



**Office of Children  
and Family Services**

# **Request for Proposals (RFP) # 1078**

Targeted Healthy Families New York (HFNY) Program with  
Healthy Families America (HFA) Child Welfare Protocols

Bidder's Conference

**May 4, 2022**

# Purpose

- The purpose of today's webinar is to provide an overview of the core requirements in this RFP.



# OCFS Representatives

- The following staff from the Office of Children and Family Services (OCFS) will be presenting today:
  - **Bureau of Contract Management (BCM)**
  - **Healthy Families New York (HFNY)**

# Bidder's Conference Agenda

- Bidder's Notice
- Minimum Qualifications
- Desired Outcomes and Program Requirements
- Proposal Content and Submission
- MWBE/SDVOB Requirements
- Deadline - Submission of Proposals
- Questions



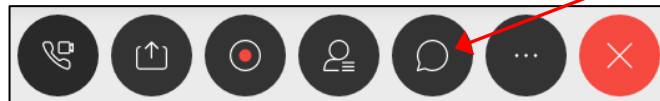


- If you have not already done so, please follow the instructions from the meeting notice in the RFP. This will provide you with the steps to join the audio portion of the training.



## Post All Questions in the Chat Box

- **Throughout this webinar, please submit questions via the chat box at the bottom of the window.**



- Responses to all questions asked during the webinar will be provided later and will be formally posted per RFP **Section 1.4 Submission of Written Questions.**

## Submit Questions after the Webinar

Submit all inquiries concerning this procurement to the procurement contact by the deadline specified in RFP **Section 1.2 Calendar of Events**:

1. Email (preferred method): [RFP@ocfs.ny.gov](mailto:RFP@ocfs.ny.gov)
2. Hard Copy:

Questions for RFP # 1078 Targeted Healthy Families New York  
NYS Office of Children and Family Services  
Bureau of Contract Management  
52 Washington Street  
Room 202S – Procurement Unit  
Rensselaer, NY 12144



# Bidder's Notice



## Bidder's Notice – Please be aware of the following:

### The Bidder's Notice was issued to focus attention on important information regarding the Targeted Healthy Families New York (HFNY) RFP # 1078

- Applicants will implement HFNY home visiting services to include the Healthy Families America (HFA) Child Welfare Protocols (see RFP **Attachment # 8**) in the targeted counties.
- Funding will be awarded to only targeted counties listed in the RFP (see RFP **Attachment # 12**). No more than one proposal will be approved for funding to provide services in the same county.
- Applicants must provide a completed Commitment Form (see RFP **Attachment # 7**) from the local department of social services of the county or counties proposed to be served.

Please note: Additional information regarding minimum qualifications are included later in this presentation and in RFP **Section 3.1 Minimum Qualifications**.





# Minimum Qualifications



## RFP Section 3.1: Minimum Qualifications

The proposal must meet all the requirements outlined in RFP **Section 3.1 Minimum Qualifications** to be considered for funding.



Bidders must meet the requirements to submit a proposal in accordance with RFP **Section 3.1 Minimum Qualifications**.



Bidders who do not meet these requirements will be disqualified from further review and consideration.



## RFP Section 3.1: Minimum Qualifications (cont.)

### 1. The applicant must be one of the following entities:

- Not-for-profit organization;
  - Local government agency;
  - Tribal organization;
  - 501(c)(3) organization, including, but not limited to, community and faith-based organizations;
  - Religious organization established pursuant to the Religious Corporation Law or other incorporated faith-based or religious organizations;
  - Educational facilities such as school districts and BOCES programs.
- **For the purposes of this RFP: for-profit and organizations that operate for the benefit of private interests are not eligible to apply.**



## RFP Section 3.1: Minimum Qualifications (cont.)

2. Propose to serve one or more of the targeted counties (see **Attachment # 12**) and commit to implement the HFA Child Welfare Protocols (see **Attachment # 8**).
3. Include a completed Commitment Form (**Attachment # 7**) from the local department of social services (LDSS)
4. Agree to implement the Healthy Families model and comply with program requirements as described in RFP **Section 4.1 Desired Outcomes and Program Requirements**.
5. Be prequalified, if not exempt, in the NYS Grants Gateway on the application deadline. (See RFP **Section 3.2 Prequalification Process** for additional information)
6. If necessary, at OCFS direction, awardees under this contract must agree to enter a contract with the county(ies) they serve to obtain payment for Title IV-E eligible families, if counties seek Title IV-E reimbursement.



## RFP Section 3.1: Minimum Qualifications (cont.)

### A note on Title IV-E reimbursement:

- Seek federal reimbursement for HFNY services provided by the entity listed above (if awarded) under Title IV-E of the Social Security Act *if deemed necessary* by the New York State Office of Children and Family Services when reimbursement becomes available for families eligible for IV-E funding. In addition, *if necessary*, this LDSS will enter into a contract with the contractor selected to serve this county to make direct payment to this entity (if awarded) for services provided to Title IV-E eligible families.



# Desired Outcomes and Program Requirements



## RFP Section 4.1: Desired Outcomes and Program Requirements - Highlights (not all-inclusive)

### Desired Outcomes:

- OCFS is seeking proposals that are responsive to the desired outcomes identified in the RFP and that provide value to the OCFS mission.
- Collaboration with health agencies is critical in order to achieve New York's goal that all pregnant women and new parents, who reside in the target area, are screened for eligibility of Healthy Families services (Universal Screening).



## RFP Section 4.1: Desired Outcomes and Program Requirements - Highlights (not all-inclusive) (cont.)

- **The desired outcomes for the HFNY home visiting program are to:**
  - Support positive parent-child bonding and relationships;
  - Promote optimal child and family health development, and safety;
  - Enhance family self-sufficiency; and
  - Prevent child abuse and neglect.





## RFP Section 4.1: Desired Outcomes and Program Requirements - Highlights (not all-inclusive) (cont.)

### Program requirements include:

- Provision of services with fidelity to the HFNY model, reflect the HFA Best Practice Standards (see **Attachment # 9**), and align with the HFNY Policy Manual;
- Provision of screening of families in the proposed targeted geographical area(s) prenatally up until the child is three (3) months or up until the child is age two (2) with implementation of the **Attachment # 8 HFA Child Welfare Protocols**;
- Engagement of expectant parents and families with an infant determined to be at risk of child abuse or neglect and/or other negative outcomes to participate in the program;



## RFP Section 4.1: Desired Outcomes and Program Requirements - Highlights (not all-inclusive) (cont.)

### Program requirements include:

- Working relationships with applicable local department of health and social services and key service providers in the community;
- Participation and agreement to be affiliated and accredited by Healthy Families America
- Administrative and fiscal viability of the applicant's agency;
- The cost per family must be used in combination with the number of families proposed to be served to calculate the potential OCFS funding request.



## RFP Section 4.1: Desired Outcomes and Program Requirements - Highlights (not all-inclusive) (cont.)

### Estimated Cost per Family (excluding required match):

- The cost per family utilizing OCFS funds for HFNY with Child Welfare Protocols is currently estimated at \$7,200 in upstate New York and \$7,600 in the Mid-Hudson region. See **Attachment # 10 Medicaid Births by County**. Local match is not included in the OCFS estimated cost per family.
  - The cost per family must be used in combination with the number of families proposed to be served to calculate the potential OCFS funding request using this formula:
    - # of families based on 10-15% of Medicaid births X cost per family in county to be served = funding amount
    - **Example:** Using data for an Upstate NY County: 45 families X \$7,200 = \$324,000  
Using data for a Mid-Hudson County: 65 X \$7,600 = \$494,000

**Note:** The maximum award is \$500,000 annually per county to be served.



## RFP Section 4.1: Desired Outcomes and Program Requirements - Highlights (not all-inclusive) (cont.)

### Program Structure

- **Key staff at HFNY Program Sites:**
  - Program Manager
  - Program Supervisor(s)
  - Home Visitors
  - Data Manager (optional)
  - Child Development Specialist(s). Please note that this position can be staff on the project or hired as a consultant.

**Note:** The staffing for the proposed project should be representative of the community, cultures and languages of persons targeted to receive services.



# PROPOSAL CONTENT AND SUBMISSION



## RFP Section 5.1 Technical Proposal Content/Work Plan



### The Work Plan consists of the following sections:

- A. Community
  - B. Target Population(s)
  - C. Objectives, Tasks and Performance Measures
  - D. Proposed Project Description
  - E. Project Staff
  - F. Organization
- Guidelines for each section are included in the RFP.
  - **Applications are being submitted in the NYS Grants Gateway.**



## RFP Section 5.2: Proposed Budget



- The proposed budget in your application should be for a one-year period.
- The one-year budget period will be 10/1/2022 through 9/30/2023.
- The maximum requested funding amount is up to \$500,000 per county.
- Award amounts should be calculated using the OCFS cost per family.
- Applicant must provide a 10% local match.
- The total administrative costs are limited to 15 percent of the total grant award as established by OCFS policy for state-funded awards.

## RFP Section 5.2: Proposed Budget

### Proposed Budget Instructions:

Each category has its own instructions in this RFP. Follow these instructions carefully as you complete the Budget. Use the following directions to briefly describe the expenses included in each budget category.

- All items covered by OCFS funds must be directly related to the provision of services indicated in the proposal.
- All expenses must be incurred within the contract period.
- All shared costs are prorated, and the basis of the proration explained.
- Reimbursement for travel, lodging, and mileage costs will not exceed the State rates currently in effect for the period.
- All amounts listed on the budget summary form reconcile with the relevant budget narrative information.
- The total Grant Funds requested agrees with the total amount requested in the OCFS Grant Funds Column of the Budget Template.





## RFP Section 5.4: Proposal Content

The proposal will consist of responses to the following questions in the Grants Gateway. These will be found in the “Program Specific Questions” section of the online application.

- Eligibility Questions
- Administrative Questions
- Work Plan Questions
- Budget Questions

**Questions for each section are specified in Section 5.4 of this RFP.**

**The Attachment 2 – Workplan Template is an optional attachment that applicants can use to draft responses prior to working in the Grants Gateway.**



# MWBE/SDVOB Requirements

## MWBE Requirements

For purposes of this solicitation, OCFS hereby establishes an overall goal of 30 percent for MWBE participation, 15 percent for New York State-certified Minority-Owned Business Enterprise (“MBE”) participation and 15 percent for New York State-certified Women-Owned Business Enterprise (“WBE”) participation (based on the current availability of MBEs and WBEs). A contractor (“Contractor”) on any contract resulting from this procurement (“Contract”) must document its good faith efforts to provide meaningful participation by MWBEs as subcontractors and suppliers in the performance of the Contract. To that end, by submitting a response to this RFP, the respondent agrees that OCFS may withhold payment pursuant to any Contract awarded as a result of this RFP pending receipt of the required MWBE documentation. The directory of MWBEs can be viewed at: <https://ny.newnycontracts.com>. For guidance on how OCFS will evaluate a Contractor’s “good faith efforts,” refer to 5 NYCRR § 142.8.



# SDVOB Requirements

## Service-Disabled Veteran-Owned Business (SDVOB)

[The Service-Disabled Veteran-Owned Business Act](#), signed into law by Governor Andrew M. Cuomo on May 12, 2014, allows eligible veteran business owners to become certified as a New York State Service-Disabled Veteran-Owned Business (SDVOB) in order to increase the participation of such businesses in New York State's contracting opportunities. The SDVOB Act, which is codified under Article 17-B of the Executive Law, acknowledges that SDVOBs strongly contribute to the economies of the state and the nation. Therefore, and consistent with its Master Goal Plan, OCFS strongly encourages vendors who contract with OCFS to consider the utilization of certified SDVOBs that are responsible and responsive for at least six (6) percent of discretionary non-personnel service spending in the fulfillment of the requirements of their contracts with OCFS. Such partnering may include utilizing certified SDVOBs as subcontractors, suppliers, protégés, or in other supporting roles to the maximum extent practical, and consistent with the legal requirements of the State Finance Law and the Executive Law. Certified SDVOBs may be readily identified through the directory of certified businesses at: [List of Certified NYS Service-Disabled Veteran-Owned Businesses](#).



## MWBE/SDVOB Requirements

In compliance with Article 15-A and 17-B of the New York State Executive Law, and for the purpose of this solicitation, Contractors are required to spend a minimum of thirty percent (30%) of their overall discretionary budget through New York State-certified Minority or Women-Owned Business Enterprises (MWBEs); at a minimum 15% with a MBE and 15% with a WBE; and six (6%) percent of their overall discretionary budget through Service Disabled Veteran Owned Businesses (SDVOBs).

- All budget items must be for purchases during the contract period that are in direct support of services related to the project; or for contractual/consultant services to be rendered during the contract period that directly support the project.
- Note: The budget submitted with this proposal must be for one 12-month contract period (see RFP **Section 5.2 Proposed Budget**)



## MWBE/SDVOB Requirements (cont.)

Minority and Women  
Owned Business  
Enterprises (MWBE)

Service Disabled  
Veteran Owned  
Businesses (SDVOB)

Equal Employment  
Opportunity (EEO)

- Complete proposal and contract requirements (see RFP **Section 7.10** and **Section 7.11**).
- These may also be found in the “Pre-Submission Uploads” section of your online application in the NYS Grants Gateway.
- Submit required forms:
  - Listed in RFP **Section 8.0 Contract Documents**.
  - Forms are located on the OCFS Forms for Contracts and Grants page located at: <https://ocfs.ny.gov/main/contracts/>.
  - Complete and submit with your proposal.

1.

Find required forms:  
At the bottom of the OCFS home page, under the **Resources** section, click the “Funding Opportunities” link



2.

From the Menu on the left, click the **Forms** link on the left side of the page.



## MWBE/SDVOB Requirements (cont.)

Submit required forms (also listed in RFP **Section 8.0 Contract Documents**), listed below, with your MWBE proposal:

- [OCFS-4629 -Project Staffing Plan Form](#)
- [OCFS-3460 Minority and Women-Owned Business Enterprises \(MWBE\)](#),
- [OCFS-4631-M/WBE Utilization Plan Form](#)

If you are requesting a waiver from the goal set for this procurement, you should submit:

- [Waiver Request Form](#); and
- Justification with supporting documentation of good faith efforts.

Upload completed forms to the “**Pre-Submission Uploads**” section of your Grants Gateway application.



## MWBE/SDVOB Requirements (cont.)

### Use of MWBEs and SDVOBs for Discretionary Non-Personal Services (NPS) Purchases

Develop the NPS budget for submission with the proposal. Identify discretionary purchases that are subject to the MWBE and SDVOB goals. The following NPS budget categories are considered discretionary and subject to goals, based on the Contract Compliance Unit's review of the submitted budget:

NPS Budget Categories That Are Subject to Goals	MWBE/SDVOB Goal – All
<b>Contractual/Consultant</b>	<p data-bbox="434 572 954 645"><b>Discretionary expenses in Non-Personal Services budget categories listed on the left are subject to goal setting, except for the following:</b></p> <p data-bbox="434 674 967 748">* Travel expenses are Non-discretionary – exempt, but Discretionary Transportation e.g. chartering of buses, etc., is subject to goal setting.</p> <p data-bbox="434 777 722 798">** Non-discretionary - exempt</p>
<b>Travel*</b>	
<b>Equipment</b>	
<b>Supplies</b>	
<b>Other Expenses</b>	
<b>a. Space/Property (Own)**</b>	
<b>b. Utilities**</b>	
<b>c. Operating Expenses</b>	
<b>d. Printing Services</b>	
<b>e. Other Expenses/Miscellaneous</b>	

If the organization is unable to utilize MBE/WBE/SDVOB for an eligible budget category:

- Include enough detail in the applicable Budget Narrative section(s) to show why that spending category line should not be considered discretionary and counted toward the goal (e.g. There are no M/WBE vendors for this commodity/service in our area. We have established contracts with vendor xxx for this commodity/service, etc...).
- Be prepared to provide the Contract Compliance Unit further details/ explanations, justification, and documented proof of good faith efforts if chosen for an award under this procurement.





# Deadline – Submission of Proposals



## Deadline for Submission of Proposals



**Date: Friday, June 3, 2022**



**Time: 4:00 PM Eastern Time**

- All RFP # 1078 Targeted Healthy Families New York (HFNY) Program with Healthy Families America (HFA) Child Welfare Protocols proposals **must** be submitted by the **Deadline for Submission of Proposals** in RFP **Section 1.2 Calendar of Events**.
- **Start the process early!** <https://grantsgateway.ny.gov>
- **Training resources:** <https://grantsmanagement.ny.gov/resources-grant-applicants>
- Is your organization registered in the gateway? If not, register ASAP!





## The Deadline is the Deadline

- OCFS highly recommends that proposals are submitted well in advance of the deadline.
- Waiting until the last day to submit is not recommended!
- Technical issues, incorrect system user roles, or incomplete proposals are not valid justification for late submissions!
- Please consult RFP **Section 5.5 Proposal Submittal Process** for detailed instructions, guidance documents, and other resources.





# Reminder

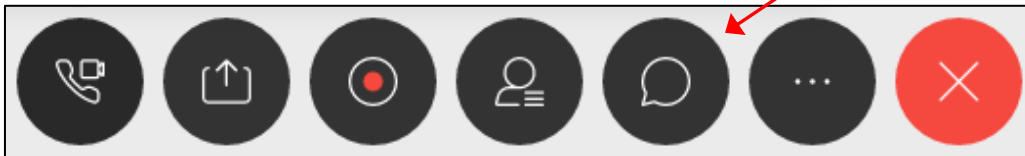
- Missing and/or not meeting any of the requirements listed in RFP **Section 3.1 Minimum Qualifications** is grounds for disqualification!
- The Bidder's Notice draws attention to important information. **Please review the Bidder's Notice carefully!**
- Log into the Grants Gateway early, consult the guidance materials, and ensure you have the correct user roles.

# QUESTIONS?



**Please submit your questions via the chat box at the bottom of the window. The chat box will remain open for submission of questions for the next five minutes.**

**Click the icon at the bottom of the window to open the chat box.**



## No Questions?

### You may still submit inquiries after the webinar.

Submit all inquiries concerning this procurement to the procurement contact by the deadline specified in RFP **Section 1.2 Calendar of Events**.

1. Email (preferred method): [RFP@ocfs.ny.gov](mailto:RFP@ocfs.ny.gov)
2. Hard Copy:

Questions for RFP# 1078 Targeted Healthy Families New York  
NYS Office of Children and Family Services  
Bureau of Contract Management  
52 Washington Street  
Room 202S – Procurement Unit  
Rensselaer, NY 12144



# Responses to Written Questions



Published on or about the date specified in RFP **Section 1.2 Calendar of Events**.

## **Review the responses at:**

- New York State Grants Gateway (<https://grantsgateway.ny.gov>)
- OCFS Website (<https://ocfs.ny.gov/main/contracts/funding/>)
- New York State Contract Reporter (<https://www.nyscr.ny.gov>)





for joining the

**Targeted Healthy Families New York (HFNY) Program with Healthy Families America (HFA) Child Welfare Protocols Bidder's Conference!**