



Department of Planning & Community & Economic Development

## Community Development Division

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Child Care  
Community Resources  
Community Development Block Grant  
Madison Senior Center

# Memo

To: Committee on Aging  
From: CDD Staff; Jim O'Keefe, Sally Jo Spaeni, Mary O'Donnell  
Date: 7/15/2019  
Re: South East Asian Senior Services RFP Recommendations

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On February 26, 2019, the Madison Common Council adopted RES-19-00162 (Legistar Item #54202) which directed the Community Development Division to conduct an RFP process to allocate \$115,000 appropriated in the City's 2019 Adopted Operating Budget to support Southeast Asian Senior Services. The Resolution further instructed that the CDD, through this RFP process, strive to:

- ensure that all programs and services offered funding be able to demonstrate relationships or experience working with Southeast Asian (specifically Cambodian and Hmong) communities, a partnership with a provider of mental health and psychiatric services, and proven ability to provide culturally and linguistically appropriate senior case management and senior activity services to ensure that services build trust with clients and are relevant to their needs,
- leverage other resources, including County-administered mental health funding, that are available to serve this population, and
- apply established Case Management and Senior Activities standards that have been used with other City-funded senior service providers.

The CDD released an RFP soliciting proposals for Southeast Asian Senior Services on May 13. It received two proposals by the June 14 deadline. The CDD formed a consultative review panel that included two employees from the Dane County Human Services Department, a faculty member from the UW-Milwaukee College of Nursing, a (Southeast Asian) community member, and a member of the Committee on Aging to help evaluate the proposals. On June 19, CDD staff and the review panel invited both respondents to present their proposals to the panel and respond to questions. In a two-hour meeting on June 20, panel members shared with CDD staff their perspectives and their assessments of the strengths and weaknesses of the proposals, and their thoughts for how CDD might allocate City funds.

Based on that input and their own evaluations of the proposals, as well as hours of public comment offered in the course of the Common Council's deliberations on RES-19-00162, CDD staff formulated funding allocation recommendations for consideration by the Committee on Aging.

The proposal scoring results are attached. The scores reflect that generally the Hmong Institute scored higher on both the case management and senior activity proposals. However, as is often the practice in CDD RFP practices, staff recommendations are based on broader considerations than scoring results.

In forming its recommendations, staff considered the following:

- The divide that emerged within the community, and which was on display during the Council's deliberations on RES-19-00162, suggest that, at least in the near term, loyalties to one or the other of the applicant agencies will determine from whom, or even whether, some elders will seek services. In other words, to award all available funds to either agency will likely result in some vulnerable elders choosing not to access services. Thus, if the goal is to ensure access to the greatest number of elders, it makes sense to support both organizations.
- Based on written proposals and presentations, each proposal displayed distinct strengths in their descriptions of intended program design.
  - Freedom Inc. proposal strengths:
    - Long-standing ties and service to the Southeast Asian community, including a longtime presence in Bayview and a strong connection to the Cambodian Temple,
    - Demonstrated ability to offer a breadth of services (e.g., youth, women's wellness and domestic violence, LGBTQ and senior programming)
    - Southwest location is accessible to south and west side seniors
  - Hmong Institute proposal strengths
    - South East side facility has ample, accessible space for programming, including commercial kitchen, gym for winter exercise, and is accessible for East and North side seniors
    - Partnerships, including with the University of Wisconsin, that provide resources for programming and staffing
    - Established contract with Anesis and ability to bill Dane County for case management services through CCS and Crisis Stabilization
- Though both proposals sought funding for case management, the Hmong Institute indicated that an estimated 30% of the elders they anticipated providing case management services to would not qualify for County funding; hence City funds would be needed to support them. In contrast, the Freedom Inc. proposal stated that 100% of its clients were, or are, CCS eligible. Thus, City funds would not be necessary.
- Both organizations have developed culturally responsive senior programming proposals that are consistent with the established framework for senior activities.
- Both proposals reflect integrated multigenerational programming.
- Both organizations have a committed clientele who have relationships with staff.

The staff recommendations seek to offer funds that support the strongest elements of each proposal.

Therefore, the recommendations included the following provisions for 2020 funds, conditioned upon their approval in the Adopted 2020 City Budget:

\$57,500 to Freedom Inc. for Senior Activity Programming

\$30,000 to the Hmong Institute for Case Management Services to address the case management needs of those seniors that are not MA-eligible, and \$27,500 to the Hmong Institute for Senior Activity Services.

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Anticipating a City contract start date of late July or early August in 2019, the 2019 allocation is pro-rated to support at least five months of programming and services.

\$28,750 to Freedom INC for Senior Activity Programming

\$15,000 to the Hmong Institute for Case Management Services and \$13,750 to the Hmong Institute for Senior Activity Services.

Today, CDD staff presents to the CoA a resolution intended to capture these results. Upon approval, CDD will present this resolution to the Council for its consideration.