



**Solicitation Information
November 9, 2016**

RFP # 7551125

TITLE: Behavioral Health Data Collection, Evaluation and Research (MPA)

Submission Deadline: December 8, 2016 at 10:00 AM (Eastern Time)

PRE-BID/ PROPOSAL CONFERENCE: No

Questions concerning this solicitation must be received by the Division of Purchases at david.francis@purchasing.ri.gov no later than **November 18, 2016 at 10:00 AM ET**. Questions should be submitted in a *Microsoft Word* attachment. Please reference the RFP# in the subject of all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to monitor the website and download this information.

SURETY REQUIRED: NO

BOND REQUIRED: NO

**David J. Francis
Interdepartmental Project Manager**

Vendors must register on-line at the State Purchasing Website at www.purchasing.ri.gov .

NOTE TO VENDORS:

Offers received without the completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification. This form is available at www.purchasing.ri.gov.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

I. Introduction

The Rhode Island Department of Administration (“Department”), Division of Purchases (“Division”), on behalf of the Department of Behavioral Healthcare, Developmental Disabilities and Hospitals, seeks to retain one or more research, data collection, and/or evaluation vendors (“Vendor” or “Offeror”) to participate on an Master Price Agreement (MPA) to provide one or more of the below services as requested:

- Conduct data collection activities either qualitative, quantitative or both.
- Conceptualize, design, implement and evaluate behavioral healthcare systems and programs;
- Conduct behavioral healthcare research including Needs Assessments.

The term of this MPA will be for three (3) years, with two (2) one year extensions at the sole discretion of the State. This work will be done on behalf of programs and projects associated with the any of the State’s agencies, as described elsewhere herein, and in accordance with the terms of this request and the State’s General Conditions of Purchase, which may be obtained at the Rhode Island Division of Purchases’ homepage by Internet at <http://www.purchasing.ri.gov>.

It is envisioned that a price agreement will be awarded to one or more vendors with rates provided. As with any MPA, state agency users would create their own release / direct purchase order and would thus be responsible to fund the required services. **There is no guarantee of any level spending activity to a vendor or vendors selected for this MPA.**

This MPA can be utilized by the Department of Behavioral Healthcare, Developmental Disabilities and Hospitals, as well as the Executive Office of Health and Human Services, Department of Health, Department of Human Services, Department of Children Youth and Families and the Department of Corrections. Placement of a qualified firm(s) on a Master Price Agreement is no guarantee of usage. Services are sought on an “as-needed” basis. Once need has been determined, utilization will be based on a number of factors, including, but not limited to price, expertise, and availability.

II. General Instructions and Notifications to Offerors

Potential Offerors are advised to review all sections of this Request for Proposal (RFP) carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

This is a Request for Proposal, not an Invitation for Bid. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this request, other than to name those Offerors who have submitted proposals.

1. Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which

depart from or materially alter the terms, requirements, or scope of work defined by this RFP will be rejected as being non-responsive.

2. All costs associated with developing or submitting a proposal in response to this RFP, or to provide oral or written clarification of its content shall be borne by the vendor. The State assumes no responsibility for these costs.
3. Proposals are considered to be irrevocable for a period of not less than 60 days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
4. All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
5. Proposals misdirected to other state locations, or which are otherwise not present in the Division at the time of opening for any cause will be determined to be late and will not be considered. For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the Division.
6. It is intended that an award pursuant to this RFP will be made to a prime vendor, or prime vendors in the various categories, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered. Subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal and the subcontractor(s) to be used is identified in the proposal.
7. All proposals should include the vendor's FEIN or Social Security number as evidenced by a W9, downloadable from the Division's website at www.purchasing.ri.gov.
8. The purchase of services under an award made pursuant to this RFP will be contingent on the availability of funds.
9. Vendors are advised that all materials submitted to the State for consideration in response to this RFP will be considered to be Public Records as defined in Title 38, Chapter 2 of the General Laws of Rhode Island, without exception, and will be released for inspection immediately upon request once an award has been made.
10. Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
11. Equal Employment Opportunity (G.L. 1956 § 28-5.1-1, et seq.) – § 28-5.1-1 Declaration of policy – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies to all areas where State dollars are spent, in employment, public services, grants and financial assistance, and in state licensing and regulation.

12. In accordance with Title 7, Chapter 1.2 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). This is a requirement only of the successful vendor(s).
13. The vendor should be aware of the State's Minority Business Enterprise (MBE) requirements, which address the State's goal of ten percent (10%) participation by MBE's in all State procurements. For further information visit the website www.mbe.ri.gov
14. Under HIPAA, a "business associate" is a person or entity, other than a member of the workforce of a HIPAA covered entity, who performs functions or activities on behalf of, or provides certain services to, a HIPAA covered entity that involves access by the business associate to HIPAA protected health information. A "business associate" also is a subcontractor that creates, receives, maintains, or transmits HIPAA protected health information on behalf of another business associate. The HIPAA rules generally require that HIPAA covered entities and business associates enter into contracts with their business associates to ensure that the business associates will appropriately safeguard HIPAA protected health information. Therefore, if a Contractor qualifies as a business associate, it will be required to sign a HIPAA business associate agreement
15. In order to perform the contemplated services related to the Rhode Island Health Benefits Exchange (HealthSourceRI), the vendor hereby certifies that it is an "eligible entity," as defined by 45 C.F.R. § 155.110, in order to carry out one or more of the responsibilities of a health insurance exchange. The vendor agrees to indemnify and hold the State of Rhode Island harmless for all expenses that are deemed to be unallowable by the Federal government because it is determined that the vendor is not an "eligible entity," as defined by 45 C.F.R. § 155.110.

III. Purpose and Background

The State of Rhode Island, Department of Behavioral Healthcare, Developmental Disabilities and Hospitals (BHDDH) has a long-term commitment to the evaluation of the implementation and outcomes of substance abuse prevention, mental health promotion, prevention of mental illness programs and strategies funded by the Department. BHDDH is also committed to evaluation of its substance abuse and mental health treatment and recovery support programs. These evaluations assist BHDDH in the identification of programs and strategies (evidence-based practices) that are effective approaches to preventing alcohol, tobacco, and other drug use and treating individuals with mental health and substance abuse issues and assisting them with recovery. Also, they assist BHDDH in identifying prevention, treatment and recovery support programs and strategies that are effective with different populations. Evaluation outcomes, combined with epidemiological data, contribute to the maintenance of a data-driven planning process and to the development of performance measures necessary to determining best use of public resources. The Department's approach is also consistent with, not only best practice, but also with the Substance Abuse and Mental Health

Services Administration's Strategic Initiative #1, Prevention of Substance Abuse and Mental Illness.

BHDDH has required expert consultation and technical assistance in order to determine the efficacy of preventive, treatment and recovery support interventions, including consultation and technical assistance to providers. This agreement will allow for the continuance of the provision of expert evaluation of and reporting on substance abuse and mental illness prevention, treatment and recovery support programs, strategies, and practices; consultation and technical assistance to the Department in the selection of evidence-based practices; consultation and technical assistance to the Department on prevention planning; and recommendations to the Department on taking programs and strategies from science to practice.

The objective of this Request for Proposals is to competitively procure the services of qualified vendors who have extensive experience in conducting data collection, evaluation, research and analysis in the area of behavioral health.

IV. Scope of Work

TERM: The term of this MPA will be for three (3) years, with two (2) one year extensions at the sole option of the Division. **There is no guarantee of any level spending activity to a vendor selected for this MPA.**

General Description

The Vendor will be responsible for providing work within the following categories of services:

- 1. Data Collection**
- 2. Program or System Evaluation**
- 3. Other Research**

A detailed explanation of each category of service follows.

- 1. Data Collection.** Appropriate vendors will have the capacity to conduct an array of data collection activities including but not limited to the following
 - a. Focus groups (a variety of services may be provided by the Vendor related to the provision of focus groups, including recruitment; development of screening tools, moderator's guides, and exit tools; facilitation; logistics; report writing; and results analysis);
 - b. Surveys (the Agencies may collect information to measure the effectiveness of communication campaigns, strategies, or products. Potential survey techniques may include intercept and telephone surveys, and newspaper polls. In addition, the Vendor may be expected to conduct "effectiveness measurement" to establish a baseline and benchmarks to gauge message effectiveness through a variety of metrics and tracking.) ; &
 - c. In-depth key informant interviews

2. **Program or System Evaluation.** Appropriate vendors will have the capacity to conduct an array of evaluation activities including but not limited to the following:
- a. Measurement of fidelity to evidence-based, promising and other practices employed to provide either prevention, treatment or recovery support services to individuals with behavioral health issues.
 - b. Process measurement of local efforts such as the examination of organizational capacity, program management, collaboration efforts and any other program components or performance measures specifically designated by the funder (i.e. SAMHSA).
 - c. Outcome measurement using survey data such as the Government Performance Reporting Act (GPRA) tools required by SAMHSA, National Outcome Measurement tools, Youth Risk Behavior Surveillance System (YRBSS) data, National Survey on Drug Use and Health (NSDUH).
 - i. Vendor must have the capacity to collect survey data at baseline, 3-month, 6-month and 12 month follow-up intervals.
 - ii. Vendor should possess a strong working knowledge of behavioral health measures.
 - d. Vendor must have the capacity to analyze fidelity, outcome and process data using statistical analysis tools as appropriate.
 - i. Vendor should possess the capability to conduct advanced statistical analyses and modeling.
 - e. Vendor must have the capacity to collect and analyze both quantitative and qualitative data.
 - f. Vendor must have a sound knowledge of behavioral healthcare and program evaluation.
 - i. Vendor should have the knowledge base to help program staff identify appropriate fidelity, outcome and process measures if they are not already proscribed.
 - ii. Vendor should have the capacity to provide consultation on the identification of appropriate measures to track progress in reducing intervening variables (i.e. social determinants of health such as risk or protective factors) which are linked to the behavioral health outcome sought.
 - g. Vendor must have the capacity to present findings in illustrative reports that may include charts, graphs or maps.
3. **Other Research.** BHDDH may seek to explore other research options to address emerging needs in particular communities or regions of the state or nationally. Appropriate vendors will have the capacity to conduct an array of research activities including but not limited to the following:
- a. Needs assessments
 - b. Meta-analysis of existing research, data, and written materials
 - c. Literature reviews

These categories of services and individual services within categories may be requested as individual, stand alone services, or they may be requested as part of a comprehensive project. The service should result in a formal plan that is provided to the agency on a project by project basis. The services required will depend on the scope of work for each

program or project. The services will be paid on an hourly basis (unless negotiated otherwise by an agency and approved by the Division in which case a fixed project price may be negotiated), based on a specific scope of work to be defined by an agency. The State reserves the right to receive competitive quotes on a project basis from the vendors listed on the MPA and to purchase technical services directly from vendors in order to acquire the best value for the State through the Division of Purchases. BHDDH staff will communicate with the Vendor(s) to detail the scope of work of the project and to understand the program goals and define potential data collection, evaluation and/or research goals. The Vendor will be required to provide a timeline to complete the work and give the total cost based on the scope of the project. Work will begin when an Agency and the Vendor have agreed upon the proposal (see section VI: Requirements) and a Purchase Order is issued by the Division of Purchases.

If formative research is conducted by the Vendor, they will prepare and present a written report including research findings and recommendations regarding how best to meet the Agency's objectives.

All developed materials are the property of the state.

Additional Requirements

In addition, the Vendor is responsible for the following:

- Providing office space, office equipment, and office support including telephone, fax, and computer word-processing and graphic design programs;
- Supporting all travel necessary to conduct work defined in the Scope of Work;
- Supervising and reimbursing all subcontractors.

V. Technical Proposal Submission

A. Executive Summary

The Executive Summary will highlight the contents of the Technical Proposal as well as provide the State of Rhode Island evaluators with an overview and broad understanding of the Offeror's technical approach and ability to meet the scope of work as set forth in this RFP. The firm should specifically identify in the Executive Summary the categories which the firm is offering to provide (may be category one, two and/or three).

Responses to the remaining sections should be organized by the following task categories as described in detail above:

- 1. Data Collection**
- 2. Program or System Evaluation**
- 3. Other Research**

Vendors may choose to include one, two or all three categories in their response to this solicitation.

B. Experience, Capacity & Staffing (40 Points)

1. Expertise of the Firm and Staffing Experience

The firm should have a dedicated and staffed capability to provide the scope of work above, with the experience and track record to provide these services to the State. Firms wishing to be included in this MPA may apply to provide services within a single category, the firm is not required to apply to provide services in multiple categories, although the firm could. This section shall include identification of all staff and/or subcontractors proposed as members of the firm's team, and the duties, responsibilities, and concentration of effort which apply to each (resumes (without personal information), curriculum vitae or statements of prior experience and qualification). Experience of the Staff will be evaluated accordingly.

This section shall also include:

- i. A comprehensive listing of similar services undertaken and implemented, as well as similar clients served. This includes providing a brief description of the accounts and a description of the names of staff persons who worked on the accounts/projects.
- ii. The Offeror shall submit a list of contract(s) that have been terminated along with the entity name(s) that obtained the contract and the reasons why the contract was terminated (if applicable). The State reserves the right to seek additional information regarding a company's capabilities from any source it feels is competent to provide such information.
- iii. The Offeror shall have maintained an organization capable of performing the work described herein, in continuous operation for a least the past three (3) years or demonstrates 5 years progressive experience within area.

2. Experience of the Firm

The Firm should have prior experience to meet the scope of work herein. Please describe the firm's experience within the Rhode Island market. Please provide detail of the firm's years of experience in the Rhode Island market.

3. Capacity

The Firm must have sufficient personnel resources capable of managing the scope of work stated herein. Firms are encouraged to apply to be included on this MPA if the firm wishes to provide one or more of the three categories. Please describe the capacity of the firm to handle the State's needs and provide detail on the Firm's proposed account management structure as well as the work experience of each staff member assigned to the account. If the firm is applying for only one

category, not all, please be specific about which task the firm is applying to provide.

i. The Offeror shall submit appropriate financial-related information in order to provide the State with the ability to judge the Offeror's financial capacity and capabilities to undertake and successfully complete the contract. Upon request, the Offeror shall provide financial statements that include a balance sheet, income statement and statement of cash flow, and all applicable notes for the most recent calendar year or the Offeror's most recent fiscal year. The Offeror may submit specific financial documents in a separate, sealed envelope/package, within the overall package, clearly marked "Confidential-Financial Information" along with the Bid Proposal. Please note that failure to submit financial statements upon request may result in disqualification from consideration.

4. References

The firm must provide references for a minimum of three (3) clients. (References for both public and private sector are preferred.) Please provide details including but not limited to the size of the client's annual billings, where the bulk of the billings are spent (i.e. state, region) and the length of the relationship between the firm and the client. This section shall include:

i. The name of a contact person, address, telephone number and email address, where the offeror has provided media buying services. These individuals may be contacted by the State as part of the selection process.

6. Technology

The firm must demonstrate that it subscribes to the latest technology and platforms to provide services and has access to current market data and information. The applicant should describe the products it uses to conduct statistical analysis, on-line data collection, qualitative analysis and other research, evaluation and data-collection related tasks relevant to its proposal.

B. Work Plan/Approach (30 points)

This section shall outline the process and contain a thorough explanation of all aspects, requirements and services required to provide Services for the State on a project by project basis.

Further, this section shall describe the Offeror's understanding of the State's requirements, including the result(s) intended and desired, the approach and/or methodology to be employed, and a work plan for accomplishing the results proposed. The description of approach shall discuss and justify the approach proposed to be taken for each individual service, and the technical issues that may be confronted at each stage of the project. The work plan description shall include a detailed list of tasks, activities

and/or milestones that will be employed to administer the services, the assignment of staff members and concentration of effort for attributed deliverables.

VI. Cost Proposal (30 points)

The Offeror will provide a matrix with titles, descriptions and hourly rates (fully loaded) for each of the tasks described in the scope of work section above. Please note that these are the maximum rates and an agency may also negotiate a lower rate than stated in the Master Price Agreement or a flat fixed fee arrangement on a project by project basis (see attached sample budgeting spreadsheet). Nothing herein prevents the agency from contacting multiple firms listed on the MPA to provide the same scope of work and selecting a firm that will provide the best value for the State.

Cost– 30 Points – The State will take an average and apply the following formula to determine cost points for each task:

(Price of Lowest Cost Proposal/Cost Proposal)	X	Maximum Points for Cost (30)	=	Awarded Points
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If bidding on Data Collection, please also provide cost proposals for the following hypothetical projects:

1. Telephone survey of 400 with a +/- 5 margin of error wherein the Offeror generates the sample;
2. Web-based survey of 200 wherein the Offeror generates the sample; and
3. 20 hour long in depth interviews.

VII. Proposal Submission

Questions concerning this solicitation may be emailed to the Division of Purchases in accordance with the terms and conditions expressed on the cover page of this solicitation. Questions received, if any, with responses, will be posted on the Division of Purchases web site as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

Interested Offerors may submit proposals to provide the services covered by this RFP on or before the date & time listed on the cover page of this solicitation. Proposals received after this time and date for any reason will not be considered. The official clock is in the reception area of the Division.

Proposals must include the following:

1. One completed and signed three-page R.I.V.I.P generated bidder certification cover sheet (included in the original copy only) downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
2. One completed and signed W-9 (included in the original copy only) downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.

3. **A separate Technical Proposal** describing the qualifications and background of the applicant and experience with and for similar projects, and all information described earlier in this solicitation. The Technical Proposal is limited to ten (10) pages (this excludes any appendices). As appropriate, resumes of key staff that will provide services covered by this request.
4. **A separate, signed and sealed Cost Proposal** reflecting the hourly rate, or other fee structure, proposed to complete all of the requirements of this project.
5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in **electronic format (CD-Rom, disc, or flash drive)**. Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested and it should be placed in the proposal marked "original".

VIII. Evaluation and Selection

The State will commission a Technical Review Team to evaluate and score proposals using the following criteria:

Evaluation Phase	Criterion	Possible Points
Technical Proposal	Experience, Capacity & Staffing	40
	Work Plan/Approach	30
Total Possible Technical Points		70
Cost Proposal	Cost	30
Total Possible Points		100

- In order for the Cost Proposal to be reviewed, all technical proposals must meet a minimum technical evaluation score of **50 points**. Any proposals scoring less than **50 points** will not have the cost component either opened or evaluated and the proposal will be dropped from further consideration.
- Notwithstanding the above, the State, and its agents reserve the right to either accept or reject any, or all, bids, proposals, award on cost alone, cancel the solicitation and to waive any technicality in order to act in the best interest's of the State and to conduct additional negotiations as necessary.
- The State reserves the right to award this contract to one vendor, multiple vendors in one or more of the categories or cancel this solicitation entirely at its own discretion. If multiple awards are made, the State shall reserve the right to require price quotations from each vendor prior to the award of each project and release.

In other words, the rates provided in the cost proposal are the maximum rates.

- Proposals found to be technically or substantially non-responsive, at any point in the evaluation process, will be rejected and not considered further. The State, at its sole option, may elect to require presentation(s) by Offerors in consideration for the award. An award will not be made to a contractor who is neither qualified nor equipped to undertake and complete required work within a specified time.
- The review team through the Division of Purchases may contact any, all or some of the bidders with clarification questions at any point during the process at its own discretion.
- The Technical Review Team will present written findings, including the results of all evaluations, to the State Purchasing Agent who will make the final selection for this solicitation. When a final decision has been made, a notice will be posted on the Rhode Island Division of Purchases web site.
- Because the evaluation takes into consideration both the technical and cost components in a value based approach, the lowest costing bidder may not necessarily be awarded a contract. The State reserves the right, at its sole discretion, to determine the number of vendors to be selected to participate on the Advance Price Agreement.
- *There is no guarantee of any level of purchasing activity on behalf of the State to any vendor or vendors listed on the MPA.*

IX. Submission Deadline (Please also refer to page one of this solicitation.)

An original plus five (5) copies of the Technical Proposal and an original plus five (5) copies of the separately signed & sealed Cost Proposal (separately sealed Technical and Cost Proposals may be shipped in the same container) must be either mailed or hand-delivered and marked “**RFP 7551125 Behavioral Health Data Collection, Evaluation and Research- (MPA)**” to:

**Rhode Island Department of Administration
Division of Purchases, 2nd Floor
One Capitol Hill
Providence, RI 02908**

Proposals received after the above-referenced due date and time for any reason will not be considered. Proposals misdirected to other State locations by the scheduled due date and time and not received by the Division of Purchases before the deadline will be determined to be late and will not be considered. Proposals faxed or emailed to the Division of Purchases will not be accepted.