

County of Milwaukee

INTEROFFICE COMMUNICATION

DATE: November 19, 2012

TO: Sup. Marina Dimitrijevic, Chairwoman, Milwaukee County Board of Supervisors  
Sup. Peggy Romo West, Chair, Committee on Health and Human Needs

FROM: Stephanie Sue Stein, Director, Department on Aging

RE: Request for authorization to execute 2013 program and service contracts

I respectfully request that the attached resolution be scheduled for consideration by the Committee on Health and Human Needs at its meeting on December 12, 2012.

The resolution authorizes the Director, Department on Aging, to execute 2013 program and service contracts with vendors for the amounts and purposes set forth in the resolution. The Department is purchasing a variety of supportive human services and community programs designed to sustain the independence and well being of Milwaukee County's seniors during 2013.

County Board Resolution File No. 98-197 (a)(a) authorizes departments to recommend the renewal of an existing contract without a Request for Proposal (RFP) when based upon (1) satisfactory performance by the vendor and (2) continued funding within the Department's adopted budget. The resolution does require that each program have an open and competitive RFP at least once every three years. Under that authority the Department on Aging identifies which programs require an open and competitive RFP each year, which require an RFP every other year, and which require an RFP once every three years. Regardless of whether a contract recommendation comes from an RFP or a contract renewal, the vendor must submit a complete proposal to assure both sides agree on budget, scope of service, staffing, and other factors.

A proposed vendor for 17 of the 27 awards for 2013 were selected by the Milwaukee County Commission on Aging from among qualified service providers who submitted proposals in response to an open and competitive Request for Proposals issued by the Department on Aging. Each proposal submitted was reviewed by Department staff and members of the Commission on Aging's Service Delivery Committee and evaluated in writing. The Service Delivery Committee, at public meetings to which all applicants were invited, approved recommendations for 2013 contracts. The full Commission on Aging, at its meeting on November 16, 2012, adopted the Service Delivery Committee recommendations. The Department includes actions by the Commission in the accompanying resolution.

An additional ten contracts are recommended for renewal for 2013 based upon the satisfactory performance of the vendor during 2012 and consistent with funds included in the Department's Adopted Budget for calendar year 2013. Vendors for nine contracts recommended for renewal are eligible for year one of a two year renewal option authorized by the County Board on December 15, 2011 [File No. 12-22]. One other vendor is in year two of a two year renewal option authorized by the Board on December 16, 2010, [File No. 11-34].

The Department offers two programs budgeted at greater than \$1,000,000. The first is the proposed contract totaling \$1,258,867 with Interfaith Older Adult Programs, Inc., to administer Programs in Clinton and Bernice Rose Park, McGovern Park, Washington Park, Wilson Park, and Lawrence P. Kelly Seniors Centers. The second is the proposed contract totaling \$1,356,745 with Transit Express, Inc., to provide Specialized Elderly Transportation Services. Both the

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Sup. Peggy Romo West  
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Interfaith and Transit Express contracts were eligible for contract renewal for 2013 so no open and competitive RFP was issued for either contract.

In addition to the 2013 resolution, the attached report summarizes the Commission's process for 2013 contract recommendations and the changes in allocations for 2013.

If you have any questions about the resolution or the report, please call me at 2-6876.



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Stephanie Sue Stein, Director  
Department on Aging

Attachments

cc: County Executive Chris Abele  
Raisa Koltun  
Antionette Thomas-Bailey  
Jennifer Collins  
Jonette Arms  
Thomas Condella  
Mary Proctor Brown  
Nubia Serrano  
Chet Kuzminski  
Jill Knight  
Diane Beckley  
Beth Monrial Zatarski  
Jonathan Janowski  
Gary Portenier  
Pat Rogers

## **Background on the Commission on Aging's Request for Proposal and Vendor Selection Process for 2013 Contracts**

### **I. Request for Proposal Process and Commission on Aging's Selection of Vendors**

The Department on Aging makes allocations for contractual services on the basis of several factors. These include: a) the anticipated funding available through the Department's federal and state grant programs; b) the needs of Milwaukee County's older adult population as identified in the Department's Area Plan; c) federal and state requirements regarding eligible populations to be served and services to be provided; and d) the need to maintain continuity of care and services to the many frail elders who depend upon the Department's programs and services for their continued independence in the community.

Allocations for most services do not change significantly from year to year. When additional funding is anticipated, the Department invests it in the following ways:

- Increasing allocations for individual programs serving high needs populations;
- Creating new programs for populations not previously served;
- Developing services to meet previously unmet needs of older people; and
- Increasing allocations to existing programs to help providers meet rising costs and maintain levels of service.

Over the years some program have been redesigned to provide services more efficiently or to use limited resources more effectively.

The Commission on Aging is recommending an award for each of 27 separate contracts or contract renewals for 2013. Seventeen (17) of the recommended contract awards were selected on the basis of a competitive Request for Proposals (RFP) process. This process was initiated in August with the publication of legal notices in three newspapers, including one that serves the African-American community. Interested parties could obtain RFP guidelines and requirements, specific program/service guidelines or specifications, and proposal forms either online through the Business Opportunity portal or in person at Department on Aging offices in the Maria Cogg's Human Services Center.

The Request for Proposal materials clearly described the programs and services for which the Department was seeking providers, the amount of funding available in each program or service area, and the criteria to be used in evaluating proposals. The Department on Aging staff offered prospective providers technical assistance in the preparation of proposal materials upon request.

Proposals submitted by the published deadline of September 7, 2012, were evaluated by Department staff and based on established criteria. The criteria include: the ability of the provider to meet program/service guidelines and specifications; the budget and unit rates proposed by each provider; the need to maintain continuity of services to frail elders; and the ability and willingness of vendors to provide a living wage and family supporting benefits. Staff summarized each proposal and submitted award recommendations in written proposal analyses.

Copies of proposals and proposal analyses were provided to members of the Commission on Aging's Service Delivery Committee, who collectively provided approximately 100 hours of volunteer time reading the RFP materials, the proposals submitted, and the staff analyses. Copies of the analysis were mailed to each vendor who submitted a proposal.

## II. Demographics of Milwaukee County Seniors

According to the 2010 Census of Population and Housing, a total of 153,556 persons age 60 or older reside within Milwaukee County. The racial or ethnic breakdown of that population is as follows:

White	121,337	79.0%
Black or African-American	25,933	16.9%
American Indian or Alaska Native	600	0.4%
Asian	2,536	1.7%
Native Hawaiian or Other Pacific Islander	29	0.0%
Some other race	2,066	1.3%
Two or more races	1,055	0.7%
Hispanic or Latino (all races)	6,582	4.3%

## III. Targeting of Services to Elder Persons of Color or Ethnicity

Of 27 contracts recommended by the Commission on Aging for 2013 funding, 8 (30%) contracts are to be awarded to agencies owned or managed by persons of color or ethnicity, with awards totaling \$673,111 and representing 11% of all funds awarded.

While the entire range of the Department's contractual services is provided to persons of color or ethnicity, several of the contracts listed on the attached table are targeted to serve specific populations. Targeted services involve senior center programming, outreach, and nutrition, all of which may be more effective when designed to meet specific cultural needs or overcome cultural barriers.

The targeting of services represents the Department's efforts to serve the diversity of Milwaukee County's elderly population and to comply with federal mandates under the Older Americans Act to target services to populations having the greatest economic and social need.

The following summarizes programs providing targeted services by race or ethnicity:

<u>Service</u>	<u>Provider</u>	<u>Allocation</u>
<b>African-American</b>		
1. Senior Center	Bethesda Community Senior Citizens' Center, Inc.	\$ 85,000
2. Senior Center	Project Focal Point, Inc.	60,000
<b>Hispanic</b>		
1. Senior Center, Transportation Nutrition Site Supervision, Catering	United Community Center, Inc.	373,189

## Asian

1. Social Services and Nutrition	Asian American Community Center, Inc.	\$ 37,500
2. Community Outreach and Access Services to Southeast Asian American Elderly: Translation and Interpretation	Hmong/American Friendship Association, Inc.	32,850
3. Community Outreach and Access Services to Southeast Asian American Elderly: Socialization, Recreation, and Education	Milwaukee Christian Center, Inc.	53,550
4. Nutrition Site Supervision	Milwaukee Christian Center, Inc.	40,000

## Native American

1. Social Services and Nutrition	Indian Council of the Elderly, Inc.	84,572
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## Other Targeted Services

1. Alzheimer's Counseling and Community Support Services	Alzheimer's Association of Southeastern Wisconsin, Inc.	50,000
2. Programs in Clinton and Bernice Rose Park, McGovern Park, Washington Park, Wilson Park, and Lawrence P. Kelly Senior Centers	Interfaith Older Adult Programs, Inc.	1,258,867
3. Outreach in Public Housing	S. E. T. Ministry, Inc.	67,500

In addition to services targeted to specific minority groups, every Department on Aging vendor must submit as part of their proposal a description of the efforts they will make to serve persons of color.

The Department further targets contractual services by locating them in areas with high concentrations of elder persons of color. For example, 8 of the 27 Senior Meal Program meal sites are located in the African-American community and 1 in the Hispanic community. Of the more than 60 senior apartments or apartment complexes receiving group grocery shopping transportation, 16 are located in the African-American community. Of the 20 groups receiving transportation to Senior Meal Program nutrition sites or senior centers, 8 are predominately African American, 1 Hispanic or Latino, and 2 Asian.

## II. Summary of Changes from 2012 to 2013 in Program Allocations and Vendor Awards

The attached table summarizes changes in the Department's contract award recommendations for 2013. Explanations are provided for changes greater than 5.0%.

**Milwaukee County Department on Aging  
2012 - 2013 Contract Changes**

Program/Service	2012 Provider	2012 Award	2013 Provider	2013 Award	% Change	Reason for Change
1. Telephone Reassurance Services	Interfaith Older Adult Programs, Inc.	\$13,500	Interfaith Older Adult Programs, Inc.	\$13,500	0.0%	
2. Community Outreach and Access Services to Southeast Asian American Elderly: Translation and Interpretation	Hmong/American Friendship Association, Inc.	\$32,850	Hmong/American Friendship Association, Inc.	\$32,850	0.0%	
3. Community Outreach and Access Services to Southeast Asian American Elderly: Socialization, Recreation, and Education	Milwaukee Christian Center, Inc.	\$53,550	Milwaukee Christian Center, Inc.	\$53,550	0.0%	
4. Nutrition Site Supervision at Hart Park Senior Center	YMCA of Metropolitan Milwaukee, Inc.	\$20,000	YMCA of Metropolitan Milwaukee, Inc.	\$20,000	0.0%	
5. Nutrition Site Supervision at Milwaukee Christian Center	Milwaukee Christian Center, Inc.	\$40,000	Milwaukee Christian Center, Inc.	\$40,000	0.0%	
6. Nutrition Site Supervision at Lakeside Senior Enrichment Program	Prospect Congregate Housing, Inc.	\$20,000	Prospect Congregate Housing, Inc.	\$20,000	0.0%	
7. Outreach and Services to Lesbian, Gay, Bisexual and Transgender Elderly	SAGE Milwaukee, Inc.	\$10,000	SAGE Milwaukee, Inc.	\$10,000	0.0%	

**Milwaukee County Department on Aging  
2012 - 2013 Contract Changes**

Program/Service	2012 Provider	2012 Award	2013 Provider	2013 Award	% Change	Reason for Change
8. Benefit Specialist/Legal Services	Legal Action of Wisconsin, Inc.	\$406,209	Legal Action of Wisconsin, Inc.	\$398,501	-1.9%	
9. Alzheimer's Counseling and Community Support Services	Alzheimer's Association of Southeastern Wisconsin, Inc.	\$50,000	Alzheimer's Association of Southeastern Wisconsin, Inc.	\$50,000	0.0%	
10. Family Support for Aging and Persons with Developmental Disabilities	ARC Milwaukee, Inc.	\$15,075	ARC Milwaukee, Inc.	\$15,075	0.0%	
11. Programs in Minority Senior Centers	Bethesda Community Senior Citizens Center, Inc.	\$85,000	Bethesda Community Senior Citizens Center, Inc.	\$85,000	0.0%	
12. Programs in Minority Senior Centers	Project Focal Point, Inc.	\$60,000	Project Focal Point, Inc.	\$60,000	0.0%	
13. Programs in United Community Center Senior Center	United Community Center, Inc.	\$373,189	United Community Center, Inc.	\$373,189	0.0%	
14. Nutrition Site Supervision Services (Nine Sites)	Interfaith Older Adult Programs, Inc.	\$214,750	Interfaith Older Adult Programs, Inc.	\$180,000	-16.2%	\$34,750 reduction resulting from completion of (1) a one-time marketing plan using new technologies and (2) a one-time purchase of new equipment.

Milwaukee County Department on Aging  
2012 - 2013 Contract Changes

Program/Service	2012 Provider	2012 Award	2013 Provider	2013 Award	% Change	Reason for Change
15. Nutrition Site Supervision Services (Twelve Sites)	Goodwill Industries of Southeastern Wisconsin, Inc.	\$275,500	Goodwill Industries of Southeastern Wisconsin, Inc.	\$240,000	-12.9%	\$35,500 reduction resulting from completion of (1) a one-time marketing plan using new technologies and (2) a one-time purchase of new equipment.
16. Specialized Elderly Transportation Services	Transit Express, Inc.	\$1,447,945	Transit Express, Inc.	\$1,356,745	-6.3%	\$91,200 reduction resulting from two factors: a \$65,000 reduction is from funds available in 2012 only (see File No. 12-841) and a \$31,200 reduction in state s.85.21 funding and partially offset by a \$5,000 increase from other sources.
17. Late Life Counseling Services	Jewish Family Services, Inc.	\$33,000	Jewish Family Services, Inc.	\$33,000	0.0%	
18. Programs in Clinton and Bernice Rose Park, McGovern Park, Washington Park, Wilson Park, and Lawrence P. Kelly Senior Centers	Interfaith Older Adult Programs, Inc.	\$1,268,867	Interfaith Older Adult Programs, Inc.	\$1,268,867	0.0%	



Milwaukee County Department on Aging  
2012 - 2013 Contract Changes

Program/Service	2012 Provider	2012 Award	2013 Provider	2013 Award	% Change	Reason for Change
19. Services to Asian-American Elderly	Asian-American Community Center, Inc.	\$37,500	Asian-American Community Center, Inc.	\$37,500	0.0%	
20. Services to Native American Elderly	Indian Council of the Elderly, Inc.	\$84,572	Indian Council of the Elderly, Inc.	\$84,572	0.0%	
21. Employment, Training and Placement Services	Interfaith Older Adult Programs, Inc.	\$40,500	Interfaith Older Adult Programs, Inc.	\$40,500	0.0%	
22. Coordination of Neighborhood Services	Interfaith Older Adult Programs, Inc.	\$271,232	Interfaith Older Adult Programs, Inc.	\$271,232	0.0%	
23. Family Caregiver Support and Alzheimer's Direct Services	Interfaith Older Adult Programs, Inc.	\$472,000	Interfaith Older Adult Programs, Inc.	\$472,000	0.0%	
24. Shopping and Errand Services	Goodwill Industries of Southeastern Wisconsin, Inc.	\$111,300	Goodwill Industries of Southeastern Wisconsin, Inc.	\$87,300	-21.6%	\$24,000 reduction is from funds available in 2012 only (see File No. 12-842)
25. Case Management and Delivery Services for Home Delivered Meals	Goodwill Industries of Southeastern Wisconsin, Inc.	\$944,262	Goodwill Industries of Southeastern Wisconsin, Inc.	\$995,603	5.4%	

Milwaukee County Department on Aging  
2012 - 2013 Contract Changes

Program/Service	2012 Provider	2012 Award	2013 Provider	2013 Award	% Change	Reason for Change
26. Outreach in Public Housing	S.E.T. Ministry, Inc.	\$92,500	S.E.T. Ministry, Inc.	\$67,500	-27.0%	\$25,000 reductions is from a one-time only award enabling SET Ministry to act as fiscal agent during reorganization of the Mobile Market program to combat hunger by selling high quality, low cost food (see File No. 12-843).
27. After Hours Telephone Coverage for ElderLink	IMPACT Alcohol and Other Drug Abuse Services, Inc.	\$30,000	IMPACT Alcohol and Other Drug Abuse Services, Inc.	\$30,000	0.0%	

2012 Contractual Services Consolidated Within Other Programs or Discontinued for 2013

None