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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: 7/24/2019
Re: Revised South East Asian Senior Services RFP Recommendations

On June 26, 2019, CDD staff prepared a memo addressed to the Committee on Aging presenting its recommendations regarding the allocation of City funds, authorized in RES-19-00162 (Legistar Item #54202), to support Southeast Asian Senior Services. (The text of that document, in its entirety, follows this memo – beginning on page 3.) The recommendations suggested dividing available funds equally between the two organizations that responded to the RFP solicitation – Freedom Inc. and The Hmong Institute. The recommendations offered Freedom Inc. funds for senior activities programming and The Hmong Institute funds for senior activities and case management programming. The recommendations included partial-year (six month) allocations for 2019 and full-year allocations for 2020. Staff had intended to present these recommendations to the Committee on Aging at its June 26 meeting, however, the Committee adjourned before that presentation could occur. The Committee will take this matter up at its July 24 meeting.

In the weeks following the Committee on Aging's June 26 meeting, new information emerged regarding The Hmong Institute's case management proposal. Upon follow-up with officials from Anesis and The Hmong Institute, staff concluded The Hmong Institute is not currently able to provide case management services that align with the guidelines set forth in the RFP. Therefore, staff is not prepared to recommend awarding funds to The Hmong Institute at this time for case management services. Instead, staff suggest that funds previously recommended to support those services (\$15,000 in 2019 and \$30,000 in 2020) be redirected to support The Hmong Institute's proposed senior activity programming.

In addition, as contract dates cannot commence prior to the date the Common Council approves final allocations, (which will not occur until September 3, at the earliest), staff also recommends that 2019 awards to both organizations be adjusted to reflect a shorter contract period.

Accordingly, CDD staff propose the following changes to its June 26 recommendations:

- 1) Adjust funding allocations for The Hmong Institute to shift funds, in both 2019 and 2020, from case management services to senior activities programming.
- 2) Adjust 2019 funding allocations for both organizations to reflect later contract start dates.

July 24, 2019

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To account for the changes described above, CDD staff offers the following recommendations to replace those previously outlined in the memo to the Committee on Aging, dated June 26, 2019. As originally noted, awards for 2020 depend upon the Common Council's inclusion of funding in the City's Adopted 2020 Operating Budget:

Recommended Awards for 2019

Anticipating a City contract start date of mid- to late-September 2019, the 2019 allocation is pro-rated to support at least four months of programming and services.

- Up to \$23,950 to Freedom INC for Senior Activity Programming
- Up to \$23,950 to The Hmong Institute for Senior Activity Programming.

Recommended Awards for 2020

- Up to \$57,500 to Freedom Inc. for Senior Activity Programming
- Up to \$57,500 to The Hmong Institute for Senior Activity Programming.

Upon Common Council approval of funding allocations, CDD staff will work with both organizations to ensure that contracts are finalized in a timely manner and that contracted services align with the program guidelines set forth in the RFP.

Memo

To: Committee on Aging
From: CDD Staff; Jim O'Keefe, Sally Jo Spaeni, Mary O'Donnell
Date: 6/26/2019
Re: South East Asian Senior Services RFP Recommendations

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.

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.