



Request for Proposals

Self-Care and Social Exposure Program for Children and Youth Involved in CYF

RFP Posting: May 6, 2016

Deadline for Questions: May 27, 2016

Submission Deadline: June 6, 2016

Estimated Award Decision/Notification: Summer 2016

Allegheny County Department of Human Services
One Smithfield Street
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Definitions

The following words are used in this RFP and are capitalized to indicate their special meaning:

1. Agreement: A contract negotiated between Allegheny County and the Successful Proposer to provide the Contract Services.
2. Allegheny County: A home rule county and political subdivision of the Commonwealth of Pennsylvania.
3. CASA: Court Appointed Special Advocate program.
4. Contract Services: The specific services which the Successful Proposer agrees to provide to the County in response to this RFP as more particularly described in the Scope of Services in the Agreement.
5. CYF: [Allegheny County Department of Human Services] Office of Children, Youth and Families.
6. DHS: [Allegheny County] Department of Human Services.
7. The Response Form submitted by a Proposer in response to this RFP.
8. Proposer: The individual, non-profit organization, or for-profit organization or business submitting a Proposal in response to this RFP.
9. Response Form: The Word document used by Proposers to respond to requested information about this RFP. A completed Response Form is the Proposal.
10. RFP: Request for Proposals.
11. Self-care: A person's ability to clean, cut and maintain hair and appearance.
12. Successful Proposer: The Proposer(s) selected by the County to provide the Contract Services.

The Basics

What we need

Allegheny County, on behalf of its Department of Human Services (DHS) child welfare office (the Office of Children, Youth and Families, or CYF), is seeking Proposals from qualified Proposers to manage a program for children and youth involved with CYF to promote self-care and expand social skills and experiences (henceforth referred to as the Program). First, the Program will provide supplies and access to services needed for appropriate self-care, especially for the proper care and maintenance of hair. Second, it will offer activities (e.g., trips to area museums, dining and etiquette instruction, public speaking classes, leadership courses) that provide children and youth with educational experiences, social exposure and community engagement. Total annual budget is approximately \$466,200. There may be more than one Successful Proposer.

What we don't want

DHS will not consider Proposals from beauty salons and barber shops.

What's important to us

The Program is designed to enhance wellness and self-esteem and promote normalcy; although this can occur in a number of ways, DHS is primarily seeking Proposer(s) to coordinate with beauty salons, barber shops and similar businesses to provide haircuts and styling for the target population and with community cultural and social organizations to engage them in a range of social and skill-development activities.

Who we are

DHS is the issuing office for this RFP, on behalf of Allegheny County.

DHS is the largest department of Allegheny County government and provides publicly-funded services to more than 200,000 people annually, in areas including child welfare, behavioral health, aging, intellectual disability, homelessness and community services.

More information about DHS is available at <http://www.alleghenycounty.us/human-services/index.aspx>

The mission of CYF is to protect children from abuse and neglect; to preserve families, whenever possible; and to provide permanent, safe homes for children either by assuring safety within the child's own family or by finding an adoptive home or another permanent setting for those children who cannot be reunified with their family. To achieve its mission, CYF provides a wide range of preventive, protective, supportive and direct services through caseworkers, case aides and other support staff, as well as a network of contracted agencies.

Section 1: Key Information

1.1 General Information

- a. This RFP is a solicitation to individuals, non-profit organizations, and for-profit organizations or businesses (Proposers) to submit a Proposal to perform the services as described in *Section 3.1: What we are buying and why*. Proposers must have the ability to meet the identified needs and quality standards within the program and funding guidelines specified in this RFP.
- b. The issuance of this RFP does not obligate the County to enter into an Agreement with any Proposers.

1.2 Timeline

- a. Proposals must be submitted by June 6, 2016, by 3:00 PM EST.
- b. Deadline for Proposers to Submit Questions: May 27, 2016
- c. Proposers will be notified of their selection status summer 2016.

1.3 How to Contact DHS

- a. All inquiries and questions must be submitted via email to DHSProposals@allegHENYcounty.us
- b. All information about the RFP, including answers to questions, changes and clarifications, will be posted at our Active Solicitations website at www.allegHENYcounty.us/dhs/solicitations
- c. Please be sure to check this website regularly for answers to questions, additional information, or changes to the RFP or the RFP process.

1.4 Submitting Your Proposal

- a. This RFP provides detailed information about the Proposal and Proposer requirements, the evaluation process and how to develop your Proposal.
- b. Please use the Response Form to develop your Proposal. Type your responses to each requested item directly into the Response Form. It is available at our Active Solicitations website with the RFP announcement at www.allegHENYcounty.us/dhs/solicitations.
- c. Proposers must submit a complete Proposal, which includes the following, available on our Active Solicitations website:
 - Response Form
 - Cover Page
 - MWDBE Participation Statement or MWDBE Waiver and Participation Statements
 - Allegheny County Vendor Creation Form
 - Audited Financial Report
 - W-9
- d. Please do not send any attachments other than those listed above and on the Response Form.
- e. Please take time to review and understand the RFP in its entirety including:

- The requirements (see *Section 3: Our Requirements*)
 - The evaluation process (see *Section 4: The Evaluation Process*)
- f. Make sure to complete each section of the Response Form and to stay within any word counts that may be specified in the Response Form.
 - g. Proposals must be submitted electronically to DHSProposals@alleghenycounty.us no later than 3:00 p.m., EST, on June 6, 2016 to be considered for review.**
 - h. Please make sure to get your Proposal in before the deadline! If your Proposal is late, it will not be considered.
 - i. You will receive an email when your Proposal is received.
 - If you do not receive this notification within 48 hours of submitting your Proposal, please contact us at DHSProposals@alleghenycounty.us

1.5 Other Information

- a. The Agreement originating from this RFP is subject to all of the Terms and Conditions specified in *Section 5: Contract Information*.
- b. Proposers are responsible for all costs related to the preparation and submission of their Proposal.
- c. Proposals become the property of the County and may become part of any subsequent Agreement between the Proposer and the County.
- d. The Successful Proposal will be posted online in the DHS Solicitations Archive.

Section 2: Background

Caseworkers, Court Appointed Special Advocates (CASAs), judges and other caregivers observe and document that some CYF-involved children and youth appear unkempt. The embarrassment that can come from a disheveled appearance may directly impact self-esteem, demeanor and behavior. For many of these children and youth, the expertise, supplies and services needed for appropriate self-care are beyond their reach.

For purposes of this RFP, self-care is defined as the ability to clean, cut and maintain hair and appearance.

Section 3: Our Requirements

3.1 What we are buying and why

Through this RFP, DHS is seeking to enhance the overall wellness of and promote normalcy for CYF-involved children and youth by offering a Self-Care and Social Exposure Program (the Program) to help them gain: 1) access to the services, supplies and skills that promote good self-care and 2) experiences that will strengthen their social skills and etiquette. The Program aims to teach children and youth (henceforth referred to as Participants) the importance of good self-care and social skills. It will provide assistance with self-care needs and exposure to social activities that are outside what would generally be covered through government funding, including what would be expected of caregivers (e.g., foster parents, congregate facilities) to pay for with the stipends they receive for basic needs.

A. Target Population

The Program is intended for all dependent children and youth, up to age 21, who are involved with CYF in Allegheny County. DHS estimates that between 1,000 to 1,300 Participants, with various backgrounds, needs and ages, will participate in the Program. Successful Proposer(s) will be responsible for identifying and recruiting Participants for Program services.

The Program should be designed, with expertise and compassion, to serve a diverse population. All Participants should feel welcomed, well-served and supported in their choice of how they choose to cut and style their hair, regardless of their ethnic or racial heritage, sexual orientation and gender identity, intellectual or physical disability, English language proficiency or life experiences.

B. Service Description

DHS envisions a variety of approaches that a Proposer may take to provide the services described in this RFP, and is interested in creative Proposals. However, at a minimum, the Program offered by the Proposer must include the following components:

Self-Care

Successful Proposer(s) must link Participants to hair salons and barber shops in their geographic area that are capable of meeting their specific self-care needs according to the Participant's preference. Successful Proposer(s) will be responsible for scheduling appointments to receive hair care services (e.g., washing, cuts, styling), working with the Participant's caseworker to ensure that the Participant has appropriate transportation to and from the appointment, and acting as the fiduciary for payment for these services. Also, Successful Proposer(s) will provide supplies for the Participant's ongoing self-care needs (e.g., brushes, shampoo and other hair products, flat irons).

The Successful Proposer must organize and host quarterly workshops to educate Participants and relevant caregivers about a variety of topics, including proper hair care and other self-care techniques. Workshops may be located at a provider agency, a local hair care business, a congregate care facility or at a community location (e.g., library, school, coffee shop). They may be hosted as short, mini sessions or as an intensive, in-depth workshop.

Social Exposure

The Successful Proposer must offer Participants activities that provide educational experiences, social exposure and community engagement. These activities may include, but are but not limited to, participation in arts and science programming, educational field trips and site visits, etiquette training, job shadowing, leadership development and public speaking training. Proposers are encouraged to suggest activities in their Proposals that they believe will enhance Participants' social experiences and increase their social exposure and skills.

Marketing

Successful Proposer(s) must develop and distribute marketing newsletters and/or advertisements to publicize the Program. The marketing materials should describe the Program, advertise future workshops and describe upcoming social experiences, and may spotlight Participants.

C. Outcomes

As a result of the Program, DHS expects to see the following outcomes:

- Enhanced appearance of Participants on an ongoing basis when attending school, hearings, home visits, social activities, etc.
- Reduced truancy due to embarrassment and/or bullying from unkempt appearance
- Improved self-esteem, demeanor and behavior of Participants
- Increased knowledge and skills on the part of the Participants, about how to maintain healthy hair and a neat appearance
- Participants exposed to potential careers in a variety of self-care and related vocational fields
- Increased social exposure and cultural knowledge and skills for Participants

DHS will monitor and evaluate Successful Proposer(s) Programs by the number of appointments attended, workshop attendance rates and number of Participants in the Program.

D. Service Providers & Budget

DHS has identified seven self-care service providers throughout the County who have agreed to participate in the Program. Successful Proposer(s) may use these service providers or recruit others to participate. Successful Proposer(s) may negotiate rates with service providers to maximize the allotment for each participant. Examples of service providers and rates already negotiated by DHS are listed in Appendix A.

Successful Proposer(s) will be responsible for managing allotted Program funds. DHS will provide \$200 per year for services and supplies for children through age 11. Youth 12 years of age and older will receive \$400 per year for services and supplies. DHS will fund staff and overhead costs for Successful Proposer(s) and provide funding for quarterly workshops and social exposure activities. Total annual budget is approximately \$466,200.

3.2 What we require

Proposers must meet the following evaluation criteria and should address their qualifications by responding to the specifically requested items or questions in the Response Form. Proposers should download and type their responses directly into the Response Form available on the Active Solicitations webpage at www.alleghenycounty.us/dhs/solicitations. The maximum score a Proposal can receive is 100 points, as outlined in the following sections.

Organizational Experience (15 points)

- Strong experience in serving the target population, as described in Section 3.1 A (5 points)
- Strong experience providing programming which enhances the health and well-being of children and youth involved with / at risk of involvement with CYF (5 points)
- Strong experience providing culturally-competent, linguistically appropriate and gender-responsive services (5 points)

Meeting Program Standards (70 points)

- A solid strategy to provide self-care services and supplies (10 points)
- A thoughtful and creative plan for self-care workshops that are appropriate for the target audience (10 points)
- A thoughtful and creative plan for socialization activities that will strengthen children and youth's social experiences and skills (10 points)
- A solid plan to market the Program (10 points)
- A strong plan for coordinating with participating children and youth, their guardians, caseworkers and service providers (10 points)
- A solid strategy to staff the Program and to recruit and retain qualified staff with the experience and ability to address the needs of the target population (10 points)
- Clear understanding of the inherent challenges and the infrastructure and technical skill needed to implement the Program and to coordinate the associated logistics (10 points)

Financial Management and Budget (15 points)

- Strong financial health, as evidenced by audits or other supporting financial documentation (5 points)
- Fiscal and management capacity to manage Program funds in a fiscally responsible manner (5 points)
- A budget and budget narrative that reflect a realistic estimate of the costs associated with implementing the Program (5 points)

Section 4: The Evaluation Process

4.1 Evaluation Model

Proposals will be evaluated by an evaluation committee created by DHS. The evaluation committee will assign scores based on evaluation criteria specified in *Section 3.1: What we are buying and why* and *Section 3.2: What we require* and further identified in the Response Form.

4.2 Evaluation Process

The evaluation process will consist of the following steps:

- a. An evaluation committee will be formed by the DHS and will consist of some or all of the following:
 - DHS data analysts and content experts from within DHS, selected for their expertise and/or experience
 - DHS administration
 - Representatives of foundations, educational institutions, community and civic organizations, businesses and/or non-profit agencies
- b. Each member of the evaluation committee will sign a confidentiality and conflict of interest agreement.

- c. All committee members individually review and score each Proposal. Evaluators will award points to a Proposer's Response Form responses according to their expertise and best judgment of how each response meets the evaluation criteria using the following scale:
 - 0 – Not addressed in Proposal
 - 1 – Poor
 - 2 – Below expectations
 - 3 – Meets expectations
 - 4 – Exceeds expectations
 - 5 – Outstanding
- d. The evaluation committee members then will meet collectively to compile and discuss the individual scores and evaluation of each committee member.
- e. The County shall have exclusive discretion to shortlist a reduced number of Proposals receiving the highest or most satisfactory evaluations for more extensive review using the same criteria outlined above. In this case, DHS may request that shortlisted Proposers make modifications to their Proposal or budget or make a formal oral presentation. The evaluation committee will review the modifications and/or oral presentation and rescore the shortlisted Proposals using the original evaluation criteria.
- f. At any time during the review process, DHS may contact a Proposer to discuss any areas of the Proposal needing clarification or further explanation.
- g. The committee will submit their recommendation for award of an Agreement to the Director of DHS for his approval, who in turn will submit a request to the County Manager for approval for the County to enter into an Agreement with the Successful Proposer(s). The County is under no obligation to award a contract as a result of this RFP. The County reserves the right to reject any and all Proposals.
- h. All Proposers will be notified of their status following the final determination of which Proposer(s) will be awarded Agreements.
- i. Proposers not awarded a contract who are interested in receiving feedback regarding their submission may request a phone call at DHSProposals@allegchenycounty.us.

4.3 Other Requirements

For a Proposal to be eligible for evaluation, it must be:

- Received by the due date/time
- Properly formatted and include responses to all requested information
- Complete with all required forms and attachments

Proposals which do not meet the above requirements will not be considered.

Section 5: Contract Information

In order to enter into an Agreement with the County, Proposers must be willing to comply with all contract requirements listed below and all standard terms and conditions contained in a County contract for provision of services to DHS and its offices. Additional details about contracting with Allegheny County are provided in the [DHS Contract Specifications Manual](#), available at www.allegchenycounty.us/dhs/solicitations.

5.1 Minority, Women or Disadvantaged Business Enterprise (MWDBE) Requirements

Allegheny County has MWDBE goals of 13% participation for Minority Business Enterprises and 2% participation for Women and Disadvantaged Business Enterprises, and expects that Proposers will make a good faith effort in assisting the County in meeting these goals.

- a. Proposers may be registered and certified with the Allegheny County Department of Minority, Women and Disadvantaged Business Enterprises. If so, please indicate registration on the RFP cover page.
- b. Regardless of registration status, Proposals must include either of the following:
 1. If your organization is able to meet the MWDBE contract goals, an MWDBE Participation Statement is REQUIRED.
 2. If your organization will request a waiver from participating in the MWDBE contract goals, an MWDBE Participation Statement and a Waiver Statement are REQUIRED. Please attach the required explanations with the waiver statement.
- c. MWDBE statements and resources can be found at:
 - [MWDBE Participation Statement](#)
 - [MWDBE Waiver Request](#)
 - A list of MWDBEs that have been certified by Allegheny County and the Pennsylvania Unified Certification Program can be found at <http://www.county.allegheny.pa.us/mwdbbe/index.aspx>
- d. For more information about MWDBEs, please review the following: [MWDBE Contract Specifications Manual](#)

5.2 HIPAA Compliance

DHS is a covered entity under the Health Information Portability and Accountability Act (HIPAA). Therefore, a Successful Proposer must comply with all HIPAA requirements.

5.3 Cyber Security

- a. Successful Proposers must meet the minimum computer specifications which begin on page 14 of the [DHS Contract Specifications Manual](#), available at www.alleghenycounty.us/dhs/solicitations.
- b. All electronic devices must have sufficient security software and settings to minimize the risk of an information breach.
- c. Successful Proposers must also have policies in place to ensure that electronic devices are physically secure when not in use (e.g., locked in a vehicle trunk, password protected).

5.4 Equal Employment Opportunity and Non-Discrimination Requirements

By submitting a Proposal, a Proposer agrees to not discriminate against any employee, applicant for employment, independent contractor, client or any other person on the basis of race, color, religion, national origin or ancestry, sex, gender identity or expression, sexual orientation, disability, marital status, familial status, age (40 or over), or use of a guide or support animal because of blindness, deafness or physical disability.

Appendix A: Participating Service Providers and Pricing Examples

Menu of Hair Care Services and Pricing Available at Local Beauty Schools:

- Empire Beauty School
- North Hills Beauty Academy
- Bella Capelli

Service	Pricing
Hair cut	\$20-25 for short hair \$40-50 for long hair
Braid/Extension/Twist Removal	\$40
Braiding and Twisting (no extensions)	\$30-40
Hair Extensions	\$80
Chemical Relaxer/Perm	\$35
Wash, Blowout & Flat Iron	\$18
Specialty Braiding	\$100+ (with proper maintenance will last 8 to 10+ weeks)

Approved Program Beauty Supply Vendors

- Sally's Beauty Supply, 313 Sixth Avenue, Pittsburgh, PA 15222
- Sisters Beauty Supply, 100 Fifth Avenue, Pittsburgh, PA 15222