



JWB Children's Services Council of Pinellas County

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Pinellas Park, FL 33781-5015

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www.jwbpinellas.org
www.aboutpinellaskids.org

REQUEST FOR A CONCEPT PAPER

JWB Children's Services Council of Pinellas County Family Counseling System of Care

FUNDING PERIOD:

October 1, 2008 through September 30, 2009

FUNDS AVAILABLE:

Fiscal Year 2008-2009: \$2,000,000

BIDDER'S CONFERENCES

1:00-3:00 p.m., Wednesday, March 5,
JWB Children's Services Council, Conference Room B
6698 68th AVENUE NORTH
PINELLAS PARK, FL

10:00-12:00 noon, Thursday, March 6
Largo Public Library, Jenkins Community Wing, Room C
120 CENTRAL PARK Dr. (off EAST BAY Dr.),
LARGO, FL

FINAL DATE FOR SUBMISSION:

May 1, 2008 at 5:00 p.m. (JWB clock)

NUMBER OF COPIES REQUESTED:

One with original signature and five (5) copies

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1.0 INTRODUCTION

1.1 Background

JWB Children 's Services Council of Pinellas County (JWB) was established in 1946 as the nation's first countywide agency using dedicated property tax revenues to better the lives of children and families. The JWB mission is to support the healthy development of all children and their families in Pinellas County through advocacy, research, planning, training, communications, coordinating of resources, and funding. Over the past several years, JWB has identified three areas of strategic focus affecting youth in Pinellas County: ending child maltreatment, getting children ready for school, and helping children be successful in school. Impacting these strategic areas is critical to the well-being of the children and families of Pinellas County, and their long-term social and economic success.

Currently in Pinellas County, there are a number of independent providers of family counseling services that offer some general, as well as specific, services throughout the county. However, not all services are equally accessible to families in ways that meet their needs. Currently, there is not an entity or provider that coordinates or integrates the many types of family counseling services that exist. Hence there is a need to develop systematic network or "system of care" that is also evidence based. A "system of care" may be thought of as an organizational philosophy and framework that involves collaboration across agencies, families, and youth, for the purpose of improving access and expanding the array of coordinated community-based services and supports for children and their families.

The potential provider will also need to address the following specialized family counseling and/or case management services: a) troubled, runaway, and ungovernable youth and their families; b) children and their families experiencing divorce and separation/reunification issues; c) children and their families having substance abuse problems; d) counseling support to enhance services at the six JWB funded school health clinics; and e) families residing in Pinellas Village. The concept should also explain how the following goals might be attained: increased services, greater accessibility, improved coordination, and improved staff retention. (Salaries should be consistent with the Salary Analysis as presented by Herb Marlowe at the February 14, 2008 JWB Board meeting (Item V.C.). This document can be viewed at the JWB web site - http://www.jwbpinellas.org/home_boardmeetings.htm. The system will need to incorporate evidence based practices for specialized counseling as applicable.

A portion of JWB funds (up to \$333,333, or about 17% of the funding) associated with the Family Counseling System of Care may be used to match a recent submittal to SAMHSA for development of a six-year mental health initiative for children and families. Although this match may initially come from the Family Counseling System of Care, in future years the match may come from a combination of re-directed funds. Potential providers of the family counseling system of care should also expect to provide services to 360 - 400 children who are diagnosed with severe emotional disturbances per year, as projected in the federal SAMHSA grant.*

* A copy of this grant may be reviewed at the JWB Resource Center during regular business hours.

The concept paper should reflect research-based approaches which will serve as an entry point into the full proposal development process. It provides an overview of what you want to do, how often, what is needed, who will benefit, how many to be served, why should it be done, approximate cost of the project, and what support is necessary. Providers will also need to create a chart that serves to summarize goals, necessary requirements, potential barriers, implementation strategies, target populations, features of proposed practices/programs, and anticipated outcomes.

The concept paper should not exceed ten (10) pages (does not include required attachments 1 and summary chart) and must be typed in Arial 12 point font with half-inch margins. After an initial review, up to 3 concept papers will be recommended to the JWB Board. Upon Board approval, an Invitation to Bid may be extended to those agencies whose Concept Papers were recommended for further development.

1.2 Description of Services

The proposed family counseling system of care should encompass the following characteristics and values:

- establish a single entity that provides multiple service access points throughout the county, an integrated system of care that centers around the family, based on family strengths, and incorporates natural support systems of the family and community;
- provide a single intake, assessment, and referral process that includes oversight and navigation which directs families to appropriate services and assures that service delivery and data entry occur within a reasonable timeframe;
- provide families with adequate processes to ensure the smooth transition from child to adult service systems of care;
- provide mental health and/or social worker services, in coordination with the Department of Health, Adolescent and School Health Manager, at each of the JWB funded school health clinics in Northeast High School, Meadowlawn Middle School, Sexton Elementary School, Lealman Intermediate School, and Clearwater Intermediated School, and Bayside High School;
- provide specialized family counseling and/or case management services for: a) troubled, runaway, and ungovernable youth and their families; b) children and their families experiencing divorce and separation/reunification issues; and c) children and their families having substance abuse problems and d) families residing in Pinellas Village;
- facilitate the on-going growth and well-being of families by offering non-clinical options that may include informal and community-based supports, as well as wellness techniques that promote positive family relationships; and
- offer greater accessibility, increased services, improved coordination and improved staff retention.

Applicants are encouraged to design programs in creative and interesting ways that will meet the needs of the proposed family counseling system of care.

All concept papers must be received in a sealed packet at the JWB office at 6698 68th Avenue North, Pinellas Park, Florida, 33781 no later than 5:00 p.m. (JWB clock) on May 1, 2008. Applications may not be faxed or e-mailed. Concept papers received after 5:00 p.m. **will not be accepted.**

An agency or organization official that authorizes the submission of the concept paper must sign the document. One original and five (5) copies must be submitted at that time to accommodate the review process. All bid packets will be publicly opened and recorded immediately following the submission deadline date and time.

JWB reserves the right to cancel the Request for Concept Paper/Invitation to Bid process, to reject any or all applications, to waive any non-substantive deficiency or irregularity, remedy or waive technical or immaterial errors, to request any necessary clarifications or proposal data without changing the terms of the proposal, and to ultimately award a contract in what it believes to be in the best interest of JWB and Pinellas County.

2.0 REQUEST FOR CONCEPT PAPER THROUGH INVITATION TO BID SCHEDULE

February 25	Public notice of release of the Concept Paper (call for papers)
February 26	Request for a Concept Paper is available at noon
March 5	Bidders Conference - (JWB 1-3:00 PM)
March 6	Bidders Conference - (Largo Library 10-12 Noon)
March 13	Responses to Bidders Conferences questions web-posted
May 1	<u>5:00 p.m. (JWB clock) Concept Papers due (No late applications accepted.)</u>
June 12	Board Action on Request for Concept paper recommendations. If approved, an ITB will be released to selected providers.
July 11	<u>5:00 p.m. (JWB clock) Invitation to Bid due (No late applications accepted.)</u>
September 11	Board Action on Invitation to Bid recommendations
October 1	Project start-up

JWB strongly recommends that all interested applicants attend a Bidders Conference.

CONTACT INFORMATION

Requests for further information should be directed to:

Gary Cernan, Senior Contract Manager
6698-68th Avenue North, Suite A, Pinellas Park, FL 33781-5015
Phone: 727-547-5649; Email: gcernan@jwbpinellas.org

CONCEPT PAPER REQUIREMENTS

3.0 PROPOSED FUNDING ALLOCATION

The Concept Paper is due 5:00 p.m. on May 1, 2008 and based on Board action an Invitation to Bid may be released on June 12, 2008 to up to 3 agencies/organizations submitting successful Concept Papers.

The funding period is October 1, 2008 through September 30, 2009 with options for renewal based on contract compliance. A total of \$2,000,000 in funding is available for fiscal year 2008-09. Potential providers of the family counseling system of care need to consider that up to \$333,333 of available funds will be used as a match for services to children identified under a federal SAMHSA grant, if awarded. The match requirement increases in subsequent years.

4.0 ELIGIBILITY FOR FUNDING

1. In order to qualify as a recipient of JWB funds on an annual basis, an agency must:
 - a. Be a non-profit corporation or governmental entity.
 - b. Serve children and families in Pinellas County.
 - c. Demonstrate organizational capacity, prior outcome attainment, and evidence-based programs.
 - d. Demonstrate operational cost effectiveness and provide tangible benefits for participants.
 - e. Be A.S.S.E.T. certified, achieve provisional A.S.S.E.T. status *, or have a National Accreditation (COA, CARF, JCAHO) and be in good standing.
 - f. Provide services that align with JWB's strategic direction.
 - g. Have a total annual agency operating budget over \$500,000 documented for three consecutive years.
 - h. Be in compliance with all applicable federal, state, and local laws.
 - i. If currently funded by JWB, meet all contract compliance criteria.
2. If an agency is the sole provider addressing a demonstrated critical community need, exceptions to policy will be considered.

Criteria for "critical community need" include and the program must meet one or more of the following:

- Operate in a small or underserved area of the county.
- Demonstrate a unique capability to serve populations that other agencies find difficult to reach.
- Be part of a collaborative service strategy and receive funding through a JWB approved subcontracting arrangement.
- Address emerging issues not addressed by other providers.
- Operate under an Administrative Services Organization.

* A provisional status means that a formal site review is conducted to verify and confirm the responses provided to this RFC. This may include a safety inspection of facilities, interviews with key staff and Board members, and the on-site review of additional relevant information. This process seeks to ensure that JWB funding is provided to agencies with a sound organizational structure with a system of consistent performance, accountability, and quality.

Provide responses using the following format.

5.0 PROJECT RESPONSE SUMMARY

Maximum Points: 24

Describe the question, problem, or need to be addressed. Briefly, provide supporting documentation for the importance of addressing this particular issue. Issues may include but are not limited to:

- What are the major barriers and risks related to the development of a family counseling system of care within Pinellas County?
- Discuss the various model systems of family counseling care reviewed and the criteria used to select the proposed system. Include relevant research based evidence.
- What, if any, modifications to the proposed model system are necessary to implement the system within Pinellas County?
- Provide in narrative format, the estimated cost for the delivery of services for one full fiscal year. This narrative should address staffing needs and all major operational expenses.

6.0 PROJECT DESCRIPTION

Maximum Points: 42

Describe how the project will be carried out.

Implementation strategies (who, how many)

Services/activities (where, what, how often)

Expected outcomes (projected impact)

Collaborative partners (if any)

Participant oversight follow-up

Please include a discussion of the following in your response:

- How are services from other agencies to be incorporated into your proposed system, and how will these services be managed?
- How will your proposed system mitigate the barriers and risks identified in section 5.0?
- How does your proposed system "fit" the description of characteristics and values given in section 1.2?
- What approaches and tools do you believe necessary to measure quality of care, program efficacy, customer feedback, and overall outcomes?
- What steps will you take to ensure client's initial and continued access to care?
- Clearly define the population(s) and/or geographic areas to be engaged by the proposed system of care.

Papers must have an accompanying chart that serves to summarize goals, necessary requirements, potential barriers, implementation strategies, target populations, features of proposed practices/programs, and anticipated outcomes.

7.0 AGENCY CAPABILITY

Maximum Points: 18

Provide information as to your organization's fiscal and organizational capability to deliver these services. Describe experience(s) in working with a family counseling system of care serving a diverse population (age, race/ethnicity, marital status, geography, low income, and counseling need), collaborating with other agencies and organizations in the delivery of services and/or the utilization of specialized expertise outside of your agency, and the delivery of services to populations with unique needs as outlined in section 1.2.

Attachments:

Attachment 1 – Please complete and submit the Certification Page with your Concept Paper proposal.

Attachment 2 – Please develop and submit a Summary Chart as described in 6.0.

(Please note that the attached Scoring Rubric is to be completed by the JWB Review Team and is **not** to be returned as part of the Request for Concept Paper.)

ATTACHMENT 1

(Cover Page)
Page 1 of 2

Original _____

Copy _____

APPLICATION FOR JWB FUNDS FY 2008-09

CERTIFICATION PAGE

Program

Title: _____

Lead

Agency: _____

Address: _____

Date Agency Incorporated: _____

Federal Employer Identification Number: _____

Program Director: _____

Phone: _____ FAX: _____

E-mail Address: _____

Web Site Address: _____

Total JWB Request \$ _____ FY 2008-09

Agency Mission Statement: _____

AGENCY CERTIFICATION

1. To comply with Application Requirements of the JWB Children's Services Council, the agency

_____ certifies:

2. That the agency is a governmental agency or a not-for-profit corporation registered with the Office of the Secretary of the State of Florida, and maintains articles of incorporation, agency by-laws, all legally required licenses, and financial statements and that these are available for JWB monitoring staff;
3. That the agency will negotiate, if deemed necessary by JWB, the reasonable refinement of service levels, objectives, methodology, procedures, and budget;
4. That all agency decisions regarding recruitment, hiring, promotions, and other terms and conditions of employment will be made without regard to consideration of race, creed, religion, gender, country of national origin, age, physical or mental handicap, marital status, or other factors which cannot be lawfully used as the basis for an employment decision.

The applicant acknowledges that failure to comply with the above requirements may result in program funds, if allocated, being withdrawn, reallocated, or delayed.

Name of authorized lead agency representative

Signature of authorized agency representative

Organization

Attachment 2

JWB Children's Services Council of Pinellas County
Request for Concept Paper
Scoring Rubric

Date: _____ Applicant: _____

Reviewer: _____ Program: _____

I. Mandatory Items

Any item(s) missing from the list below will disqualify the proposal	No	Yes
• Signed Agency Certification Form	<input type="checkbox"/>	<input type="checkbox"/>
• Project Response Summary	<input type="checkbox"/>	<input type="checkbox"/>
• Project Description	<input type="checkbox"/>	<input type="checkbox"/>
• Summary Chart	<input type="checkbox"/>	<input type="checkbox"/>

II. Project Response Summary

1. The Concept Paper describes a clear relationship between the defined need and proposed response.	0 1 2 3 4 5 6
	No Yes
2. The Concept Paper clearly describes evidence based practices/programs that support the proposed concept.	0 1 2 3 4 5 6
	No Yes
3. The Concept Paper preliminary budget narrative clearly delineates the operational, staffing, occupancy and other costs/resources needed to implement the concept.	0 1 2 3 4 5 6
	No Yes
4. The Concept Paper clearly delineates major barriers and risks related to the development of a family counseling system of care within Pinellas County.	0 1 2 3 4 5 6
	No Yes
24 possible points	

III. Project Description

1. The Concept Paper clearly defines the program components and related activities.	0 1 2 3 4 5 6
	No Yes
2. The Concept Paper clearly defines the population(s) and/or geographic areas to be engaged by the system of care.	0 1 2 3 4 5 6
	No Yes
3. The Concept Paper describes how services from other agencies will be incorporated, and how these services will be managed.	0 1 2 3 4 5 6
	No Yes
4. The Concept Paper clearly describes steps to be taken to mitigate the barriers and risks identified in section 5.0.	0 1 2 3 4 5 6
	No Yes
5. The Concept Paper clearly describes the steps that will be taken to ensure client's initial and continued access to care.	0 1 2 3 4 5 6
	No Yes
6. Concept Paper clearly describes the "fit" between proposed services and characteristics and values given in section 1.2.	0 1 2 3 4 5 6
	No Yes
7. Concept Paper provides clear linkages between goals, requirements, barriers, implementation strategies, target population, proposed practice/program features, and outcomes.	0 1 2 3 4 5 6
	No Yes
42 possible points	

IV. Agency Capability

1. The agency has described fiscal and organizational capability to complete the project and programmatic capacity to deliver proposed services.	0	1	2	3	4	5	6
	No			Yes			
2. The Concept Paper describes collaborative efforts with other agencies and/or organizations in delivering services.	0	1	2	3	4	5	6
	No			Yes			
3. The Concept Paper clearly describes the organization's experience and capabilities in delivering services to populations with unique needs as outlined in section 1.2.	0	1	2	3	4	5	6
	No			Yes			
18 possible points							

VI. Scoring Summary

II. Project Response Summary	possible 24 points	
III. Project Description	possible 42 points	
IV. Agency Capability	possible 18 points	
Total Possible Points: 84	Total:	

My recommendation for funding consideration is based on a thorough evaluation of the established criteria and use of my best professional judgment:

___ I recommend this application for further development.

Explanation: _____

___ I recommend this application for further development with the following contingencies.

Explanation: _____

____ I do not recommend this application for further development.

Explanation: _____

Signature _____ Date _____