. In the case of a tie in the scoring process for Part 1, the agency that scores highest in the Cost Section will receive the award.

In the case of a tie in the scoring process for Part 2, the agency that scores highest in the Cost Section will receive the award.

Eligible bidders may submit a proposal for either of the two awards or for both awards.

A separate and complete proposal packet must be submitted for each award.

Technical Evaluation

The technical evaluation will apply points to each narrative question addressed in Section 5.3 Proposal Narrative. OMH's evaluation committee, consisting of at least three evaluators, will review the technical portion of each proposal and compute a technical score. Evaluators of the Technical Evaluation component may then meet to provide clarity or review any questions an evaluator has about a particular section of a proposal. Following any such discussion, evaluators may independently revise their original score in any section, and will note changes on the evaluation sheet. Once completed, final Technical Evaluation scores will then be recalculated, averaged, and applied to the Cost score to arrive at the overall final scores.

Cost

A financial score will be computed separately based on a weighted formula. The formula is as follows:

Proposal Budget / Lowest Budget Bid Received X 20 points = Cost Score

4.3 Process for Awarding Contract

At the conclusion of the evaluation process, notification will be sent to the successful and non-successful bidders. The award is subject to approval by the NYS Attorney General and The Office of State Comptroller before a contract can be finalized.

OMH reserves the right to negotiate special terms and conditions with the selected bidder when making the award. The bidder must accept such terms and conditions for the award to take effect.

OMH reserves the right to conduct a readiness review of the selected bidder prior to the execution of the contract. The purpose of this review is to verify that the bidder is able to comply with all aspects of the Scope of Work as detailed in its proposal.

5 Scope of Work

5.1 Introduction and Vision

Historically, OMH has continued to support its investment of over \$14 million state and federal dollars in the delivery of family support services to New York families raising children with emotional challenges. The programs and initiatives are diverse. OMH funds family-run and provider operated family support programs to deliver individual and group peer support, information and education, peer credential, referrals and linkages, advocacy, skill development, care coordination, respite, family recreation, and basic support.

OMH is dedicated to keeping pace with developments in both the national family support movement and the growing research that peer support has made significant advances in high quality family to family services. As noted in the 2003 report from the National Technical Assistance Center for State Mental Health Planning (NTAC),¹ “In the past decade, consumer-operated peer-support services have matured, diversified, and increased their numbers across the United States. As traditional mental health programs are strained by demands for services at a time of limited fiscal resources, the inclusion of consumer-operated/peer-support services within the continuum of community care is expanding the capacity of the mental health delivery system and promoting recovery in cost effective ways.”

OMH is committed to enhancing the delivery of family peer services throughout NYS. The selected bidder will be expected to intentionally align and promote the delivery of family driven and youth guided services and practices which promotes the Children’s Plan and CASSP principles.

Peer to peer support programs are committed to listening and learning from families and developing an array of services and supports in response to family identified needs. The strength of family to family peer advocacy comes directly from the parents

¹http://www.nasmhpd.org/general_files/publications/ntac_pubs/reports/peer%20support%20practices%20final.pdf 

who dedicate themselves to its continuing success. The credibility of the family support peers in the eyes of the families they serve is an important base upon which family engagement and empowerment can be built, which guides the recovery and resiliency process.

This funding opportunity will allow for the continued effort to enhance the family support workforce with a self-sustaining credentialing process, and support and enhance the existing family support infrastructure.

5.2 Objectives and Responsibilities

OMH intends to continue to support the Family Support movement statewide. The ultimate goal of this funding opportunity is to ensure that family driven and youth guided principles are exemplified and emulated in the delivery of children's mental health programs across the state.

The selected bidder(s) will advance the Family Support movement by addressing the following program components:

Part 1: Family Peer Advocate Credentialing

Advance the movement toward enhancing and stabilizing the creation of a professional workforce of credentialed Family Peer Advocates via a self-sustaining credentialing process. At this point in time, this credential is endorsed and encouraged by OMH but is not mandatory.

The selected bidder(s) will:

- a. Coordinate and implement the credentialing process;
- b. Maintain and update a credentialing database;
- c. Report data routinely to OMH regarding number of people credentialed, number of people waiting to complete credentialing process, and an assessment of the credentialed workforce by region/county as needed;
- d. Built networks to advance and increase the awareness of the Family Peer Advocate Credential and its value. Commercial insurers, mental health providers, state and local human service agencies, and the newly created Health Homes and Behavioral Health Organizations all must be included in these networks;
- e. Create a business plan which will lead to a self-sustaining credentialing process; and
- f. Use existing training programs to provide opportunity for individuals to become eligible for credentialing.

Part 2: Statewide Family Support Services Infrastructure

Support and further develop a statewide family support services infrastructure.

The selected bidder(s) will:

- a. Create and maintain a user friendly and informative website and list serve in order to foster communication and information sharing between family support organizations within New York State;
- b. Coordinate, design and host an annual statewide conference for family support organizations;
- c. Offer and coordinate Information and Referral with a staffed Toll Free Telephone Line;
- d. Maintain and update a directory of available services throughout NYS; Conduct a minimum of 12 formal presentations per year to commercial insurers, mental health providers, State and local human service agencies, and Health Homes and/or Behavioral Health Organizations regarding the value of family support services as it relates to the audience; and
- e. Work with approximately 10 existing Regional Family Support representatives and 1 Residential Treatment Facility Case Management Specialist, housed in OMH regional offices throughout the State, to collaborate on service needs in each area, by hosting bi weekly or monthly conference calls and occasional regional meetings to exchange information and ideas.

5.3 Proposal Narrative

When submitting proposals for funding under the RFP, the narrative must address all of the components listed below, in the following order:

Part 1 Narrative: Family Peer Advocate Credentialing 5.3.1 (1-16)

5.3.1 Family Peer Advocate Credentialing

The selected bidder will be expected to have the capacity to establish the criteria and the guidelines that will govern the issuing of the Family Peer Advocate Credential (FPA). Requirements, timetable for the submission of initial application and its supporting documents is to be outlined including the expected turnaround time. Requirements and procedures are required to be established for the Credential renewal process. Development of customer service protocol is required. A current roster of FPA's should be available at all times which should include active and pending candidates.

The proposal must:

1. Describe the procedure for processing interested candidates for FPA from application submission to granting credential.
2. Provide anticipated timetables for the processing.
3. Describe the system of tracking candidates' application status.
4. Describe how the bidder will provide candidates' status updates throughout the process.
5. Provide information regarding the qualifications and competencies of the candidate who is eligible for the Family Peer Advocate Credential.
6. Provide explanation of the application review procedure and process for necessary follow-up.

7. Describe the requirements and timetables for credential renewal, if applicable.
8. Describe the bidder's procedures and process for the exempted (e.g. FPA or provisional) credentialing.
9. Describe bidder's plan to enhance the FPA by offering opportunities for other FPA e.g. advanced and/or sub-specialties.
10. Describe the bidder's plan to monitor and support candidates who have successfully completed FPA.
11. Include the bidder's understanding and commitment to ensuring the confidentiality of the data collected from credential candidates.;
12. Detail the bidder's plans for promoting FPA's marketing and outreach.
13. Specify the bidder's plan for eliminating the reliance upon OMH funding for the credentialing process over the life of the three year contract.
14. Describe the bidder's experience in the delivery and/or coordination of training for family peer partners.
15. Provide an operational budget for each of the 3 years of the contract. Include OMH funding and staff listing by position, FTE and salary. Submit the Operating Budget using the budget format specifically supplied with the RFP.
16. Include a Budget Narrative detailing expense components that make-up the total operating expenses; the calculation or logic that supports the budgeted value of each category; staff salaries and adequacy to attract and retain qualified employees.

Part 2 Narrative: Statewide Family Support Services Infrastructure 5.3.2 (1-8)

5.3.2 Statewide Family Support Services Infrastructure

The selected bidder will be expected to support and further develop a statewide family support services infrastructure as outlined in Section 5.2 Objectives and Responsibilities.

The proposal must:

1. Describe how the bidder will use technology to foster communication and information sharing between and among family support programs within New York State.
2. Detail how the bidder will offer an information and Referral Toll Free Line.
3. Explain how an annual statewide conference will support the growth and development of family support organizations.
4. Describe the plan to keep a service directory relevant and updated.
5. Describe in detail how the bidder will approach commercial insurers, mental health providers, State and local human service agencies, and Health Homes and/or Behavioral Health Organizations to communicate to them the value of family support services as it relates to the audience.
6. Describe how the bidder will work collaboratively with existing 9.8 FTE Regional Family Support Representatives and 1 FTE Residential Treatment Facility Case Management Specialist within OMH Field Offices. Include ideas for regularly scheduled interactions and collaboration between each of the Family Support Staff Statewide.

7. Include an operational budget using the budget format specifically provided by the RFP for each of the 5 years of the contract. Include sources of income and OMH funding. List staff by position, FTE, and salary.
8. Include a Budget narrative detailing the expense components that make-up the total operating expenses; the calculation or logic that supports the budgeted value of each category; staff salaries and adequacy to attract and retain qualified employees.

5.4 Financial Assessment

Be sure to use the required budget formats (see [Appendix B1](#), [B2](#), and [B3](#)) to develop the yearly Operating Budgets and Budget Narratives. Do not substitute your own budget formats.

5.4.1 Part 1 Financial Assessment: Family Peer Advocate Credentialing

- Develop yearly Operating Budgets for Year 1, Year 2, and Year 3, the three year grant period. ([Appendix B1](#)) OMH will award successful applicants a grant of up to \$245,000 in Year 1, up to \$210,000 in Year 2, and up to \$175,000 in Year 3. It is expected that the Credentialing program will become self-sustaining following Year 3.
- Complete Budget Narrative ([Appendix B3](#)) for all of the detailed expense components that make up total operating expenses in each budget and include the calculation or logic that supports the budgeted value of each category.

5.4.2 Part 2 Financial Assessment: Statewide Family Support Services Infrastructure

- Develop an Operating Budget for all five operating years for the Statewide Family Support Services Infrastructure ([Appendix B2](#))
- Complete a Budget Narratives ([Appendix B3](#)) Detail expense components that make up total operating expenses in each calculation or logic that supports the budgeted value of each category

The Budget Worksheets ([Appendix B1](#), [Appendix B2](#), and [Appendix B3](#)) are a separate document on the RFP Website.

References:

- 1) Campbell, J., & Leaver, J. (2003) *Emerging new practices in organized peer support. A report from NTAC's National Experts Meeting on Emerging New Practices in Organized Peer Support, March 17-18, 2003 in Alexandria, VA.* Alexandria, VA: National Technical Assistance Center for State Mental Health Planning, National Association of State Mental Health Program Directors