



REQUEST FOR PROPOSALS
FY 2021-22
Home and Community Based
Services Funding

Date: September 8, 2022
To: Interested Organizations
From: Regional Center of the East Bay
RE: Request for Proposal (RFP)

In January 2014, the federal Centers for Medicare and Medicaid Services issued final regulations, or rules, for Home and Community-Based Services (HCBS). The rules require that HCBS programs funded through Medicaid (called Medi-Cal in California) provide individuals with disabilities full access to the benefits of community living and offer services and supports in settings that are integrated in the community. In accordance with the 2021 enacted budget, \$15 million will be allocated to regional centers to fund necessary changes to assist providers in taking steps towards modifying their services to come into compliance with the HCBS rules by March 2023.

Regional Center of the East Bay (RCEB) is a private non-profit organization under contract with the California Department of Developmental Services (DDS). RCEB is part of a statewide network of 21 Regional Centers responsible for the coordination and development of services to meet the needs of people with intellectual disabilities in Alameda and Contra Costa Counties.

RCEB has identified a need for a well-qualified contract media/communications consultant to create marketing materials and implement marketing strategies around the HCBS Final Rule. The purpose is to disseminate information that is accessible to a wide variety of audience in collaboration with a number of subject matter experts. The target audience of this work will be individuals with intellectual/developmental disabilities, their family members, direct support professionals, contracted vendors and Regional Center employees.

Per Senate Bill (SB) 74, there is a requirement that any service provider receiving funds through a negotiated rate cannot allocate more than 15% of received revenue towards administrative costs. This requirement is to be funded by the service provider. Please refer to SB 74 for more information. A link to this is on the RCEB website, www.rceb.org.

Also, vendors receiving more than \$500,000 up to \$2,000,000 in revenue from Regional Centers are required to conduct an annual independent financial review or independent financial audit and submit it to RCEB. If the provider receives equal to or more than \$2,000,000 in revenue from Regional Centers they are required to conduct an annual independent financial audit and submit it to RCEB.

RCEB- HCBS FY- 21-22

\$75,000 for Contractor Costs

Proposal Instructions and Submission Format:

1. ***Submit 2 electronic copies of the proposal***
2. One electronic copy should **contain all of the information** that is required by this RFP.
3. One electronic copy of the proposal should contain all of the information that is required by this RFP, but, **must be redacted to remove all identifying information about the organization, key staff and consultants**. Please remove the organization's name and the names of staff and consultants from all pages of the redacted proposal. Be sure to redact information in the footer of each page as well.
4. Proposals must be double-spaced and submitted as a PDF document. All pages should include an identifying footer with the organization's name and numbered pages.
5. Email two copies to hcbs@rceb.org with the Subject Line: HCBS RFP – Marketing
6. **The two electronic copies must be received by 5:00 pm on the RFP deadline: Friday, October 7, 2022.** Incomplete applications will not be considered.

We look forward to receiving your proposals.

RCEB will host a RFP Question and Answer Session on September 21, 2022 from 1PM to 2PM. The RFP Q & A Session will be held on Zoom. See below for Zoom Meeting information. All additional inquiries regarding the application or requesting technical assistance should be directed to Fruc Menchavez, HCBS Specialist at (510) 618-6146/e-mail at fmenchavez@rceb.org. Please do not call for application status.

Zoom Log In Information for RFP Q&A Session. September 21, 2022, 1:00 to 2:00 p.m.

<https://us02web.zoom.us/j/82652565237?pwd=NDNrOXhwcFJqRkRZVCtTTzdQVXIjUT09>

Meeting ID: 826 5256 5237

Passcode: 106881

Proposal Requirements

1. RFP Application Form (Attachment A).
2. A statement indicating the author of the proposal.
3. Provide current **Financial Statement** (Attachment B) to include current quarterly Statement of Financial Position, current quarterly Statement of Activities, current quarterly Statement of Cash Flows, and most current audited CPA independent audit report. (You may be required to provide proof of financial responsibility prior to signing a contract for HCBS funds).
4. Proposal Narrative Part 1: Describe your experience with creating marketing materials for an organization. Given that the scope of this work involves both Alameda and Contra Costa counties, what types of media have you used to reach a broad audience? What experience do you have with marketing outreach efforts that encompasses people with intellectual and developmental disabilities as well as their respective families?
5. Proposal Narrative Part 2: Provide a statement outlining your marketing plan that serves diverse clients, including, but not limited to, culturally and linguistically diverse clients. Provide examples of your commitment to addressing the needs of those diverse clients. Include any additional information that you deem relevant to issues of equity and diversity.
6. Timeline Schedule. Please identify all important milestones in development of the home and your proposal as to when these will be completed.
7. The names, addresses and phone numbers of three **Professional References** and at least one professional letter of reference describing your abilities and qualifications in regards to this proposal (Attachment C).
8. A proposed **Budget** defining how the funds will be used. Please disperse funds into proposed line item categories.
9. **Resume** demonstrating evidence of applicant's qualifications such as: education, experience, and other related skills

GENERAL LIMITATIONS:

This Request for Proposal does not commit RCEB to award a contract, to pay any cost incurred in the preparation of the proposal, to contract in response to this request, or to procure or contract for services or supplies. To be considered, complete proposals must be received by the closing date and time indicated above.

EVALUATION PROCESS:

- A. A Contact Person is identified for project and will provide limited technical assistance with the RFP process as appropriate.
- B. All complete proposals will be evaluated through an Evaluation Committee review process.
- C. Selected applicants will be interviewed.
- D. Contact Person notifies each applicant in writing of the Evaluation Committee's decision. In the event that no proposal is selected, RCEB may complete the RFP process without awarding the project. The final decision made by the Evaluation Committee is not subject to appeal. Materials submitted by applicants will be held on file for a period of three years at the RCEB.

Once candidates are awarded projects, written correspondence will be sent to all applicants informing them of the HCBS Funding award decisions. Please do not call or email to inquire about the status of the project.

RCEB Timeline

- 1. September 8, 2022: RFP is announced and disbursed
- 2. September 21, 2022 at 1:00 PM, RFP Q & A is held on Zoom (See above for Zoom Link).
- 2. October 7, 2022 at 5:00 PM: Complete proposals are due to hcbs@rceb.org
- 3. October 10, 2022: Evaluation Committee process begins

ATTACHMENT A
REGIONAL CENTER OF THE EAST BAY
REQUEST FOR PROPOSAL
APPLICATION FORM
FY 2021-22

Date: _____

APPLICANT INFORMATION

Applicant's or
Agency Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone # _____ FAX #: _____

PROJECT INFORMATION

Project: _____

I have included two (2) Word Document copies of the RFP application, including the following:
*(one e Copy has been redacted to remove identifying information such as Organization Name,
Names of Key Staff, Names of Consultants, etc.)*

- Completed RFP Application Form (Attachment A)
- Statement Indicating Author of Proposal
- Proposal Narrative Part 1, Part 2, and Part 3; Timeline Schedule
- Financial Statement (Attachment B)
- Proposed Start-Up Budget
- References; 3 professional and one letter (Attachment C)
- =]Demonstration of experience and qualifications and the resumes of identified staff

Signature: _____ Date: _____

Revised April 2022

Attachment B
Financial Statement

Attachment C

1. List three *professional* references who will be able to attest to your experience working with individuals with developmental disabilities in a professional capacity:

Reference #1:

Reference #2:

Reference #3:

I hereby give permission to the Regional Center of the East Bay to contact the above named references.

Signature _____

Date _____

2. Attach to this form at least one professional letter of reference describing your abilities and qualifications in regards to this proposal.

3. List any and all services or programs you are currently operating, are associated with, or are developing.

Name of Service	Type of Service	In development or operational?	Number of years in operation (if applicable)	Funding source