Iowa Department of Public Health
Division of Health Promotion and Chronic Disease Prevention

Request for Proposal (RFP) 58813019

Coordinated Intake and Referral System for Early ACCESS (EA) and Maternal, Infant, and Early Childhood Home Visitation (MIECHV)

Interim Written Question and Response Document

Round 1: Written Questions and Responses for questions submitted through May 2, 2013
Posted: May 9, 2013

Q1. Would the evaluation design utilized by the Contractor to determine the efficiency, effectiveness, adequacy and appropriateness of the intake and referral system be developed by the Contractor or has a specific evaluation design been determined by IDPH?

A1. The evaluation design will be developed by the Contractor and approved by IDPH.

Q2. Would an Evaluation Plan implemented by an external contractor be weighted more heavily than an internal evaluation?

A2. No.

Q3. Are the website expansion expectations to provide a listing of organizations that provide support and group-based programs, to provide a calendar or differing format? (Background-page 14, "…expand the current website, directory and telephone number to include family support, group based parent education programs as well as additional community resources available to families with children ages zero to five years.")

A3. The current Early ACCESS website provides a searchable zip code database for finding regional Early ACCESS contact information. The new website will expand by also informing the public of agencies or organizations that provide family support and group-based parent education. The format (i.e. searchable zip code, calendar, etc.) for presenting the information on the website is not prescribed by IDPH.

Q4. Please provide examples of "a variety of other needs." of callers (Background-page 14 "Early ACCESS and Maternal, Infant, and Early Childhood Home Visitation programs are seeking a Contractor to provide coordinated intake and referral for Early ACCESS and family support as well as respond to a variety of other needs of callers and connect callers to appropriate resource."

A4. Other needs include but are not limited to food, housing, healthcare and child care.

Q5. Core Service 2: Website outlines that the current URL used by the Early ACCESS central point of contact and directory system will be maintained and incorporated into the statewide coordinated intake and referral system website, while the Contractor shall be responsible to develop and maintain a web address for the Iowa Family Support Network. Would there then be two websites and one phone number? If not, how would the Early ACCESS system be incorporated into the site (as a link, etc.)?

A5. No. There will only be one website and one phone number. IDPH anticipates that the Early ACCESS web address will be part of the Iowa Family Support Network website. For example if the public were to enter the current URL (www.earlyaccessiowa.org) we hope they are directed to the Early ACCESS page of the Family Support Network website.

Q6. Who will be allowed access to update information in the database? (Core Service 2: Website-page 18 "Provide password protected access to the secure online searchable directory that will allow updating of the information in the database."

A6. Organizations and agencies that are listed in the online database should be given a password to the directory so that they can update organization and agency information.

Q7. How will new federal regulations be communicated to the Contractor? (Core Service 2: Website-page 19 "Assure that when any federal regulations are finalized during a contract year, the Contractor must meet federal requirements that affect the central point of entry and directory.")

A7. IDPH will communicate any new federal regulations to the Contractor in writing.

Q8. Please define how referral sources and families will have ability to submit referrals electronically. Does that mean they can fill out an electronic form, checking categories for their needs, or does that need to be part of the intake flow? (Core Service 2: Website-page 18.)

A8. Referral sources and families will have the ability to complete an intake form while online; this form would then be received by the Contractor to follow up with the family. The information collected and the format in which it is collected are not prescribed by IDPH.

Q9. Who will supply the "other community resource data" that must be provided as needed? Will IDPH need to be involved in the process of identifying these resources to ensure they are reputable? (Core Service 3: Facilitation of Resources and Referrals-page 20).

A9. A list of community resource data that is in the current directory will be provided to the Contractor by the current Early ACCESS Iowa contractor. In order to expand the directory, the Contractor will identify additional resources. IDPH will approve content listed on website including information in the directory.

Q10. Would a portion of IT management time be allowable for indirect?

A10. Refer to the definitions of Federally Approved Indirect Rate or Administrative Costs as described in Section 3.03, page 33-34.

Q11. Please provide analytics for the website from the past year – how many visitors, what parts of the website people visit most, and any strengths/weaknesses of the current site?

A11. The analytics provided are only for the Early ACCESS Iowa website. There are no analytics for the Iowa Family Support Network website, since this website does not currently exist. In the IDEA Part C Annual Performance report submitted on February 1, 2012, Iowa reported that the Early ACCESS website homepage received 6,047 visits with 3,895 being new visitors. There were 19,418 pages visited by users. IDPH does not have analytics on the parts most visited or strengths or weaknesses of the current site.

Q12. What deliverables are you looking for as a result of the evaluation?

A12. The Contractors evaluation design should provide evaluation deliverables that show evidence of the efficiency, effectiveness, adequacy, and appropriateness of the coordinated intake and referral system.

Q13. In the upcoming year the Early ACCESS system is collaborating with the Maternal, Infant, and Early Childhood Home Visitation (MIECHV) program to both maintain the Early ACCESS central point of contact and directory and expand the current website, directory and telephone number to include family support, group based parent education programs as well as additional community resources available to families with children ages zero to five years.

Can you provide more specific detail about what types of additional community resources should be included? We will use this information to determine what records we already have in our database and what records we would need to add.

A13. Examples of additional community resources are agencies or organizations that support the following needs, including but not limited to: food, housing, healthcare and child care.

Q14. IDPH is developing a local coordinated intake and referral structure. The structure is currently not in place. Applicants for this RFP need to be aware that once the local coordinated intake and referral structure is established, the statewide coordinated intake and referral system will be required to work with the local system.

Does “work with the local system” mean that the Contractor’s information and referral software has to be linked with the local system? Or does this mean that the Contractor must be familiar with and regularly referring families to the local coordinated intake and referral structure? Or both?

A14. Since the local systems have not been planned it is difficult to definitively answer this question. At a minimum the Contractor must plan to refer families to the local coordinated intake and referral structure.

Q15. Scope of Work -- Following the transition period of 90 days, Contractor will be allowed to spend up to an additional 90 days planning for the expansion of the website, online directory and phone line to include family support and group based parent education information. The contacts and information for family support and group based parent education resources will be provided to the Contractor by IDPH.

Is this list available now? If this list is not available, can you share examples and share how many records there are? Please describe in detail what is meant by the expansion of the website, online directory and phone line? Does this mean more than the addition to the online directory (and with it to the website) of the resources provided by IDPH to the Contractor? How will the phone line be expanded?

A15. Currently only the website, phone line and online directory are used by only the Early ACCESS system. This RFP is seeking a vendor to develop a new website that will contain, maintain and improve the current Early ACCESS central point of contact and directory **as well as expand** the website and directory to include family support; group based parent education as well as additional community resources available to families with children ages zero to five years.

The phone number is currently used by the Early ACCESS system. Under this RFP the number will expand to accept calls about family support, group based parent education as well as other community resources available to families with children ages zero to five years.

IDPH will provide the contacts for Early ACCESS, family support and group based parent education programs. The Contractor will add additional community resources (i.e. food, housing, healthcare and child care) to the online directory.

A list of family support and group-based parent education programs/contacts will be shared once a Contractor is selected. For a listing of Early ACCESS regions/contacts please visit the current Early ACCESS Iowa website.

Q16. Referrals to other community resources will occur during the first contract period and callers will be linked to those resources; however, in subsequent contract years (year's two through six), the Contractor will work to expand the directory and website to include the larger early care, health, education, and human services delivery system.

Are there more specific details available about this broad description of the "larger…..delivery system?" We will use this information to determine what records we already have in our database and what records we would need to add.

A16. The early care, health, education and human services delivery system includes organizations and agencies across the state of Iowa that provide care, health, education and human services to families that have children ages zero to five years.

One example would be the Department of Human Services (DHS). DHS provides food assistance, child care assistance, and medical assistance to families with children.

Q17. Facilitate transition of families moving to Iowa who need to continue family support or early intervention services their child received in another state.

What activities are included in “facilitate transition”?

A17. Facilitate transition means that families living out of state can contact the Contractor and be connected to either early intervention or family support programs in Iowa that meet their needs. For example, if a child lived in Nebraska and received early intervention in Nebraska, the Contractor would assist the family in contacting the appropriate Early ACCESS region in Iowa. An important step in transitioning early intervention from another state is gathering the families Individual Family Service Plan (IFSP) to share with Early ACCESS, Iowa’s early intervention system. A child who received early intervention in another state may not qualify for early intervention in Iowa, so it will be important to follow up with the family to determine outcome of referral to Early ACCESS to determine if further referrals are needed.

Q18. Toll-free Telephone-- Update other community resource contacts listed in directory.

Does this mean all the programs currently included at http://www.earlyaccessiowa.org/directory/?

A18. Yes. This RFP wants to maintain, expand and improve the current Early ACCESS online directory. A list of community resource data that is in the current directory will be provided to the Contractor by the current Early ACCESS Iowa contractor.

Q19. Core Service 2: Website-- Meet the Iowa Administration Rules for Early ACCESS (IDEA Part C) related to central directory (281-120.117). The central directory must be accessible to general public and include accurate, up-to-date information about: Public and private early intervention services, resources, and experts available in Iowa. Professional and other groups (including parent support and training and information centers, such as those funded under the Act) that provide assistance to infants and toddlers with disabilities under Part C of the Act and their families.

What are examples of private early intervention services, resources and experts? Do "resources" include websites that provide only information (and no services) on early intervention?

What are examples of the professional groups?

A19. For the purposes of this RFP, private early intervention services are those not funded by IDEA Part C. Private services are either billed to families insurance or the family pays a fee for the service. Resources would include websites that only provide information on early intervention. Examples of experts might include institutes of

higher education who have programs related to children ages zero to three years who have special needs and providers who specialize in the care, education and health of children zero to three years with special needs.

Q20. Provide information on typical child development. Content displayed on website will be approved by IDPH.

Is this content provided by the Iowa Department of Public Health or developed by the Contractor?

A20. No, IDPH will not provide the content. The Contractor will provide the content for IDPH to approve. The content should come from reliable sources that have an expertise in early childhood.

Q21. Child Abuse Prevention and Treatment Act (CAPTA)…..Work with IDPH and DHS as needed to assure children who have been abused or neglected receive referral to Early ACCESS.

Please describe this work process involved with assuring that children receive referrals to Early Access under CAPTA.

A21. The Contractor must work with IDPH and DHS to assure children who have been abused or neglected receive referral to Early ACCESS. This might include mailing letters to families or having phone contact with DHS case workers.

The current Early ACCESS Iowa contractor mails letters weekly to families. IDPH and DHS are examining other ways to carry out the referral process for children who have been abused or neglected to Early ACCESS, therefore the process may change.

Q22. Expectation 2: Outreach and Marketing—Promotion of the coordinated intake and referral system will result in an increase of web hits and phone calls.

Are there quantitative benchmarks for the increase in web hits and phone calls expected?

A22. No, IDPH is not setting the targets. It is expected that the Contractor will propose appropriate targets based on the overall plan.

Q23. Shortcuts or links to proposal documents will not be accepted and shall result in document rejection, which may result in rejection of the proposal.

If we want to include items in the Proposal that are actually on-line, should we include a screen shot instead of a link and does this count as part of the 40 page total?

A23. Refer to Section 3.01, A and B: The reference to ‘shortcuts or links to proposal documents’ refers to the proposal documents that must be submitted by the applicant as required proposal content (Section 3.02 of the RFP).

Submitted proposal content must be all inclusive of the information an applicant is

providing, so links contained within proposal content (to an external Website or document) should not be included in the proposal.

If screenshots are included in the applicants proposal content in Sections 1, 2, 3, 4, 6, 7, 8, 9, 10 and 11 of the narrative, then the screenshots would be counted in the 40 page limit since those sections are part of the 40 page limit.