

5. SECTION B - SCOPE OF SERVICES:

5.1. Background

The Montgomery County Government (“County”) has an interest in conducting outreach and promoting community engagement with underserved populations within the community to enhance awareness and knowledge of community resources.

The Montgomery County Department of Health and Human Services’ (DHHS) Latino Health Initiative (LHI) focuses on the development of effective, culturally, and linguistically competent programs to improve the health and well-being of underserved Latinos in the County. The target audience of the community outreach, engagement, and educational activities is Montgomery County residents with an emphasis on underserved Latino residents (“Clients”).

In response to the unique, unmet needs of the Latino community, the LHI developed the Health Promoters Program for the purpose of recruiting, training, and empowering nonprofessional health promoters to foster healthy behaviors, facilitate access to health and medical services, and advocate for health policies that benefit the community. The LHI has delivered community outreach and education services with the support of a cadre of volunteers, under the supervision of LHI’s health promotion team for over 20 years. LHI health promoters have provided direct services to the Latino community and the community Countywide, in a variety of settings including, but not limited to, schools, churches, community centers, public libraries, recreation centers, shopping centers, laundromats, residential complexes, and buses.

The LHI seeks an experienced and qualified human services Offeror (“Contractor”), to develop and implement a culturally based program of outreach, engagement, and education services to facilitate access to County services and other community resources to the target population served by the LHI across the County.

In the event the County receives additional funding for services requested under this solicitation, the County reserves the right to expand the existing scope of services for the resulting contract. Such additional services are not guaranteed and will only be requested if funds for additional services are appropriated and encumbered by the County. Additional services may be added during negotiations, or via a contract amendment to the resulting contract for additional positions.

5.2. Intent

The County intends to award one contract as a result of this Request for Proposals (RFP). The estimated amount for this program is \$282,000 for the first term.

5.3. Scope of Services

- A. The Contractor must design, develop, implement, monitor, and evaluate the LHI’s Health Promoters Program.
- B. The Contractor must design a culturally and linguistically appropriate outreach, engagement, education, and evaluation plan to be approved and implemented within the agreed upon timeframe as identified by the LHI’s health promotion team.
- C. The Contractor must coordinate all community outreach, engagement, and educational activities assigned by the County for the LHI’s Health Promotion Program.

- D. The Contractor must participate in periodic meetings with the LHI's health promotion staff, who shall approve the Health Promoters Program design, training, and implementation methods as well as agreed upon timeframe in meeting identified goals.
- E. At a minimum, the Contractor must develop and implement a Health Promoters Program that will:
- a. Identify, recruit, and maintain a team of a minimum of 20 Spanish speaking community health promoters to provide outreach, engagement, and educational services to the community served by the LHI.
 - b. Ensure the health promoters are trained in the delivery of culturally and linguistically appropriate health promotion services based on the needs of the LHI.
 - c. Provide health promoters with ongoing training to ensure health promoters have an advanced knowledge of County and community resources, and to enhance health promoters' knowledge and understanding of:
 - i. Their roles and responsibilities,
 - ii. Community outreach / health promotion skills,
 - iii. Health promotion topics, such as healthy eating and physical activity,
 - iv. Health and safety protocols,
 - v. Using data collection tools,
 - vi. Resource navigation and support skills, and
 - vii. Self-care
 - viii. Ethics and confidentiality
 - ix. Communications skills
 - d. Conduct community outreach activities approved by the LHI at venues including, but not limited to, churches, schools, community centers, housing complexes, neighborhoods, supermarkets, shopping centers, laundromats, clinics, food distribution sites, recreation centers, libraries, and other venues, as assigned.

Community outreach, engagement, and educational activities may include, but are not limited to, conducting workshops, charlas (conversations), caminatas (walks), resources and health access navigation, site/event support, and the direct provision of information resources. All these activities may take place on any of the seven days of the week, day and/or evening, consistent with community needs, times/schedules of community events, and the LHI's needs.

- F. The Contractor will ensure that health promoters assigned to outreach activities have the competencies required for each activity type. (See table below for activity types, required competencies needed, and how competencies may be demonstrated)

	Activity Type	Competencies Needed*	How to demonstrate Competencies
1	In-person Community Outreach	-Public speaking -Knowledge of community resources	-Training and review of community resources
2	Caminatas (Walks)	-Group facilitation -Caminata training -Knowledge of community resources	-Facilitation training -Prior caminatas experience; shadowing Caminata training -Training and review of community resources
3	Charlas (Conversations)	-Public speaking -Resource knowledge	-Prior charlas experience, shadowing -Resource training and review

4	Healthy Eating Workshops	-Group facilitation -Healthy eating curriculum -Public speaking -Knowledge of community resources	-Facilitation training -Prior healthy eating workshop experience; shadowing Healthy eating workshop training -Training and review of community resources
5	Community Events (Fairs)	-Public speaking -Knowledge of community resources	-Training and review of community resources
6	Navigation	-Public speaking -Knowledge of community resources -Navigation delivery	-Navigation experience -Navigation training -Training and review of community resources

- G. The Contractor must provide compensation to health promoters for activities related to the outreach, engagement, and educational activities of this project, including community outreach work, preparation, and training. The Contractor must provide a compensation plan in their proposed program budget for allocating time and efforts of health promoters throughout the year.
- H. The Contractor must ensure daily monitoring of health promoter(s) activities. This includes gathering data and reporting on the number of Clients reached (i.e. brief interactions such as providing informational resources, etc.) by health promoters; ensuring data is being accurately recorded and reported; and conducting random quality assurance checks to ensure health promoters' high quality of service delivery to the public, the proper use of program tools, and adherence to program procedures, including but not limited to adherence to client confidentiality and consent standards.
- I. The Contractor must collect, report, gather, and document health promoter community outreach data (see "Reporting Requirements" below). The Contractor must also work with designated LHI staff, as needed, to coordinate evaluation efforts and ensure program deliverables and LHI program outcome data goals are met.
- J. The Contractor must maintain records, keep monthly data, and comply with requests from DHHS staff for data about program process and outcomes, as needed.
- K. The Contractor understands and agrees that the County is the owner of all data collected in the performance of the resulting contract, and as such, the Contractor must, at the end of the contract term ensure that all data is provided to the County in a format that is acceptable to the County.
- L. The Contractor must comply with DHHS Background Clearance policy requirements for staff, subcontractor and volunteers serving Clients. At a minimum, all staff, subcontractors and volunteers having unsupervised contact with vulnerable populations, must be appropriately screened prior to providing services under the resulting contract. The Contractor must check the link below periodically for updates to the policy and must comply with this policy.
<http://www.montgomerycountymd.gov/HHS/DoingBuswDHHS.html>
- M. For services that are subcontracted, the Contractor must maintain subcontract agreements and provide copies of all executed subcontract agreements for work required under the resulting contract to the County, at the County's request. Subcontractors must comply with the minimum qualifications specified in this solicitation.

- N. The Contractor must comply with all federal, State, local laws, and regulations governing privacy and the protection of health information, including but not limited to, the Health Insurance Portability and Accountability Act (HIPPA). The Contractor must sign and comply with the County's Business Associate Agreement (Attachment E).
- O. The Contractor must comply with Montgomery County's DHHS Allowable Contract Cost Reimbursement Policy, which can be found at:
<http://www.montgomerycountymd.gov/HHS/DoingBuswDHHS.html>

5.4. Contractor's Qualifications

The Contractor must have at minimum, knowledge, experience, and qualifications in the following areas:

- A. At least three (3) years of experience developing and implementing community engagement and outreach activities to underserved communities, including within the Latino community, that are culturally informed, responsive to community needs and assets, innovative, data-driven, and effective in promoting healthy behaviors.
- B. At least one (1) year experience in developing and implementing culturally based health promotion workshops, programs, and services for Latinos.
- C. Working knowledge of the challenges facing underserved and vulnerable populations in Montgomery County, as well as a strong understanding of the successful strategies that have been demonstrated to be effective in engaging underserved Latinos in the region.
- D. Working knowledge of existing community resources made available by community organizations, and an understanding of how to access those resources to promote and deliver that information to Latinos in the region.

5.5. Contractor's Responsibilities

The Contractor must:

- A. Ensure that its staff members, providing services under the resulting contract are available to meet regularly with the County, as needed. The Contractor must accommodate monitoring visits by the County to evaluate program effectiveness and accept recommendations from the County to improve program effectiveness. This may include program records, chart or data reviews, direct observation of programs and services provided (if appropriate) and consultations with Clients receiving services. The Contractor must adhere to the County's request for documentation regarding all Client, employee, fiscal and programmatic aspects for evaluation and quality assurance review. The Contractor must execute a Business Associate Agreement with DHHS to facilitate this information sharing of Client information (Attachment E).
- B. Maintain credentials, current licenses, background checks, and other personnel records, such as timesheets, contract agreements, and mileage records in accordance with general business and accounting practices and principles. Volunteer resumes may be required based upon interaction with the LHI's Clients.

- C. Comply with Maryland Occupational Safety and Health Administration standards for environmental safety, infection control, and hazardous waste materials.
- D. Adhere to the Montgomery County ADA compliance guidelines <https://www.montgomerycountymd.gov/DGS-ADA/Home.html> for the management of all electronic and web-based materials (this includes electronic newsletters, websites, and social media platforms).

5.6. County's Responsibilities

The County will:

- A. Meet with the Contractor on a regular basis to discuss the program's progress and identify issues that need to be addressed.
- B. Provide the Contractor with information regarding existing County programs and services available relevant to Latino individuals and families
- C. Provide technical assistance, to the extent possible, to the Contractor in areas that will enhance program effectiveness.
- D. Compensate the Contractor based on their County-approved budget for all costs incurred in providing all services described in this RFP. The Contractor's proposed budget will be reviewed and negotiated with the highest scoring Offeror during contract negotiations.

5.7. Reports

The Contractor must maintain a system of written records that conforms to generally accepted accounting and employee record keeping standards.

The Contractor must submit a monthly and an annual report as outlined below:

A. Monthly Reports

The Contractor must provide a monthly invoice with an accompanying monthly report to the County, in a format approved by the County, no later than 15 days following the end of each month, for the previous month. The monthly report must include the following information:

1. Narrative (qualitative) summary of the Contractor's outreach, engagement, and educational services delivered including, but not limited to, photographs, accomplishments, challenges, and opportunities for future efforts
2. Number of Clients reached
3. Number of Clients educated
4. Number of Clients provided with a referral
5. Number of community outreach events attended
6. Number of community outreach events declined
7. Number of materials distributed (e.g., flyers, pamphlets, other educational / promotional material)
8. Number of events/flyers shared through social media platforms
9. Number of Clients who engaged through social media platforms
10. Number of Clients receiving follow-up (e.g., pre-tests, post-tests, appointment reminders, Client satisfaction surveys collected)
11. Event attendance records, when applicable

B. Annual Report





The Contractor must submit an annual report with a summary of all program activities, data, and outcomes for the entire program year, as well as a program evaluation and program analysis in a format approved by the County, within 30 days following the close of the contract term. The annual report must include, at a minimum, the following information:

1. Summary totals of all quantitative and qualitative data submitted in monthly reports (listed above in Monthly Report numbered 1-11) for the contract term
2. Summary and analysis of all program outcome data
3. Summary and analysis of all Client satisfaction data
4. Year-end summary, conclusions, lessons learned, and recommendations for program improvement based on program data collected during the contract term

5.8. Performance Measures

The Contractor must collect the following beneficial impact measures:

1. The percentage change in pre and post-test knowledge scores for educational workshop participants
2. Client referral data measuring Clients' success in being linked to appropriate community resource providers
3. The Contractor must collect customer service measures indicating Clients'/participants' satisfaction with program activities, using the following tool:

	Muy en Desacuerdo (Strongly Disagree)  	En Desacuerdo (Disagree) 	No Estoy Seguro/a (Not Sure) 	De Acuerdo (Agree) 	Muy de Acuerdo (Strongly Agree)  
Me atendieron de manera oportuna (I was served in a timely manner)					
Mis necesidades fueron entendidas (My needs were met)					
Me trataron con respeto (I was treated with respect)					
En general, estoy satisfecho/a con el programa (My overall satisfaction with this program)					

6. SECTION C - PERFORMANCE PERIOD

6.1. TERM

The effective date of this Contract begins upon signature by the Director, Office of Procurement, and ends after a one-year period. The Contractor must also perform all work in accordance with time periods stated in the Scope of Work. Before this term for performance ends, the Director at his/her sole option may (but is not required to) renew the term. The Contractor's satisfactory performance does not guarantee a renewal of the term. The Director may exercise this option to renew this term four (4) times for 1 year each.