

Request for Proposals

Connecting People with Services

Manistee-Benzie Community Mental Health Services (MBCMHS)

Issued on behalf of MBCMHS by

Alliance for Economic Success
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Manistee, Michigan 49660
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1. Summary

This is a Request for Proposals (RFP) from qualified organizations to assist Manistee Benzie Community Mental Health (MBCMH) in improving and expanding the access and delivery of their services through a branding and communications program that will reach all potential users of MBCMH services.

MBCMH has formed an internal leadership team that will guide the project and the consultant selected.

The Alliance for Economic Success, the economic and community development organization for Manistee County, is providing administrative assistance to MBCMH by helping to coordinate this RFP process.

2. Project Schedule

The project schedule, including the deadline for responses to this RFP, is as follows:

Milestone	Date
Issuance of RFP	July 19, 2010
Receipt of Proposals	August 9, 2010
Interviews with "Finalists"	August 16, 2010
Consultant Selected	August 20, 2010
Project Start Date	August 27, 2010
Project Completed	September 23, 2010

3. Project Goal

To design and implement a branding and communications program to inform and educate all citizens of Manistee and Benzie County about the availability and quality of MBCMH programs and services to help ensure that people with needs receive the support and services they require.

It is important to note that one impetus for this project is the recent national health care legislation which may put MBCMH in the position of making their programs and services available not only to the indigent and those on Medicaid but the general population as well. As a result, it is strategically important to MBCMH to position the organization to provide services and programs to all interests in the Manistee and Benzie County communities.

4. Project Steps and Deliverables

Respondents are encouraged to submit proposals that include steps and deliverables that they believe are important to attaining the project goal. Those steps and deliverables may include:

A. Situational analysis of MBCMH to assess the existing “brand” and brand identity of the organization and the methods and effectiveness of existing communications programs and services (See also Section 5 below).

B. Assessment and review of existing program and service information, data and complementary projects to understand the depth, breadth, impacts and benefits of MBCMH programs and services the makeup of existing and potential customers and how complementary projects, including the current project to Brand Manistee County, may be integrated into a brand and/or brand identity implementation program for MBCMH.

C. Development of recommendations and final products to achieve the goal of this project which could include but not be limited to:

- Brand, brand identity and brand identity implementation
- Web page that can be readily sustained by existing personnel and effectively used by customers
- Other forms of products using multi-media
- Methods and approaches for integrated the brand and brand identity into such things as letterhead, reports and other communications materials
- Methods and processes for outreach to customers
- Evaluation tools and/or measures

5. Background for RFP and Project

The MBCMH Leadership Team has developed the following information to assist respondents in preparing their proposals and to provide respondents with information about current conditions that are relevant to this RFP.

⇒ How Does CMH Measure Success?

- By the lives of their customers
- Based on penetration - the number of customers served
- A decrease in hospitalization related to mental illness
- Numbers and trends that are living independently, as opposed to options such as foster care
- Employment of CMH customers and/or employment levels in general
- Attainment of budgetary and program goals
- Through state and federal compliance audits
- Through national accreditation (every three years)
- Through two-way communications with community partners, including but not limited to: hospital and medical care institutions; enforcement agencies; businesses; consumer groups, human service organizations and others
- By managing programs and services with an intent of “putting CMH out of business” and having customers achieve self-reliance

⇒ Who are CMH Customers?

People who have:

- mental illnesses
- developmental disabilities

And children with development/mental disturbances

Manistee and Benzie Counties have a combined population of about 41,000.

About 7,000 are receiving medical benefits through Medicaid. Of those, approximately 700 are CMH customers.

Of the remaining 34,000, about 800 are CMH customers.

In addition, there are about 250 children who receive assistance through CMH.

That means that a grand total of about 1,750 adults and children are receiving services through CMH, about 5 percent of the total population of both counties.

⇒ **What are Ways that CMH Communicates - Internally and Externally?**

Internally through performance assessments conducted yearly that fosters two-way discussions.

Externally through:

- An annual report
- Information sent to “payers”
- Community needs meetings
- Conferences
- Anecdotal activities, such as participation at the Manistee County Fair
- Community relations projects

⇒ **SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)**

Strengths:

- Staff (95 in total) does good work, supported by outcomes, not process.
- The organizational culture that encourages: helping our neighbors; being only a step away from assistance; minimal layers and red-tape
- Recognized for their performance as being among the top tier of CMH's in Michigan
- Focus upon help and hope
- Flexible, agile organization in responding to the needs of the individual
- Having “survived” significant budget cuts by never losing a sense of the higher purpose and cause
- Highly functioning board
- A sense of fun
- A sense of fear (economic conditions and their impacts)
- Relationship with customers (demonstrated through customer surveys)

- Deliver on promises (Ex: peer support groups, drop in center, etc.)
- Progressive - centered on the person and their needs
- Engaging people at different level
- Living up to the mission of the organization to serve the severely and persistently mentally ill and those who are developmentally disabled

Weaknesses:

- Due to state and federal mandates - can only serve those who are indigent or on Medicaid - there may be 3,000 others who are falling through the cracks in the two-county area
- Lack of communications programs and media with communities served
- Need for more outcome measurement tools/capacities
- Being “cut to the bone” by budget reductions
- Internal communications programs
- No funding for developmental initiatives
- By serving a rural area, communication is more difficult and more expensive and state and federal funding formulas have an inherent bias toward areas with more density, creating inequities
- Our high unemployment means fewer opportunities for customers
- An image problem of not playing well with others

Opportunities:

- Providing leadership and support for the entire counties
- Collaborative opportunities and partnerships
- “One-stop” potential
- New national health plan (perhaps)
- Telling our story
- Alternative fund development
- Being recognized as a state leader (best practice)
- Employment and training initiatives that benefit customers

Threats:

- Funding
- National health care
- Not communicating - externally and internally
- The size of the organization and population served and the threat of “regionalizing” with other CMH’s that could erode quality and accessibility of services
- The need to position ourselves to potentially compete for private pay dollars, within the context of the national health care initiative
- The threat of continued budget cuts and being forced to respond only to the needs of the severely mentally ill

6. Submission Requirements

A total of ten copies of proposals must be received in writing (fax or email not accepted) on or before Monday, August 9, 2010 at:

Alliance for Economic Success
ATTN: MBCMH Project
1361 US 31 South
Manistee, Michigan 49660

Responses to this RFP must include the following:

A.. Introduction to submitting organization

1. Organization name
2. Contact name
3. Address
4. Phone number and fax number
5. Email address
6. Web site address
7. Background about the organization

B. Project Manager. An identification of the project manager. Attach a resume or other information about the project manager to enable the reviewers to understand their qualifications in view of this project.

C. Project Experience. Provide detailed information about prior projects or work that best supports the capabilities of the respondent to perform the work required for this project.

D. Project Management. Submit a narrative that summarizes:

1. The management approach that will be used for this project.
2. How the project manager will interface with the Leadership Team for the project
3. Accountability with the Leadership Team in completing the project
4. Schedule and cost management

E. Project Description. Submit a narrative that addresses:

1. The scope of work for the project based upon the goal of the project, including significant phases, milestones and completion dates.
2. A project budget for all the project and significant phases, including costs for:
 - Direct personnel
 - Any indirect personnel (subcontracts
 - Fringe benefits
 - Supplies and materials
 - Travel
 - Other (please list)

7. Project Budget

MBCMH has a total of \$9,500 than can be available to complete this project.

8. Selection Process

The Leadership Team will review all complete responses and, at their sole discretion, determine respondents who they may choose to interview. Evaluation factors will be as follows:

Factors	Points
Qualifications to achieve project goal	20
Prior experience with similar projects	20
Project manager and management	20
Project description	40
Total	100

9. Cancellation of RFP

This RFP may be cancelled or any and all bids or proposals may be rejected in whole or in part. Only complete proposals will be considered.

10. Other

Respondents will not be provided with information about the review of their proposal or the relative ranking of their proposal. Respondents may be requested to personally appear for an interview.

11. Questions

Questions involving this RFP may be directed to:

Jami Schneider
Alliance for Economic Success
1361 US 31South
Manistee, MI 49660
231-723-4325
Email: jami@allianceforeconomicsuccess.com

Ms. Schneider will be responsible for coordinating a response to questions working with MBCMH.