

REQUEST FOR PROPOSALS

FOR

**OLDER AMERICANS ACT & OLDER
CALIFORNIANS ACT**

**Health Insurance Counseling and
Advocacy Program (HICAP)**

FISCAL YEARS 2010-2014

Administered by the:

**Alameda County Area Agency on Aging
6955 Foothill Blvd. Suite 300
Oakland, CA 94509**

RFP BIDDERS CONFERENCE

**February 4, 2010
1:30-2:30 PM**

***Inside Suite 300 Conference Room: Mendocino*
6955 FOOTHILL BOULEVARD, SUITE 300
OAKLAND, CA 94605**

RSVP to Sandra Braxton: 510 577-1907; sbraxton@acgov.org

RFP RESPONSE DEADLINE

March 5, 2010



ALAMEDA COUNTY AREA AGENCY ON AGING
HEALTH INSURANCE COUNSELING AND ADVOCACY
PROGRAM (HICAP)

REQUEST FOR PROPOSAL
FISCAL YEARS 2010-2014

TABLE OF CONTENTS

SECTION I	General Information	page 1
SECTION II	Overview of Proposal Requirements	page 3
SECTION III	Proposal Evaluation and Selection	page 13
SECTION IV	Program Specifications	page 16
APPENDIX I	Program Proposal	
APPENDIX II	Program Budget	
EXHIBIT A	Emergency Preparedness Responsibility of AAA	
EXHIBIT B	Map of Service Area	
EXHIBIT C	Debarment & Suspension Certification	
EXHIBIT D	Title 22 California Code of Regulations	
EXHIBIT E	State of California Department of Aging Health Insurance Counseling and Advocacy Program Quarterly Aggregate HICAP Report -- CDA1005 (REV 07/2008)	

SECTION I – GENERAL INFORMATION

- A. **PURPOSE:** The Alameda County Area Agency on Aging (AAA) is soliciting proposals from public, nonprofit, or for profit organizations qualified to provide home and community-based services to Alameda County residents who are older adults (generally 60 years of age and older). Funding for this Request for Proposals (RFP) has been allocated to the AAA by the Older Americans Act (OAA) and Older Californians Act (OCA). This funding helps provide a comprehensive and coordinated system of services for elders.

Programs under the OAA and OCA have an emphasis on providing service to low income, minority, and functionally impaired elders over the age of 75. The principal outcomes of services funded under these programs shall be to: 1) secure and maintain maximum independence and dignity in a home environment of older and functionally impaired persons capable of self-care with appropriate supportive services; 2) remove individual and social barriers to economic and personal independence for older persons; and 3) provide a range of services designed to meet the needs of all consumers who need our services: those who are independent, semi-dependent, and totally dependent.

- B. **MISSION:** The Alameda County Area Agency on Aging (AAA) is the primary agent for change that ensures and sustains a life free from need and isolation for all older Alameda County residents. Through leadership and collaboration, our community-based system of care will provide services that support independence, protect the quality of life of older Californians and persons with functional impairments, and promote senior and family involvement in the planning and delivery of services.

- C. **AGENCY GOALS:** The AAA has three stated goals in its Area Plan for 2009-2012:

- To develop and support a comprehensive and coordinated system of home and community-based care
- To be a catalyst in providing an arena to focus on health and wellness issues for elders
- To promote consumer and community participation and responsibility in the planning, delivery, and evaluation of services

- D. **OUTCOMES:** To carry out our missions we will provide and support programs and organizations which 1) identify and plan for services which respond to the changing expressed needs of elders, persons with disabilities, and their families; 2) maintain and enhance individual's existing abilities and strengths; 3) encourage independence and participation of all to the maximum level of his or her capability, regardless of impairment - physical, mental, or economic; 4) seek the counsel and wisdom of consumers and their families when creating, expanding, or implementing services; 5) recognize and respond to the unique needs of older and people with disabilities of all ethnic, cultural, and social backgrounds; 6) actively work to create and reinforce

SECTION I – GENERAL INFORMATION

positive perceptions of aging and the principles espoused by the Independent Living community.

It is the intent of the AAA to fund and support organizations who provide responsible stewardship for funds and programs and who approach services from the viewpoint of functional collaboration. Preference for funding will be given to agencies who can best demonstrate a commitment to these principles in serving their communities and in designing cooperative, integrated support systems for elders, the disabled, their families and caregivers. Specific questions in the proposals reflect our dedication to these values.

Additionally, the AAA is committed to the provision of cost-effective services across all areas of Alameda County. Specifications for all services have been developed with expectations for minimum standards of service delivery. Minimum targeting standards have also been established to reflect the requirement to set priorities for services in our community.

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

A. GENERAL INFORMATION

The contract period for service delivery will be July 1, 2010 through June 30, 2014. All contracts awarded under the Request for Proposals (RFP) for the first year (July 1, 2010 through June 30, 2011) are subject to renewal for three additional one-year periods based on satisfactory performance and contract compliance. Actual contract awards are contingent upon the availability and receipt of funds from Federal, State and County government sources and are subject to the approval of the Alameda County Board of Supervisors. Therefore, **the AAA reserves the right to revise or withdraw any or all of the portions of this RFP at any time during this process, or during the actual contract period.**

All costs incurred in the preparation of the proposal for this RFP, including the applicant's travel expense to attend the Bidder's Conference are the responsibility of the applicant and are not subject to reimbursement by the AAA.

The AAA reserves the right to award a contract with or without further consideration in situations where there is a sole source applicant. If a proposal is considered non-responsive to this RFP, the AAA also reserves the right to disqualify the proposal from consideration during the process.

The selected bid/proposal shall be made part of the contract and the AAA may negotiate modification after the bid/proposal has been selected to ensure all necessary requirements are covered before the contract is signed.

B. COMPETITIVE PROCUREMENT ASSURANCES

The RFP process has been developed to assure the procedure that results in recommendation for awards complies with Federal, State and County regulations, is without bias and can withstand any appeal regarding the fairness of the proceedings. Although Federal regulations (Title 45, Part 74, Subpart P, paragraph 74.160(c)) state that competitive procurement procedure "does not apply to the acquisition of . . . services by one government from another . . .," the AAA agrees that this procedure will be applied to all available funds and program areas for which contract awards are to be made. This is the most effective way to assure the best service for the most reasonable cost.

C. REFERENCE DOCUMENTS

Applicants will be required to conform to all applicable provisions of the law and regulations. These shall include, but are not limited to the following:

- Alameda County Accounting Manual for Community-Based Organizations
- Alameda County Conflict of Interest Procedure, adopted September 13, 1988
- Alameda County Contracts Administration Manual
- Alameda County Social Services Agency Language Access Requirements

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

- Americans with Disabilities Act, amended 2008
- Community Based Service Program Manuals*
- Federal Register, Code of Federal Regulations, Title 45, Part 74 (Administration of Grants)
- Mello-Granlund Older Californians Act of 1996*
- Older Americans Act, as amended November 2006*
- OMB Circulars A-87, A-102, A-110, A-122, and A-133
- Section 15630, Welfare & Institutions Code Reporting Requirements for Elder & Dependent Adult Abuse
- Title III and Title V State Regulations for Financial Management Policies*
- Title XXII, California Department of Aging Regulations*

The above materials will be available for review by appointment only, Monday through Friday, 8:30 a.m. to 5:00 p.m. All materials must be reviewed on the premises. Call the AAA at 510-577-1907 for an appointment.

D. CALENDAR

Date	Activity
1/15/2010	Release of RFP
2/4/2010	Bidders Conference for Supportive Services, HICAP & Title V
3/5/2010	Proposals Due
4/2/2010	Panel Review Recommendations mailed
4/12/ 2010	Recommendations presented to Advisory Commission on Aging
4/13/2010	Announcement of Intent to Award
4/20/2010	Letter of Appeal Due
4/26 – 4/30/2010	Appeals Review
5/10/ 2010	Advisory Commission on Aging Final Review
Mid-June 2010	Approval by Board of Supervisors
7/1/ 2010	Contracts Begin

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

Potential applicants are strongly encouraged to attend the following Bidders' Conference. Please RSVP your attendance to Sandra Braxton, at sbraxton@acgov.org or (510) 577-1907.

February 4, 2010
1:30 –2:30 PM (HICAP)
Inside Suite 300 Conference Room: Mendocino
6955 Foothill Boulevard, Suite 300
Oakland, CA 94605

Bidders' Conference on February 4, 2010 . – Staff of the AAA will explain the RFP process and answer any and all questions related to proposal preparation. A summary of questions and answers arising out of the Bidders' Conference will be sent to all potential applicants.

E. FUNDS AVAILABLE

Services for Health Insurance Counseling and Advocacy will be countywide, with the expectation that the applicant selected will provide services to all county regions.

Program Area	Service Category	Funding Amount
HICAP	Health Insurance Counseling and Advocacy	\$332,298
MIPPA	Medicare Improvement for Patient and Provider Act	\$18,860 (One-Year Grant)

*Please note that the vendor selected to provide HICAP services will be awarded a one-year grant under the Medicare Improvement for Patient and Provider Act (MIPPA). Currently, the AAA anticipates that the grant will be in the amount of \$18,860.

PROPOSAL SUBMISSION

All proposals must be submitted using the format shown (Appendix I & Appendix II), and include a signed cover sheet. Materials must be typewritten using a minimum of a twelve-point font. Please limit the narrative responses to the space provided. Please submit **one original proposal application signed in ink and 10 copies**. Please do not include brochures, annual reports, letters of support, etc., with your proposal. If more information is needed, your agency will be contacted.

The ORIGINAL PROPOSAL must include these additional documents:

1. **All Applicants** (nonprofit and profit making agencies)
 - a. A signed Statement of General Project Requirements and Assurances

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

(Appendix I; page 3).

- b. A signed Acknowledgment of the Appeals Process (Appendix I; page 5).
- c. An executed resolution from the Board of Directors, or legal entity authorizing submittal of the application. (Special conditions will be considered).
- d. An organizational chart.
- e. Roster of Board of Directors (including name, business and address)
- f. Copies of minutes of the last two Board of Director's meetings
- g. Copy of Adult Day Care License or status of application (if applicable)

2. Nonprofit Agencies Not Currently Funded by the AAA

- a. Nonprofit Determination Letter (501[c][3])
- b. Articles of Incorporation
- c. Most recent Bylaws

3. Profit Making Agencies

The California Department of Aging (CDA) must approve awards made to profit making agencies for OAA and OCA funded programs before the contract is signed.

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

The original proposal and ten copies must be in the offices of the area agency on aging by **5:00 p.m. on March 5, 2010**. All proposals will be time and date stamped. **Postmarked, faxed or e-mailed submissions are not acceptable. Proposals submitted after 5:00 p.m. will not be considered.** Deliver the original and ten copies of the proposal to:

**Alameda County Area Agency on Aging
6955 Foothill Blvd, 3rd Floor
Oakland, California 94605
Telephone: (510) 577-1907
Attention: Sandra Braxton**

Note: The applicant shall submit the proposal, understanding that it will become a part of the official file on this matter without obligation to the AAA. Following the award decision, if requested by a member of the public, it shall be subject to disclosure.

F. BUDGETARY REQUIREMENTS

Applicants must complete a detailed Line Item Budget (using the format provided in Appendix II) that includes **ALL** projected revenues and operating costs for the proposed program or project. For OAA programs, the applicant is required to provide a minimum 10% match through cash and/or in-kind of the total budget. Applicants must be able to provide documentation of in-kind and volunteer services.

G. MANAGEMENT INFORMATION SYSTEMS (MIS) AND OTHER REPORTING REQUIREMENTS

The OAA calls for annual performance reporting by the Administration on Aging (AoA). In the 1992 reauthorization of the OAA, the AoA was directed by Congress to develop refined reporting procedures for use by Area Agencies on Aging. AoA undertook the development of the National Aging Program Information System (NAPIS).

NAPIS requires that data from Management Information Systems (MIS) is collected by the AAA and must be submitted by the contractor on a quarterly basis. All contractors are required to submit a quarterly electronic report (see Exhibit E) by the 7th working day following the month of service. Each program is required to maintain documentation for all program and client information submitted to the AAA. Programs are expected to make every effort to submit MIS and Client data in a manner that conforms to the format required by the Area Agency on Aging.

All contractors shall maintain accountability of all statistical and financial data in order to document and assure the accuracy of the data presented in the required program and financial reports.

All contractors shall comply with Section 15630 of the Welfare & Institutions Code as it relates to the mandatory and non-mandatory reports of abuse of elders and dependent adults.

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

All contractors are required to attend regularly scheduled Provider Meetings scheduled by the AAA .

I. SERVICE DELIVERY REQUIREMENTS

1. Service Areas

For distribution of OAA, Alameda County has been divided into four geographic areas as follows:

North: Albany, Alameda, Berkeley, Emeryville, Oakland, and Piedmont. For Nutrition Services this area has been subdivided into (A) Albany, Berkeley, and Emeryville, and (B) Alameda, Oakland, and Piedmont.

Central: .. Hayward, San Leandro, Castro Valley, Ashland, Cherryland, Fairview and San Lorenzo

South: Fremont, Newark, and Union City

East: Dublin, Livermore, Pleasanton and Sunol

See EXHIBIT B for a map of Alameda County Service Areas.

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

2. Targeting Practices

AAA: Due to the mandates of the OAA, applicants are asked to show both intent and planned methodology for serving the needs of persons who are 75 years of age and older, low-income, minorities, or functionally impaired. By virtue of belonging to one or more of these groups, it is presumed that these persons are in greatest social and/or economic need. The OAA requires that minorities (African American, Asian/Pacific Islander, Hispanic, Native American/Alaskan Native, two or more races or "some other race") be served **at least in proportion to their representation in the local 60+ population.**

Based on demographic analysis of the senior population and current service levels in Alameda County, **minimum** targeting standards have been set. The Alameda County AAA wishes to give special emphasis to these populations by targeting services. Targeting services means serving **beyond** the minimum representation of these populations for the proposed service. The targeting percentages, by geographic region, are as follows:

North		Central	
75+	39%	75+	41%
Low-Income	23%	Low-Income	14%
Functionally Impaired	45%	Functionally Impaired	39%
Minorities	53%	Minorities	46%
South		East	
75+	29%	75+	30%
Low-Income	13%	Low-Income	3%
Functionally Impaired	25%	Functionally Impaired	32%
Minorities	55%	Minorities	20%

For Services that are provided countywide, the following targeting goals must be met:

75+	37%
Low-Income	17%
Functionally Impaired	40%
Minorities	45%

3. Outreach Requirements

AAA: Applicants must demonstrate the ability to reach out to the targeted populations. Outreach is the ability to provide information and encouragement about existing services and benefits to elders and their representatives in the community.

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

4. Service Coordination

Proposals should reflect conscientious efforts at coordination and collaboration with other appropriate agencies with the goal of forming a community-based system of care for seniors of Alameda County. The system of care concept incorporates a range of services that can effectively respond to the needs of independent, semi-dependent, and totally dependent elders and persons with disabilities.

5. Emergency Preparedness Requirements

It is the responsibility of all AAA contractors to prepare a written Emergency Operations Plan that can be activated in an emergency. The plan shall include assurances that preparations have been made in the following areas (see Exhibit A):

- a. Preparation of the facility
- b. Training for all staff, volunteers and participants in the agency's emergency operations plan
- c. Fire safety preparations

6. AAA Program Service Delivery Requirements

- a. Service locations must be situated in or be accessible to concentrations of consumers in the greatest social and economic need.
- b. Participant income information may not be used to limit or deny services. OAA program participants must be provided with a voluntary and private opportunity to contribute to the cost of services, but no fees for service may be imposed on OAA consumers.
- c. Each service provider must develop a suggested contribution schedule or other appropriate method for requesting consumer donations. **Participants in OAA programs must not be denied services because of a refusal or inability to make a contribution.**
- d. Programs must utilize the views of participants when evaluating the effectiveness of services received.
- e. All proposals for OAA funds shall conform to all applicable provisions of laws and regulations, including, but not limited to, the OAA as amended, the Civil Rights Act, the Americans with Disabilities Act, and applicable Federal or State regulations. Providers of Nutrition Services must also conform to Section H of CDA's Manual of Policies and Procedures.
- f. Programs must have procedures to protect the confidentiality and privacy of information about, or obtained from, participants or consumers.

SECTION II – OVERVIEW OF PROPOSAL REQUIREMENTS

- g. According to the Older Americans Act, successful applicants must be able to develop measurable performance outcomes for all services delivered.
- h. Successful applicants must have in place a written complaint resolution process for consumers receiving services funded by these programs.

J. CONTRACT DOCUMENTATION REQUIREMENTS

Contracts must be executed within sixty (60) days of the beginning of the contract period. Failure to have an executed contract (Scope of Services, Budget, Certificate(s) of Insurance and signed Contract Cover Sheet) in place may lead to the imposition of sanctions, **including the reduction of the grant award.**

- 1. Before a contract is executed, the following will be required of successful applicants:**
 - a. Completed Certificate(s) of Insurance
 - b. Written donation policy
 - c. Copy of the suggested donation request for OAA service recipients
- 2. Within the first ninety days of the contract, the following policies or procedures will be required of successful applicants:**
 - a. Written personnel procedures
 - b. Job descriptions for all staff involved in the project
 - c. Written Emergency Preparedness Plan
- 3. Other Requirements**
 - a. Provide access by County of Alameda, AAA, State of California, CDA, Federal AoA officials, to financial and other records pertaining to the program encompassed by the contract.
 - b. Provide federal tax identification number to the AAA.
 - c. Submit monthly program and expenditure reports in the prescribed format by the date due, and maintain statistical and financial data in such a way as to document and assure the accuracy of the data presented in the required monthly program and financial reports.
 - d. Submit final financial and program reports no later than thirty (30) days following the end of the contract period.
 - e. Comply with all federal, state, and local rules, regulations and policies, including, but not limited to, Office of Management and Budget Circulars A-87, A-102, A-110, A-122 and A-133.