

IOWA DEPARTMENT OF PUBLIC HEALTH

**Division of Health Promotion and
Chronic Disease Prevention**

Iowa Family Support Learning Management Module Development

REQUEST FOR PROPOSAL 58813029

Project and Contract Period: October 1, 2013 through March 30, 2015

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SECTION 1 -- GENERAL AND ADMINISTRATIVE ISSUES

1.01 Purpose

The purpose of this Request for Proposal (RFP) 58813029 is to solicit proposals that will enable the Iowa Department of Public Health (IDPH) to select the most qualified applicant to provide module development for the Iowa Family Support Learning Management System (LMS).

1.02 Project Period/Contract Term

The project period shall be from October 1, 2013 through March 30, 2015.

IDPH expects the initial contract period to be an 18 month term from October 1, 2013 through March 30, 2015. Continuation of the contract is dependent on contractor performance and compliance with the terms and conditions of the contract, and availability of funds.

The issuance of this RFP in no way constitutes a commitment by IDPH to award a contract.

1.03 Eligibility Requirements

Applicants must meet each of the following eligibility requirements for consideration.

Eligible Applicants

Any government, for profit, and not for profit organizations are eligible to submit proposals in accordance with this RFP.

Electronic Communication Requirements

Applicant is required to maintain and provide to IDPH, upon application, a current and valid email account for electronic communications with IDPH.

1.04 Service Delivery Area

Services will be provided through online learning for early childhood family support professionals in Iowa.

1.05 Available Funds

The source of funding is 100% federal funds.

Applicants may apply for up to \$500,000 for the total contract period. IDPH anticipates up to \$500,000 available for approximately one (1) award. Actual total awards and individual contract funding levels may vary from that listed or funding may be withdrawn completely, depending on availability of funding.

1.06 Schedule of Events (All times and dates listed are local Iowa time.)

The following dates are set forth for informational purposes. IDPH reserves the right to change them.

EVENT	DATE
RFP Issued	June 17, 2013
Written Questions and Responses	
Round 1 Questions Due	July 5, 2013
Interim Responses Posted By:	July 12 2013
Final Questions Due	July 19, 2013
Final Cumulative Responses Posted By:	July 26, 2013
Proposals Due	August 7, 2013
Presentations (by invitation only)	Anticipated: August 14-21, 2013
Notice of Intent to Award Posted	August 30, 2013

A. RFP Issued – June 17, 2013. IDPH will post the RFP on the IDPH Web page under the *Funding Opportunities* quick link at: www.idph.state.ia.us. IDPH will send a copy of the RFP to any person or entity which requests the RFP.

B. An applicant’s conference will not be held.

C. Written Questions and Responses. Written questions related to the RFP must be submitted via email to Stacey Hewitt at stacey.hewitt@idph.iowa.gov no later than **the dates specified in the table above**.

Questions must be submitted by electronic mail. If the question or comment pertains to a specific section of the RFP, the section and page must be referenced. Oral questions will not be accepted.

IDPH will prepare written responses to all pertinent and properly submitted questions and post the written questions and responses on the IDPH Web page. IDPH’s written responses will be considered part of the RFP. Written responses will be prepared and posted according the schedule of events table above.

It is the responsibility of the applicant to check the IDPH Web site periodically for written questions and responses to this RFP.

D. Letters of Intent Due – A letter of intent is not required.

E. Proposals Due – August 7, 2013.

Proposals must be **received by 4:00 p.m. (local Iowa time) on August 7, 2013** by the IDPH SharePoint Service Contract Application Center in compliance with the following requirements:

- Email proposal documents as a single zipped file **OR** a single PDF, no larger than 20MB, to applications@idph.iowa.gov. The preferred submission is a single zipped file. (Refer to **Appendix I** for zipping instructions)
- The subject line of the email must read “RFP 58813029”. Do not include anything else in the subject line of the email.
- The single zipped file or single PDF must be named “RFP 58813029 (insert your agency name)”.
- Do not include additional information or text in the body of the email as it will not be available to IDPH staff.

Proposals submitted to IDPH in any manner other than through the IDPH SharePoint Service Contract Application Center (e.g. electronic mail to any other address, faxed, hand-delivered, mailed or shipped or courier-service delivered versions) will be rejected, not reviewed by IDPH and a notice will be sent to the applicant. Any information submitted separately from the proposal will not be considered in the review process.

Proposals will be rejected and not reviewed by IDPH for the following reasons:

- If the proposal is received by the IDPH SharePoint Service Contract Application Center after the stated due date and time.
- If the proposal is submitted in any manner other than by email to applications@idph.iowa.gov.
- If the proposal is not submitted as a single zipped file or a single PDF file.

The due date and time requirements for receipt of the proposal by the IDPH SharePoint Service Contract Application Center are mandatory requirements and will not be subject to waiver as a minor deficiency.

The proposal that is attached to the applicant's email is automatically removed from the email upon receipt by the server and is filed in the IDPH SharePoint Service Contract Application Center. The proposal is date and time stamped upon filing in the IDPH SharePoint Service Contract Application Center. The time that is automatically documented on the submitted and filed proposal within the IDPH SharePoint Service Contract Application Center is slightly delayed from the time the email is received by the server, and is not the time that the applicant sent the email. Although the delay is minimal, it may be increased when server traffic is high or other uncontrollable internet traffic circumstances, encryption issues, firewall issues, or server issues, etc.

The date and time stamp by the IDPH SharePoint Service Contract Application Center shall serve as the official time of receipt of the proposal.

It is the applicant's sole responsibility to submit emailed proposals in sufficient time so the proposal is received by the IDPH Service Contract Application Center prior to the stated due date and time. Applicants are strongly encouraged to submit emailed proposals as early as possible to allow sufficient time for any unforeseen issues to be resolved prior to the deadline, if they occur. Proposals received by the IDPH SharePoint Service Contract Application Center after the stated due date and time will be rejected, not reviewed by IDPH and a notice sent to the applicant.

An electronic notification of receipt of the applicant's proposal within the IDPH SharePoint Service Contract Application Center will be generated automatically and emailed to the sender of the emailed proposal. If the electronic notification is not received within ten (10) minutes of the applicant's email, please contact the SharePoint Helpdesk at 1-866-520-8987 to confirm delivery (available prior to 4 PM on Weekdays, excluding State Holidays).

If an applicant emails the proposal multiple times, only the last submission received by the IDPH SharePoint Service Contract Application Center prior to the stated due date and time will be accepted for review.

F. Release of Names of Applicants – August 12, 2013. The names of all applicants who submitted proposals by the deadline shall be released to all who have requested such notification via an email request to Stacey Hewitt at stacey.hewitt@idph.iowa.gov.

G. Notice of Intent to Award – **August 30, 2013**. A Notice of Intent to Award the contract(s) will be posted on the IDPH Web page www.idph.state.ia.us under *Funding Opportunities* link by 4:30 pm. Applicants are solely responsible for reviewing the Notice of Intent to Award to determine their award status.

H. Contract Negotiations and Execution of the Contract – Following the posting of the Notice of Intent to Award, the successful applicant(s) will retrieve a contract document through the IDPH SharePoint Service Contract system. The successful applicant has ten (10) working days from date of receipt in which to negotiate and sign a contract with IDPH. If a contract has not been executed within ten (10) working days, IDPH reserves the right to cancel the award and to begin negotiations with the next highest ranked applicant or other entity deemed appropriate by IDPH. IDPH may, at its sole discretion, extend the time period for negotiations of the contract.

1.07 Inquiries

During the period following release of this RFP and until the Notice of Intent to Award is posted, applicants should contact only Stacey Hewitt in the manner provided for in section 1.06(C). Unauthorized contact regarding this RFP with other state employees may result in disqualification. In no case shall verbal communications override written communications. Only written communications are binding on IDPH.

IDPH assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract.

Any verbal information provided by the applicant shall not be considered part of its proposal.

1.08 Amendments to the RFP

IDPH reserves the right to amend the RFP at any time. In the event IDPH decides to amend, add to, or delete any part of this RFP, a written amendment will be posted on the IDPH Web site. The applicant is advised to check the IDPH Web site periodically for amendments to this RFP.

1.09 Open Competition

No attempt shall be made by the applicant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

1.10 Withdrawal or Resubmission of Proposals

Proposals may be withdrawn, modified and resubmitted by an applicant at any time prior to the stated due date and time for the receipt of proposals. If an applicant emails the proposal multiple times, only the last submission received by IDPH SharePoint Service Contract Application Center prior to the stated due date and time will be accepted for review. **An applicant desiring to withdraw its proposal after submission shall submit notification via email to Stacey Hewitt at stacey.hewitt@idph.iowa.gov**

1.11 Acceptance of Terms and Conditions

A. An applicant’s submission of a proposal constitutes acceptance of the terms, conditions, criteria and requirements set forth in the RFP and operates as a waiver of any and all objections to the contents of the RFP. By submitting a proposal, an applicant agrees that it will not bring any claim or have any cause of action against IDPH or the State of Iowa based on the terms or conditions of the RFP or the procurement process.

B. IDPH reserves the right to accept or reject any exception taken by an applicant to the terms and conditions of this RFP. Should the successful applicant take exception to the terms and conditions required by IDPH, the successful applicant's exceptions may be rejected and IDPH may elect to terminate negotiations with that applicant. However, IDPH may elect to negotiate with the successful applicant regarding contract terms which do not materially alter the substantive requirements of the RFP or the contents of the applicant's proposal.

1.12 Costs of Proposal Preparation

All costs of preparing the proposal are the sole responsibility of the applicant. IDPH is not responsible for any costs incurred by the applicant which are related to the preparation or submission of the proposal or any other activities undertaken by the applicant related in any way to this RFP.

1.13 Multiple Proposals

Only one proposal will be accepted from each applicant.

1.14 Rejection of Proposals/Cancellation of the RFP

A. IDPH reserves the right to reject, in whole or in part, any or all proposals, to advertise for new proposals, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFP if it is in the best interests of IDPH.

B. Any proposal will be rejected outright and not evaluated for any of the following reasons:

1. The applicant fails to submit the letter of intent, if required by this RFP, by the relevant dates and times and in the manner stated in section 1.06.
2. The applicant fails to submit the proposal in sufficient time for receipt by IDPH SharePoint Service Contract Center prior to the stated due date and time or in the manner stated in section 1.06.
3. The applicant is not an eligible applicant as defined in section 1.03.

C. Any proposal may be rejected outright and not evaluated for any one of the following reasons:

1. The applicant fails to include required information or fails to include sufficient information to determine whether an RFP requirement has been satisfied.
2. The applicant fails to follow the proposal format instructions or presents information requested by this RFP in a format inconsistent with the instructions of the RFP.

3. The applicant provides misleading or inaccurate answers.
4. The applicant states that a mandatory requirement cannot be satisfied.
5. The applicant's response materially changes a mandatory requirement.
6. The applicant's response limits the right of IDPH.
7. The applicant fails to respond to IDPH's request for information, documents, or references.
8. The applicant fails to include any signature, certification, authorization, or stipulation requested by this RFP.
9. The applicant initiates unauthorized contact regarding the RFP with a state employee.

1.15 Restrictions on Gifts and Activities

Iowa Code Chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Applicants are responsible for determining the applicability of this chapter to their activities and for complying with these requirements.

In addition, Iowa Code Chapter 722 provides that it is a felony offense to bribe a public official.

1.16 Use of Subcontractors

A. The applicant is permitted to subcontract for the performance of certain services required under the contract. Subcontracts must adhere to the provisions of Section 5 of the IDPH General Conditions effective January 1, 2013, revised January 10, 2013 as posted on the IDPH Web page at www.idph.state.ia.us under the *Funding Opportunities* link. Planned use of subcontractors by an applicant must be clearly explained in the proposal. This information must include:

1. The name and address of the subcontractor if known;
2. The scope of work to be performed by each subcontractor;
3. Subcontractor qualifications; and
4. The estimated dollar amount of each subcontract.

B. Current individual employees of the State of Iowa may not act as subcontractors under this contract.

C. The applicant is fully responsible for all work performed by subcontractors. No subcontract into which the applicant enters into with respect to performance under the contract will, in any way, relieve the applicant of any responsibility for performance of its duties.

1.17 Reference Checks

IDPH reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal and to discuss the applicant's qualifications and the qualifications of any subcontractor identified in the proposal.

1.18 Criminal Background Checks

IDPH reserves the right to conduct criminal history and other background investigations into the applicant, its officers, directors, managerial and supervisory personnel, clerical or support personnel, and health care professional personnel retained by the applicant for duties related to the performance of the contract. Such information may be used in determining contract awards. The applicant shall cause all waivers to be executed by appropriate persons to effectuate the investigations.

1.19 Information from Other Sources

IDPH reserves the right to obtain and consider information from other sources concerning an applicant, including the applicant's product or services, personnel, and subcontractors, and the applicant's capability and performance under other IDPH contracts, other state contracts and contracts with private entities. IDPH may use any of this information in evaluating an applicant's proposal.

1.20 Verification of Proposal Contents

IDPH reserves the right to verify the contents of a proposal submitted by an applicant. Misleading or inaccurate responses shall result in rejection of the proposal pursuant to Section [1.15](#).

1.21 Bid Proposal Clarification Process

IDPH may request clarification from applicants for the purpose of resolving ambiguities or questioning information presented in the proposals. Clarifications may occur throughout the proposal evaluation process. Clarification responses shall be in writing and shall address only the information requested. Responses shall be submitted to IDPH within the time stipulated at the time of the request. An applicant will not be permitted to modify or amend its proposal if contacted by IDPH for this reason.

1.22 Waivers and Variances

IDPH reserves the right to waive or permit cure of non-material variances in the proposal's form and content providing such action is in the best interest of IDPH. In the event IDPH waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the applicant from full compliance with RFP specifications or other contract requirements if the applicant is awarded the contract. The determination of materiality is in the sole discretion of IDPH.

1.23 Disposition of Proposals

All proposals become the property of IDPH and shall not be returned to the applicant.

If IDPH awards funds to an applicant, the contents of all proposals will be in the public domain at the conclusion of the selection process and will be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other provision of law.

1.24 Public Records

All information submitted by an applicant will be treated as public information following the conclusion of the selection process unless the applicant properly requests that information be treated as confidential at the time the proposal is submitted.

Any request for confidential treatment of information must be included in the transmittal letter with the applicant's proposal. In addition, the applicant must enumerate the specific grounds in Iowa Code

Chapter 22 which support treatment of the material as confidential. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the applicant to respond to any inquiries by IDPH concerning the confidential status of the materials.

Any proposal submitted which contains confidential information must be conspicuously marked as containing confidential information and must indicate which sections of the proposal should be treated as confidential. Identification of the entire proposal as confidential shall be deemed non-responsive and shall disqualify the applicant. A Proposal containing confidential information must be emailed as a single zipped file or PDF to applications@idph.iowa.gov by 4:00 p.m. (local Iowa time) on **August 7, 2013**. The subject line of the email must read "RFP 58813029". The single zipped file or PDF must be named "RFP 58813029 (insert your agency name) Confidential".

The applicant must submit one copy of the proposal from which the confidential information had been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the proposal as possible. A proposal from which the confidential information had been excised must be emailed as a single zipped file or PDF to applications@idph.iowa.gov by 4:00 p.m. (local time) on **August 7, 2013**. The subject line of the email must read "RFP 58813029". The single zipped file or PDF must be named "RFP 58813029 (insert your agency name)".

In the event IDPH receives a public request for RFP information marked confidential, written notice shall be given to the applicant seventy-two (72) hours prior to the release of the information to allow the applicant to seek injunctive relief pursuant to Iowa Code Section 22.8. The information marked confidential shall be treated as confidential information to the extent such information is determined confidential under Iowa Code Chapter 22 or other provisions of law by a court of competent jurisdiction.

The applicant's failure to request confidential treatment of material pursuant to this section and the relevant law will be deemed by IDPH as a waiver of any right to confidentiality which the applicant may have had.

1.25 Copyrights

By submitting a proposal, the applicant agrees that IDPH may copy the proposal for the purpose of facilitating the evaluation of the proposal or to respond to requests for public records. By submitting the proposal, the applicant consents to such copying and warrants and represents that such copying will not violate the rights of any third party. IDPH shall have the right to use ideas or adaptations of ideas that are presented in the proposals. In the event the applicant copyrights its proposal, the department may reject the proposal as noncompliant.

1.26 Appeal of Rejection Decision

The applicant's receipt of a rejection letter constitutes receipt of notification of the adverse decision per 641 Iowa Administrative Code Chapter 176.8(1). Applicants may appeal the adverse decision only for a timely submitted application. The appeal shall be submitted in writing within ten business days of receipt of notification of the adverse decision. Appeals shall be submitted in writing, to Stacey Hewitt, Contract Administrator, Division of Administration and Professional Licensure, Iowa Department of

Public Health, Lucas State Office Building, Des Moines, Iowa 50319-0075. Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the proposal were not followed. In the event of an appeal, the Department will continue working with the successful applicant pending the outcome of the appeal.

1.27 Appeal of Award Decision

The posting of the Notice of Intent to Award on the IDPH Web page constitutes receipt of notification of the adverse decision per 641Iowa Administrative Code Chapter 176.8(1). Applicants may appeal the adverse decision only for a timely submitted application. The appeal shall be submitted in writing within ten business days of receipt of notification of the adverse decision. Appeals shall be submitted in writing, return receipt requested, to Stacey Hewitt, Contract Administrator, Division of Administration and Professional Licensure, Iowa Department of Public Health, Lucas State Office Building, Des Moines, Iowa 50319-0075. Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the proposal were not followed. In the event of an appeal, the Department will continue working with the successful applicant pending the outcome of the appeal.

1.28 Definition of Contract

The full execution of a written contract by both parties shall constitute the making of a contract for services and no applicant shall acquire any legal or equitable rights relative to the contract until the contract has been fully executed by the successful applicant and the IDPH.

1.29 Construction of RFP

This RFP shall be construed in light of pertinent legal requirements and the laws of the State of Iowa. Changes in applicable statutes and rules may affect the award process or the resulting contract. Applicants are responsible for ascertaining the relevant legal requirements.

SECTION 2 – DESCRIPTION OF SERVICES

Purpose:

The purpose of this project is for the applicant to develop online learning modules for a learning management system (LMS) that will provide professional development opportunities to family support professionals in Iowa. The primary LMS users will be family support professionals, such as home visitors or group-based parent educators. This will lead to more highly-skilled, trained, efficient, articulate, and culturally competent professionals working with Iowa children and families, which will improve health and development outcomes for at-risk young children.

Background of Iowa Family Support:

According to Iowa Code, "Family support programs" includes group-based parent education or home visiting programs that are designed to strengthen protective factors, including parenting skills, increasing parental knowledge of child development, and increasing family functioning and problem solving skills. A family support program may be used as an early intervention strategy to improve birth outcomes, parental knowledge, family economic success, the home learning environment, family and child involvement with others, and coordination with other community resources. A family support program may have a specific focus on preventing child maltreatment or ensuring children are safe, healthy, and ready to succeed in school. Family support services are available in all 99 counties in Iowa.

Approximately 39% of high-risk Iowa children are being served by a family support program.

Through collaborative efforts, family support professionals are effecting changes that will improve the health and well-being of vulnerable populations by addressing child development within the framework of life course development and a socio-ecological perspective. Life course development points to broad social, economic and environmental factors as contributors of poor and favorable health and development outcomes for children, as well as to persistent inequalities in the health and well-being of children and families. The socio-ecological framework emphasizes that children develop within families, families exist within a community, and the community is surrounded by the larger society. These systems interact with and influence each other to either decrease or increase risk factors or protective factors that affect a range of health and social outcomes.

On March 23, 2010, President Obama signed into law the Patient Protection and Affordable Care Act of 2010 (Affordable Care Act) (P.L. 111-148). Through a provision authorizing the creation of the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program, the Affordable Care Act responds to the diverse needs of children and families in communities at-risk and provides an unprecedented opportunity for collaboration and partnership at the federal, state, and community levels to improve health and development outcomes for at-risk children through evidence-based home visiting programs.

The MIECHV Program was originally implemented in Iowa in 2010. In 2012, IDPH received additional federal funds for expansion into other service delivery areas and for infrastructure building. Part of this infrastructure building is the creation of a Learning Management System (LMS) that will provide opportunities for online training and professional development for family support professionals in Iowa.

2.01 Description of Work and Services

The creation of the LMS portal and the learning modules will be a team effort and will include significant collaboration between learning module contractor and LMS portal development contractor. The LMS portal will be developed through a separate IDPH contract and will be housed on a Moodle platform. The applicant will create learning modules to add to this Moodle platform. The applicant will use a Lectora authoring system to create the learning modules and will ensure that all modules are SCORM 1.2 or Tin Can API compliant. The applicant will send completed and approved modules to the LMS portal developer who will then add the learning modules to the system. The applicant and the LMS portal developer will work closely together to monitor the effectiveness of the learning modules. This will include identifying and editing any challenge areas where LMS users are struggling and reporting back to IDPH with any of these changes.

Adult Learning:

The successful applicant will provide rigorous and engaging learning content that adheres to solid adult learning principles.

Content Development:

The successful applicant will create learning modules based on Iowa Family Support direct worker competencies (**Appendix II**) and supervisor competencies (**Appendix III**), as well as requests from IDPH. IDPH anticipates this will amount to approximately 20 modules to be developed during the eighteen-month contract period. The first 8 learning modules will focus on competencies for direct workers and must be created and approved by IDPH no later than April 30, 2014. The following 12 will focus on competencies for supervisors and requests from IDPH and must be created and approved by IDPH by March 30, 2015. These competencies may change in the coming months, but the changes will not greatly affect the planning of learning modules.

IDPH will be developing two competency tests to be implemented in the Iowa Family Support LMS portal, one for direct workers and one for supervisors. These competency tests will be developed through a separate IDPH contract. The goal for these learning modules is for Iowa family support professionals to be able to master these competencies and understand how to implement them in real-life family support practice. The learning modules must give examples of what the competencies look like in practice, including engaging videos of family support professionals and families interacting along with other interactive learning elements. If a family support professional is struggling with an area of the competency test, they should be able to complete the corresponding learning module and better understand and implement the competencies covered.

The successful applicant will work closely with IDPH staff and selected partners to ensure the module content is reflecting the competencies accurately and is effective in training family support professionals to use these competencies in real-life practice. The successful applicant will also ensure that the modules created meet the Iowa Family Support Standards. The latest version of the standards is available here: <http://Iowa.org/index.php/services/credentialing-program/iowa-family-support-standards-1-12/#.UX7Z7EMo5dg>.

The successful applicant will develop each learning module to include clear and specific objectives of what the LMS user will achieve as a result of their self-guided and interactive learning experience. The

focus of the learning modules must be on applying family support theory into real-life family support practice. The successful applicant shall ensure that family support professionals create a plan at the end of each module that outlines how they will put the content they just learned into practice.

The successful applicant will have both content and technology team members involved in the development of the learning modules (refer to section 2.03 Staffing and Personnel Requirements). The successful applicant's content and technology team members will work together to create downloadable takeaways for each module that the LMS user can refer back to later or use to take notes during the learning module. The successful applicant will link to more detailed research articles or websites about the given content when beneficial.

Module Design:

The successful applicant will design creative, engaging and visually-appealing learning modules. The modules will be designed to be consistent with Iowa Family Support branding and colors. The successful applicant will create or purchase engaging audio and video elements to enhance LMS user's comprehension of specific learning objectives. Every module will include interactive and problem-solving elements that require the LMS user to pay continuous attention to the module. Some of these interactive elements will include progress checks to ensure the LMS user comprehends the module content. Each learning module must include several progress checks. These progress checks may take the form of games or design elements that do not feel like a traditional test. All modules will be SCORM 1.2 or Tin Can API compliant and will be created using a Lectora authoring system.

Collaborations:

The successful applicant will work closely with IDPH staff to ensure accurate content and satisfactory module design. This will include, at a minimum, a monthly call between the successful contractor and IDPH. IDPH may designate select content experts to work with successful applicant on IDPH's behalf. Before any modules go live in the LMS, IDPH will approve the content and design (see process outlined in **Appendix IV**).

Beta-Testing

At least the first two to three modules (decided by IDPH) will go through beta-testing to ensure that practicing family support professionals approve of the format, quality of content and coverage of competencies. The process for beta-testing is also outlined in **Appendix IV**. IDPH will choose beta-testers from the Iowa family support workforce.

IDPH approval

The IDPH must provide approval of all modules. The successful applicant will be required to make modifications or edits to any modules at any time during the development or implementation or Quality Improvement phases per IDPH direction or request.

Continuous Quality Improvement:

The successful applicant will monitor and evaluate module content and usage to ensure continuous quality improvement and to ensure evidence-based decisions are incorporated in each module. The successful applicant will review, monitor and edit areas of learning modules where LMS users' struggle, as evidenced by incorrect progress checks, extra time spent on module, or feedback from LMS users.

The successful applicant must create and adhere to a Continuous Quality Improvement Plan that must include the following:

- Strong communication and collaboration between successful applicant and LMS portal developer, including collaborating to achieve the following:
 - Monitoring learning modules to identify challenge areas on a monthly basis
 - Editing learning modules to remedy challenge areas in a timely manner
 - A timely manner is defined as within thirty (30) days for changes related to updated research or other changes that do not affect the LMS user's ability to complete the module.
 - A timely manner is defined as written seven (7) days if the module is not able to be completed by the LMS user.
 - Notifying LMS users in advance if this editing will affect LMS availability at any time
- Strong communication between successful applicant and IDPH, including:
 - Sending all changes to IDPH to be approved before implementation. This process is outlined in **Appendix IV**.

Ownership and Assignment of Deliverables:

Successful applicant agrees that the State and IDPH shall become the sole and exclusive owners of all Deliverables. Deliverables are defined as all learning module content and designs.

2.02 Objectives

Benefits to Iowa Family Support Professionals:

The Iowa Family Support LMS Module Development will provide the highest quality, most affordable, and easily accessible professional development opportunities to Iowa family support and other early childhood professionals in Iowa. The LMS and its learning modules will facilitate continuous, life-long learning opportunities for all professionals in the field of family support.

The LMS and its learning modules will provide critical professional development opportunities to family support professionals who may not have access to traditional professional development (in person) because of geographical challenges like rural areas. This opportunity will provide real-time, accessible and comprehensive professional development at their fingertips, 24 hours a day, seven days a week.

Competency Testing:

The LMS and its learning modules will aid family support professionals in preparing for a competency test that will also be available on the LMS. The competency test will be based on the attached Iowa Family Support Competencies (**Appendix II and Appendix III**), which is also the basis for the content of the learning modules.

Benefits to Iowa Families & Children:

Professional development opportunities on the LMS will ensure a more highly-skilled, trained, efficient, articulate, and culturally competent workforce to serve the most vulnerable families and children in the state. As a result of a more competent workforce:

- a. More high-risk families will be less reliant on government sponsored programs, which in turn will provide real cost-savings to Iowa tax payers.
- b. More high-risk families and children will have better maternal and child health outcomes. Targeted outcomes include:
 - Promoting healthier behaviors among pregnant women and their families
 - Improving school readiness for kids entering preschool ready to learn
 - Increasing the number of pregnant women referred to perinatal care during their pregnancy
 - Decreasing the number and percentage of low weight births
 - Increasing number of children who participate in a quality early care setting
 - Increasing the number and percent of children 0-5 who are on-track with their immunizations
 - Increasing the number and percent of children 0-5 enrolled in health care insurance
 - Increasing the number and percent of children 0-5 receiving comprehensive developmental screening and referral for early intervention/early childhood special education services, mental health and/or for other services as identified

2.03 Staffing or Personnel Requirements

Applicants will have prior experience creating online professional development opportunities for the adult learner and must possess both content and technology team experts (see below) to ensure the highest quality module development. All team members will be experienced professionals who possess the necessary skills for creating engaging, interactive and user-friendly learning modules. The applicant is responsible for identifying additional staffing needs in order to complete the minimum of twenty modules in the contract period. There may be vacancies in staffing at time of application.

- **Content Team Members:**

Content team members, including any subcontracted staff, must have a content knowledge base of early childhood and family support. If the applicant does not have content expertise within their organization, they may subcontract with a content expert.

- **Technology Team Members:**

Technology team members, including any subcontracted staff, must be skilled and experienced information technology or graphic design professionals' comfortable working with a Lectora authoring system. Technology team members must be experienced in creating SCORM 1.2 or Tin Can API compliant learning modules.

2.04 Budget

Applicants will demonstrate a budget adequate to support the work of the proposal. A line item budget is required to be submitted by applicants (refer to Section 3.03).

2.05 Required Reporting

IDPH anticipates the following reports to be required in the successful applicant’s contract. Reports listed below, as well as the due date and method of submission, are subject to change at the sole discretion of IDPH.

Program Reports

The successful applicants shall be expected to prepare the following reports on templates provided by IDPH.

Report	Method of Submission	Date Due
FFATA Sub-Awardee Data Form	Email directly to the Department BFH Fiscal Manager	October 30, 2013
Quarterly Progress Program Reports	1 electronic copy uploaded to the Completed Reports folder in the Contractor’s SharePoint Service Contract Site	December 31, 2013, March 30, 2014, June 30, 2014, September 30, 2014, December 31, 2014
Annual/Final Program Report	1 electronic copy uploaded to the Completed Reports folder in Contractor’s SharePoint Service Contract Site	May 15, 2015

Expense Reports:

The successful applicants shall prepare a monthly expense report in an Electronic Expenditure Workbook (EEW).

Expense Report	Date Due
Monthly Electronic Expenditure Workbook (EEW)	Submit expenses within 45 days of month of expenditure

Federal Funding Accountability and Transparency Act (FFATA) Sub-Awardee Data Form:

The Federal Funding Accountability and Transparency Act (FFATA) requires the IDPH to report information regarding all sub-awardees which receive grant awards of \$25,000 or greater including executive compensation if the federal criteria are met. The Sub-Awardee Data Form will be emailed by the department to the contractor immediately following award of the contract. Refer to **Appendix V** for a copy of the FFATA form for your reference. The contractor will be expected to submit the completed form to the IDPH BFH Fiscal Manager within 30 days of the contract start date. **Do not include this form with your proposal.**

Contract Performance Measures:

IDPH anticipates the following Performance Measure to be included in the successful applicant's contract. Performance Measures are subject to change at the sole discretion of IDPH.

Criteria: Satisfactory completion of the learning modules.

Contractor must create 20 learning modules by March 30, 2015. Successful creation of the twenty modules will be determined by: the modules being created, reviewed and approved by IDPH, beta-testing completed on the first 2-3 modules, and the twenty modules delivered to the LMS portal developers.

The Contractor must successfully create the first 8 modules by April 30, 2014. Five (5) percent (%) of the contract total will be withheld from contract payments within the first six months of the contract period (held from month(s) at IDPH's discretion) pending IDPH approval of the first 8 modules. If the first 8 modules are created and approved by IDPH by April 30, 2014, the withheld payments will be released to the Contractor. If the Contractor fails to receive IDPH approval on the first 8 modules by April 30, 2014; the 5% of the contract total will not be paid to the Contractor and will be deducted from the contract total.

If the Contractor successfully creates all 20 learning modules on or before December 15, 2014, the Contractor will be awarded a \$25,000 incentive payment. The incentive payment will be made following IDPH's review and approval of all 20 modules.

SECTION 3 -- PROPOSAL FORMAT AND CONTENT

These instructions prescribe the format and content of the proposal and are designed to facilitate the submission of a proposal that is easy to understand, review, and evaluate.

3.01 Technical Requirements

Submitted proposals must meet the following formatting and technical requirements:

- A. Proposal documents must be submitted in a single zipped file (preferred) or single PDF file format, no larger than 20 MB, and emailed per the instructions outlined in section 1.06 E. (Refer to **Appendix I** for zipping instructions).
- B. Shortcuts or links to proposal documents will not be accepted and shall result in document rejection, which may result in rejection of the proposal.
- C. Proposals must be typewritten and follow the format delineated herein.

Aspect	Requirement
Format	Documents must be created in MS Office Word or Excel. MS Office 97-2003 format is the minimum product accepted.
Length	There is no page limit.
Font size	Proposal must be in a minimum of 12 point font. A smaller font may be used for tables, figures or maps.
Margins	Required forms contain preset margins which may not be changed.
Spacing	No more than double-spaced.
Pagination	All pages are to be sequentially numbered (1, 2, 3...) inclusive of all documents at the bottom or top of each page, including the cover page, maps, charts, budget pages, tables, and appendices or attachments; and beginning with the cover page as number one. If applicant is submitting an audit report (if required from section 3.04), this audit appendix does not need to be included in the sequentially numbered appendices.
Signatures on Cover Page	The cover page (page 1 of Attachment A) must be complete and contain an electronic signature by an individual authorized to legally obligate the applicant agency.
Minority Impact Statement	The minority impact statement (Attachment B) must be complete and contain an electronic signature by an individual authorized by the applicant agency.
Proposal content	Failure to adhere to prescribed instructions, technical requirements (section 3.01), format, or proposal content (section 3.02) may result in disqualification (rejection) of the proposal.

- D. Do not submit promotional materials. Promotional materials or items other than required by this RFP will not be considered during the review process.
- E. Any information or materials submitted separately from the proposal will not be considered in the review process.

3.02 Proposal Content

Submitted proposals must contain the following items and be prepared by the applicant in compliance with these instructions, meeting all minimum and eligibility requirements outlined in this RFP.

A. Cover Page: Must be fully complete and signed. This page identifies the applicant’s legal name, federal identification number, and key contact information for the project. Applicant must complete required form-**Attachment A** following these instructions:

- Applicant - Provide the legal name of the applicant entity. This must be the entity associated with the Federal Identification (ID) number per the Internal Revenue Service (IRS). If the entity operates under another name as a “d/b/a” (doing business as), please include that in the legal name. Provide the applicants federal identification number. Provide the applicant’s address, telephone and FAX number as requested in the first section of **Attachment A**.
- Total Funds Requested – Indicate the total amount of funds requested, not to exceed the amounts outlined in section 1.05.
- Conditions/Signature – The person authorized to execute legal documents on behalf of the entity must date and insert an electronic signature to certify that the applicant is in agreement with the conditions listed.
 - According to the definition outlined in Iowa Code 554D.103 and U.S. Code (<http://www.gpo.gov/fdsys/pkg/PLAW-106publ229/pdf/PLAW-106publ229.pdf>) defines an electronic signature as “an electronic sound, symbol, or process, attached to or logically associated with a contract or other record and executed or adopted by a person with the intent to sign the record.” An applicant may insert an electronically scanned signature, a digital signature, or a typed name, symbol, etc. in compliance with this definition for the electronic signature.

Key Personnel for this Proposal – Provide information for agency personnel associated with this proposal. Include the information in the table provided on page 2 of the Cover Page (**Attachment A**). Describe the executive, management, technical, and professional staff who would perform duties related to this project. Include the number of staff, their roles, and their expertise and experience in providing these types of services. Provide evidence for any necessary applicable professional licenses required by law by listing the license number associated with the professional personnel. In addition to the required positions listed below, add additional lines within the Key Personnel Table in order to identify all staff that will be working with this project.

- Executive Director or CEO Name, email address, experience and license number as applicable – Complete and provide the name of the person who has overall responsibility and authority for administering the program in which the entity is applying for the funds.
- Project Director Name, email address, experience, license number as applicable – Complete the table by providing the name of the individual with direct day-to-day responsibility for this program and the person that the department can contact concerning the proposal.

- Fiscal Director or CFO Name, email address, experience, license number as applicable – Complete the table by providing the name of the individual with overall responsibility and authority for financial management for this program.
- Content Team Members Name, email address, experience, license number as applicable – Complete the table by providing the name of the individual(s) with overall responsibility for creating the content of the learning modules.
- Technology Team Members Name, email address, experience, license number as applicable – Complete the table by providing the name of the individual(s) with overall responsibility for creating the design of the learning modules.

B. Minority Impact Statement: Must be fully complete and signed. Identifies the applicant’s potential impact of the project’s proposed programs or policies on minority groups. Applicant must complete required form – **Attachment B** following these instructions:

- Applicants must independently complete the “Minority Impact Statement” form by checking the box that most accurately reflects the proposed project programs or policies impact on minority persons.
- Describe the rationale or evidence for your choice in a brief narrative, as well as identifying the specific minority groups in which there is a positive or negative impact (if applicable) on the checklist.
- Document must be electronically signed by a person authorized by the applicant agency and return it with the proposal.

C. Applicant’s Background and Experience: Using the form provided (**Attachment C**) describe the applicant’s organization, including experience related to this project.

- Describe the organization’s mission, vision, and values.
- Describe previous experience developing creative and interactive online learning modules for the adult learner.
- Describe background knowledge of early childhood and/or family support professional development.
- Describe experience monitoring and evaluating online learning modules to provide continuous quality improvement.
- Describe partnerships with outside agencies that assist in creating online learning modules (i.e. companies for creating videos, interactive module elements).
- Identify other projects in which the applicant is currently providing or has provided services similar to the services described in this RFP.
- Describe other similar contracts or projects currently undertaken by the applicant.
- Please list the number of years of experience in the following areas:
 - Creating online learning modules for the adult learner
 - Working with early childhood or family support professional development

D. Action Plan and Timeline: Using the form provided as (**Attachment D**), applicants shall discuss their plans for creation of the learning modules, including content and design. Applicants will also develop a timeline outlining tasks to be completed in order to successfully create the 20 learning modules as described in Section 2.

Description of Planned Activities

Please provide the answers to these questions in narrative form in the table in **Attachment D**.

Plan for Module Development:

- Describe the process that will be followed to research and script the learning modules.
- Describe how content and technology team members will work together to ensure that the learning modules are the highest quality. If subcontracts are planned to be used for the content development, describe how you will work with the subcontractor to ensure the content and design elements are cohesive.
- Describe how you will ensure that LMS users comprehend the module content.
- Describe how you will ensure that LMS users are able to take what they have learned from the module and put it into real-life family support practice.
- Describe how you will incorporate engaging and interactive elements into the learning modules, including use of subcontracts.

Staffing Needs:

- Describe how the staffing requirements outlined in section 2.03 will be met.
 - Are there currently enough individuals in your organization with the necessary qualifications to successfully design the learning modules as proposed? If not, describe your plan for filling the necessary positions.
- Describe any subcontracts you plan to utilize to create module content and/or design and why these are necessary. In **Attachment E** you will fill out more detailed information about these subcontracts.

Continuous Quality Improvement:

Please insert your plan for Continuous Quality Improvement to include the items outlined in Section 2. This plan must include the following:

- Strong communication between applicant and LMS portal developer, including collaborating to achieve the following:
 - Monitoring learning modules to identify challenge areas on a monthly basis
 - Editing learning modules to remedy challenge areas in a timely manner
 - Notifying LMS users in advance if this editing will affect LMS availability at any time
- Strong communication between applicant and IDPH, including:
 - Approval of all planned changes

Timeline of Planned Activities:

Please create a timeline that identifies each of the following activities for the 20 learning modules required to be fully developed by March 30, 2015. The timeline must be in the chart format provided. Please include the following items as well as other significant activities as appropriate:

- A timeline for researching and developing module content
- A timeline for developing module design, including video, audio, and interactive elements

E. Subcontracts

Applicants must clearly identify their use of subcontracted services with a value of \$2,000 or greater. Use of subcontracts must be appropriate for implementation of the project. If the applicant intends to use subcontractors in completing work and services of this RFP, complete the Subcontracts Form (**Attachment E**). This information must include:

1. The name of the subcontractor if known
2. The address of the subcontractor if known
3. The scope of work to be performed by each subcontractor
4. Subcontractor qualifications

If applicant has no subcontracts, the box at the top of the Subcontract Form (**Attachment E**) must be checked indicating the applicant has no planned subcontracts.

F. W-9: Attachment F (Optional)

If applicant is not a current contractor with IDPH, include a completed W-9 form.

G. Presentation

Refer to Section 4 regarding the proposal review process. IDPH may request the applicant to conduct an online presentation of a previously created learning module using GoTo Webinar. The module must have been developed by the applicant prior to the release of this RFP. Refer to Section 4.01, Phase III for more information.

The applicant must be invited by IDPH for the presentation. If selected to participate in a presentation, IDPH will propose and negotiate presentation scheduling within limits established by the IDPH. An offer to present is solely at IDPH's discretion; and the offer of a presentation may be withdrawn at any time. IDPH anticipates presentations to be scheduled the week of August 14-21 (but this may vary depending on IDPH schedules).

The presentations will be limited to 30 minutes and must be a presentation of a previously created learning module. This learning module must have been created by the applicant. The learning module must be directed toward the adult learner and will be an opportunity for the applicant to show how interactive and engaging their learning modules will be. The presentation will be scored on the following elements:

- Does the presentation outline the process for creating the learning module, including content and design?
- How engaging and interactive is the learning module?
- Is the content presented clearly and effectively?
- Does the learning module incorporate progress checks to ensure that users are comprehending the content?
- Is the learning module specifically designed for the adult learner? Does it implement research-based adult learning principles?

3.03 Budget

A budget must be included in the proposal detailing the costs of the project. A budget narrative shall describe how the budget was calculated and justify the expenses detailed.

The applicant will submit a line item budget of anticipated direct project costs for the contract period of the eighteen months (18). October 1, 2013 – March 30, 2015. The budget shall include only the line item categories listed below. The applicant shall complete required form **Attachment G** identifying proposed expenditures:

- Salary/Fringe Benefits
- Contractual/subcontracts
- Equipment
- Other
- Administrative or Indirect Costs

1. Salary/Fringe Benefits:

List all staff directly funded, wholly or partially with these funds. Employee's name (if current staff), credentials, and position title must be listed. Justification must include the total annual salary and fringe benefits paid to the employee, as well as the total annual salary and fringe benefits charged to this project.

2. Contractual/subcontracts:

The applicant is permitted to subcontract for the performance of certain services. Refer to Section 1.17 of this RFP and Section 5 of the IDPH General Conditions for subcontract provisions and requirements. If services performed for any activities outlined in this RFP are to be subcontracted, the applicant must include subcontractor name and estimated dollar amount of each subcontract.

3. Equipment:

List any equipment anticipated to be purchased with these funds. Equipment is defined as any item with a cost or value of \$5,000 or more and with an anticipated useful life of one year or more. If the item does not meet this definition, it should be included in "other" costs.

4. Other:

All other anticipated expenses using funds must be listed on the line item budget and justified. This category includes: office supplies, educational supplies, project supplies, incentives, communication, rent and utilities, training, information technology-related expense, travel, etc. This will include any equipment costs not meeting the above definition for equipment.

Travel

IDPH will not reimburse travel amounts in excess of limits established by Iowa Department of Administrative Services, State Accounting Enterprise. Current in-state maximum allowable amounts are:

Food- \$8.00/breakfast, \$12.00/lunch, \$23.00/dinner

Lodging- Maximum \$83.00 plus taxes per night

Mileage- Maximum of \$0.39 per mile.

5. Administrative Costs or Federally Approved Indirect Rate

These costs are optional for the applicant to charge. If the applicant plans to charge administrative or indirect costs, this must be identified in the proposal.

If the applicant has a Federally-approved cost rate agreement, they may charge an indirect rate in accordance with the agreement. IDPH reserves the right to negotiate the application of the Indirect Rate per individual contract. If the applicant charges indirect costs, a copy of the current, signed federally approved indirect cost rate agreement must be submitted with the proposal.

Only in the absence of a federally approved Indirect Cost Rate Agreement, the applicant may choose to charge an Administrative Cost not to exceed a maximum rate of 10% of the total amount applied for.

Administrative costs are those that are incurred for common or joint objectives, and therefore cannot be identified readily and specifically with a sponsored program, but are nevertheless necessary to the operations of the organization. For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect/administrative costs.

The applicant shall maintain documentation to support the administrative cost allocation. IDPH reserves the right to request the documentation at any time.

3.04 Business Organization Information

A Business Organization Form must be fully completed and up-to-date within the contractor's SharePoint Service Contract site.

If the applicant is a current contractor with IDPH and already has an established SharePoint site for contract management with IDPH, then the applicant is responsible to verify the information included in the Business Organization form is **current and uploaded** in their respective Business Organization folder within their SharePoint Service Contract site. If any updates are needed to the Business Organization Form or supporting information, the applicant must complete these prior to proposal submission. If the applicant is a current contractor and the Business Organization Form is updated and on file in the applicant's SharePoint agency library, the applicant shall **check the box at the top of the Business Organization form indicating that the form has been reviewed and is accurate.**

If the applicant is a **new** potential contractor with IDPH and does not currently have access to an IDPH established SharePoint site for service contract management, then the Business Organization Form (**Attachment I**) and any supporting information required in this section shall be electronically attached in a PDF as part of the **Business Organization Form** to the proposal being submitted.

Follow these instructions to complete the Business Organization Form as necessary:

Item	Field	Description
	Agency Name	Provide the name of the agency applying.
	Date	Provide the date the form is completed.
Structure		Identify and describe the legal structure of the applicant. (e.g. corporation, 501(c)3, county government).
	Evidence of authorization to do business in Iowa	Check the type of organization of the applicant agency. If the agency marks "Other"; then the applicant must be currently registered with the Iowa Secretary of State's office to do business in Iowa or agrees to register if applicant is awarded a contract.
Organization History	History	Provide a brief history of the agency.
	Mission Statement	Include the agency's mission statement.
	Vision Statement	Include the agency's vision statement.
Table of Organization	Is there a <u>current</u> table of organization uploaded in the SharePoint Business Organization document library?	In "no", include a table of organization for the applicant agency as part of the proposal appendices.
Disclosure of Litigation	Is there any litigation, administrative, or regulatory proceedings pending or threatened against your agency or subcontractor?	Answer "no" or "yes" as to whether the applicant has any pending or threatened litigation, administrative or regulatory proceedings or similar matters which could affect the applicant's ability to perform required services. If "yes", list and summarize any pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the applicant's ability to perform required services.
Disclosure of Contract Default	Has your agency or a subcontractor defaulted on a contract?	Answer "no" or "yes" as to whether the applicant or any subcontractor identified within the proposal has defaulted on a contract within the preceding three years. If "yes", list all applicable contracts and subcontracts, including the name(s) of a contact person and phone number for the other party(s) holding the contract defaulted upon, and provide

		a brief description of the incident(s). Add rows if needed.
Disclosure of Contract Termination	Has your agency or subcontractor terminated a contract?	<p>Answer “no” or “yes” as to whether the applicant or any subcontractor identified within the proposal has terminated a contract with another party prior to its full term within the preceding three years.</p> <p>If “yes”, list all applicable contracts and subcontracts, the name(s) of a contact person and phone number for the other party(s) holding the contract that was terminated, and provide a brief description of the incident. Add rows if needed.</p>
	Has your agency or a subcontractor had a contract terminated?	<p>Answer “no” or “yes” as to whether the applicant or any subcontractor identified within the proposal has had a contract terminated by another party prior to its full term within the preceding three years.</p> <p>If “yes”, list all applicable contracts and subcontracts, the name(s) of a contact person and phone number for the other party(s) that terminated the contract, and provide a brief description of the incident. Add rows if needed.</p>
Audited financial statement	<p>1. Does the agency currently hold a contract with IDPH?</p> <p>2. Has the agency submitted audit reports (or operating statement if non-profit organization) to IDPH for the preceding three year period?</p>	<p>Check “yes” or “no” regarding whether the applicant agency currently holds a contract with IDPH. If “yes”, go to #2. If “no”, go to #3.</p> <p>Check “yes” or “no” regarding whether the applicant agency has previously submitted audit reports (or operating statement if applicant is nonprofit corporation) for the preceding three year period.</p> <p>If “yes”, no additional information is needed. Any applicant agency that currently holds a contract with the department and has previously submitted a current audit report need not submit a copy with this proposal.</p> <p>If “no”, go to #3.</p>

	<p>3. Does the agency need to submit an audited financial statement with this proposal?</p>	<p>If the agency responds “no” to either #1 or #2, then yes, the agency must provide an audited financial statement for the preceding three year period within the proposal appendices.</p> <p>Nonprofit corporations whose previous funding level has not required an audited financial statement must submit a year-end operating statement and balance sheet for the preceding three year period and a current operating statement in lieu thereof.</p>
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3.05 Litigation or Investigation

The applicant shall list and summarize pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the ability of the applicant to perform the required services. Failure to disclose such matters may result in rejection of the proposal or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of a proposal must be disclosed in a timely manner in a written statement to the IDPH.

3.06 Proposal Checklist

Applicant is not required to submit a checklist with the proposal. Refer to **Appendix VI** for the list of items which must be included in the proposal.

SECTION 4 – PROPOSAL REVIEW PROCESS AND CRITERIA

4.01 Overview of Review Process

Review/evaluation of proposals submitted under this RFP will be conducted in three phases.

Phase I -- Technical Review: (Appendix VII) The first phase will involve a preliminary review by the IDPH staff of an applicant's compliance with the mandatory requirements, including technical requirements (section 3.01) and proposal content (section 3.02), for submitted proposals. Proposals which fail to satisfy technical requirements or proposal content may be eliminated from the proposal review. These proposals may be rejected and will not be returned to the applicant. IDPH will notify the applicant of a rejection that occurs during Phase I of the review process. The IDPH reserves the right to waive minor variances at the sole discretion of the IDPH.

Phase II – Review Committee: (Appendix VIII) Proposals determined to be compliant with technical requirements and proposal content will be accepted for the second phase of evaluation, which shall be completed by a review committee or committees established by the IDPH. The membership of the review committee(s) shall be determined by the bureau chief with input and oversight from the respective division director. The review committee(s) shall evaluate proposals in accordance with a point system. Each committee member will review the proposals and the evaluation criteria outlined in this chapter and assign a point total for each criterion.

The total score awarded by each committee member will be averaged to arrive at the final score for Phase II (rounded to the nearest whole number) for each proposal and the proposals will then be ranked based on the average of the evaluation scores. IDPH staff may solicit additional input and recommendations from the review committee(s). These scores will be used to determine the proposals that will be accepted for Phase III.

Phase III -- Presentation: (By invitation only) The three proposals with the highest scores that meet or exceed the minimum points required for Phase II will be accepted for the third phase of evaluation, which shall be completed by the review committee established by the IDPH. In the event that more than one proposal has an equal number of points and is tied for the third spot, more than three proposals may be accepted into the third phase of evaluation.

In the third phase of evaluation, the applicants will be required to give an online presentation using GoTo Webinar demonstrating a previously created online learning module, which shall be recorded. The review committee shall evaluate presentations in accordance with a point system.

The total score awarded by each committee member will be averaged to arrive at the final score (rounded to the nearest whole number) for the presentation portion. This total will be added to Phase II total to arrive at a total proposal score, and the proposals will then be ranked based on the scores. IDPH staff may solicit additional input and recommendations from the review committee(s).

In the event competitive proposals receive an equal number of points when the scores from Phase II and Phase III are totaled, two division directors and the respective bureau chief administering the program may conduct a second review utilizing the same scoring process.

Phase IV -- IDPH Review and Award: The fourth phase will be a final review. The IDPH will consider the submitted proposals, presentations and the review committee’s scores and recommendations.

The IDPH may also consider geographical distribution, budget information, any information received pursuant to Sections 1.18 - 1.22 of the RFP, and any other information received pursuant to the procurement process. IDPH reserves the right not to award the contract to the applicant with the highest point average.

4.02 Scoring of Proposals for Phase II

A maximum of 100 points may be awarded to each proposal. A minimum average score of 60 or greater is required for the proposal to be considered for funding or to move into Phase III of the scoring process.

Accepted proposals will be evaluated based on the following criteria:

- A. All parts of each section are included and addressed.
- B. Descriptions and detail are clear, organized and understandable.
- C. Descriptions are responsive to the intent of the RFP objectives.
- D. The overall ability of the applicant, as judged by the evaluation committee, to successfully complete the project within the proposed schedule. This judgment will be based upon factors such as budget, project management plan and availability of staff.

Points will be assigned for each item listed as follows:

- 5 Applicant’s proposal or capability is exceptional and exceeds expectations for this criterion.
- 4 Applicant’s proposal or capability is superior and slightly exceeds expectations for this criterion.
- 3 Applicant’s proposal or capability is satisfactory and meets expectations for this criterion.
- 2 Applicant’s proposal or capability is unsatisfactory and contains numerous deficiencies for this criterion.
- 1 Applicant’s proposal or capability is not acceptable or applicable for this criterion.

The maximum points to be awarded for each proposal section are as follows:

Phase II Scoring:

Proposal Component	Weight	Potential Maximum Score
Cover Page	-	Required
Key Personnel	2	10
Minority Impact Statement	-	Required
Background and Experience	2	10
Action Plan		
Plan for Module Development	5	25
Staffing Needs	2	10
Continuous Quality Improvement	2	10
Timeline of Planned Activities	3	15
Budget and Budget Justification Narrative	4	20
W-9 Form	-	Required if new contractor
Business Organization Form or Statement	-	Required
Litigation or Investigation Disclosure	-	Required
Proposal Checklist	-	Required
		100 points maximum

4.03 Scoring of Presentations for Phase III

A maximum of 100 points may be awarded to each proposal during Phase III. A minimum average score of 60 or greater for the presentation section is required for the proposal to be considered for funding.

Points will be assigned for each item listed as follows:

- 5 Applicant's presentation or capability is exceptional and exceeds expectations for this criterion.
- 4 Applicant's presentation or capability is superior and slightly exceeds expectations for this criterion.
- 3 Applicant's presentation or capability is satisfactory and meets expectations for this criterion.
- 2 Applicant's presentation or capability is unsatisfactory and contains numerous deficiencies for this criterion.
- 1 Applicant's presentation or capability is not acceptable or applicable for this criterion.

The maximum points to be awarded for each presentation section are as follows:

Phase III Scoring

Presentation Component	Weight	Potential Maximum Score
Presentation on time and within time limits	1	5
Process outlined clearly	3	15
Module is engaging and interactive	5	25
Content presented clearly and effectively	5	25
Progress checks and user comprehension	3	15
Designed for adult learner	3	15
		100 points maximum

SECTION 5 – CONTRACT

5.01 Conditions

Any contract awarded by the IDPH shall include specific contract provisions and the IDPH General Conditions effective January 1, 2013, revised January 10, 2013, as posted on the IDPH Web page www.idph.state.ia.us under *Funding Opportunities link*. Refer to **Appendix IX** for the Draft Contract Template. The Draft Contract Template included is for reference only and is subject to change at the sole discretion of IDPH.

The contract terms contained in the general conditions are not intended to be a complete listing of all contract terms, but are provided only to enable applicants to better evaluate the costs associated with the RFP and the potential resulting contract. Applicants should plan to include such terms in any contract awarded as a result of the RFP. All costs associated with complying with these requirements should be included in the proposal. If the contract exceeds \$ 500,000, or if the contract together with other contracts awarded to the Contractor by the IDPH exceeds \$500,000 in the aggregate, the Contractor shall be required to comply with the provisions of Iowa Code chapter 8F.

Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

5.02 Incorporation of Documents

The RFP, any amendments and written responses to applicant questions, and the proposal submitted in response to the RFP form a part of the contract. The parties are obligated to perform all services described in the RFP and proposal unless the contract specifically directs otherwise.

5.03 Order of Priority

In the event of a conflict between the contract, the RFP and the proposal, the conflict shall be resolved according to the following priorities, ranked in descending order:

1. the Contract;
2. the RFP;
3. the Proposal.

5.04 Contractual Payments

The IDPH provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 8A.514. In the event the contractor lacks sufficient working capital to provide the services of the contract, an advance not to exceed one month's value of the contractual amount may be provided by the IDPH. One-third (1/3) of this advance will be deducted from eligible reimbursement of expenses for the 7th, 8th and 9th months of service.

SECTION 6 – APPENDICES

Appendices are posted in a separate zipped file on the IDPH Web page under *Funding Opportunities link*: www.idph.state.ia.us.

- Appendix I Zipping Instructions
- Appendix II Competencies for Direct Workers
- Appendix III Competencies for Supervisors
- Appendix IV Process for Learning Module Approval
- Appendix V FFATA Form
- Appendix VI Proposal Checklist
- Appendix VII Draft Technical Review Tool
- Appendix VIII Scoring Tool
- Appendix IX Draft Contract Template

SECTION 7 – ATTACHMENTS

Attachments are posted in a separate zipped file on the IDPH Web page under *Funding Opportunities*: www.idph.state.ia.us. Applicants must download these forms and include them in the proposal as outlined in Section 3 of this RFP.

- Attachment A Cover Page and Key Personnel
- Attachment B Minority Impact Statement
- Attachment C Applicant’s Background and Experience
- Attachment D Action Plan
- Attachment E Subcontract Form
- Attachment F W9 form (optional)
- Attachment G Budget - Excel Worksheet
- Attachment H Business Organization Form