

County of Milwaukee

20

INTEROFFICE COMMUNICATION

DATE: November 22, 2011

TO: Sup. Lee Holloway, Chairman, 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 2012 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 7, 2011.

The resolution authorizes the Director, Department on Aging, to execute 2012 service contracts with the vendors and for the amounts and purposes set forth in the resolution. The Department is purchasing a wide variety of human services and supporting several community programs to sustain the independence and well being of Milwaukee County's older adults during 2012.

County Board Resolution File No. 98-197 (a) (a) authorizes Department's to recommend the renewal of an existing contract without a Request for Proposal when based upon (1) satisfactory performance by the vendor and (2) continued funding within the Department's adopted budget. The Department on Aging puts some programs through an open and competitive Request for Proposals (RFP) ever year, some once every two years, and the remainder once every three years. Before recommended for contract renewal, the vendor is required to submit a complete proposal to assure both sides agree on budget, scope of service, staffing, and other factors.

A proposed vendor for 18 of the 27 awards for 2012 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 applicant providers were invited, approved recommendations for 2012 contracts. The full Commission on Aging, at its meeting on November 11, 2011, adopted the Service Delivery Committee recommendations. The Department on Aging includes action by the Commission in the accompanying resolution.

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

One of the vendors recommended for a 2012 contract is Indian Council of the Elderly, Inc., to provide Services to Native American Elderly. The Commission on Aging is recommending that the County Board authorize a three month contract with Indian Council for the period January 1, through March 31, 2012. Several systemic problems have developed in the administration of this program and serves as the reason for the Commission's recommendation.

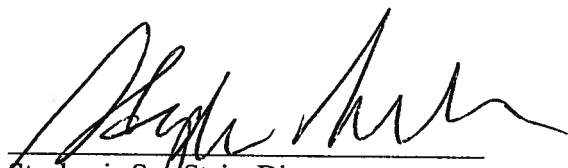
The contract between the Department on Aging and the Indian Council of the Elderly supports a senior center and nutrition site open on Mondays and Fridays. Space for the center is provided by Redeemer Lutheran Church, 631 North 19<sup>th</sup> Street. When the center is open Indian Council staff prepares congregate meals onsite for center participants. The Indian Council also provides home visits and related services to homebound elders, primarily on days the center is closed.

Indian Council of the Elderly has been struggling to find an effective program administrator for Services to Native American Elderly. Incomplete and inaccurate financial and service reports require revisions that delay reimbursement to the vendor. In addition to staffing and reporting issues, the Department is concerned about food quality, procurement, preparation, and storage at the nutrition site. The Department has developed a corrective action plan and increased monitoring at the center. At this time, the Department is not seeking an off site caterer, but that remains an option should problems continue. Limiting the contract to three months serves as an incentive for the Indian Council to resolve these issues as soon as possible.

Finally, the Department offers two programs budgeted at greater than \$1,000,000 in 2012. 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 \$1,385,945 with Transit Express, Inc., to provide Specialized Elderly Transportation Services. Interfaith was the only agency to submit a proposal to manage the five county-owned senior centers in 2012. Transit Express is eligible for a contract renewal in 2012 so no open and competitive RFP was issued.

In addition to the 2012 resolution, the attached report summarizes the Commission's process for 2012 contract recommendations. Other than issues relating to Services to Native American Elderly, there are no changes in vendor or contract award amounts between 2011 and 2012.

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



Stephanie Sue Stein, Director  
Department on Aging

#### Attachments

cc: County Executive Chris Abele  
Tia Torhorst  
Antionette Thomas-Bailey  
Jennifer Collins  
Jonette Arms  
Keith Garland  
Mary Proctor Brown  
Chet Kuzminski  
Nubia Serrano  
Jill Knight  
Diane Beckley  
Beth Monrial Zatarski  
Gary Portenier  
Pat Rogers

## Background on the Commission on Aging's Request for Proposal and Vendor Selection Process for 2012 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 a total of 27 separate contracts or contract renewals for 2012 awards. For 2012, vendors eighteen (18) of the recommended contract awards were selected on the basis of a competitive Requests 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. For the first time interest parties could obtain general RFP guidelines and requirements, specific program/service guidelines or specifications, and proposal forms online. Interested parties could also obtain that information at Department on Aging offices in the Maria Coggs 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 6, 2010, 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 2012 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.	21,143*
----------------------------------	-------------------------------------	---------

**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, all Department on Aging contracted vendors must submit a written 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 Senior Meal Program's 28 meal sites are located in the African-American community and 1 in the Hispanic community. Of the 65 senior apartments receiving weekly group grocery shopping transportation, 17 are located in the African-American community. Of the 17 groups receiving transportation to Senior Meal Program nutrition sites or senior centers, 5 are predominately African American, 1 Hispanic or Latino, 2 Asian, and 1 American Indian.

\* That amount is for January thru March only. The amount available for this program is \$84,572.

**II. Summary of Changes from 2011 to 2012 in Program Allocations and Vendor Awards**

The attached table summarizes the changes in the Department's contract award recommendations for 2012. Explanations are provided for changes greater than 5.0%.

**Milwaukee County Department on Aging  
2011 - 2012 Contract Changes**

	Program/Service	2011 Provider	2011 Award	2012 Provider	2012 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  
2011 - 2012 Contract Changes**

	Program/Service	2011 Provider	2011 Award	2012 Provider	2012 Award	% Change	Reason for Change
8.	Benefit Specialist/Legal Services	Legal Action of Wisconsin, Inc.	\$406,209	Legal Action of Wisconsin, Inc.	\$406,209	0.0%	
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.	\$180,000	Interfaith Older Adult Programs, Inc.	\$180,000	0.0%	
15.	Nutrition Site Supervision Services (Twelve Sites)	Goodwill Industries of Southeastern Wisconsin, Inc.	\$240,000	Goodwill Industries of Southeastern Wisconsin, Inc.	\$240,000	0.0%	

**Milwaukee County Department on Aging  
2011 - 2012 Contract Changes**

	Program/Service	2011 Provider	2011 Award	2012 Provider	2012 Award	% Change	Reason for Change
16.	Specialized Elderly Transportation Services	Transit Express, Inc.	\$1,382,945	Transit Express, Inc.	\$1,382,945	0.0%	
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%	
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.	\$21,143	-75.0%	The Department proposes to contract with Indian Council for three months as the parties resolve issues relating to administration of the program, including the accuracy of financial and service reports and the provision of congregate meals at the center.



**Milwaukee County Department on Aging  
2011 - 2012 Contract Changes**

	Program/Service	2011 Provider	2011 Award	2012 Provider	2012 Award	% Change	Reason for Change
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.	\$87,300	Goodwill Industries of Southeastern Wisconsin, Inc.	\$87,300	0.0%	
25.	Case Management and Delivery Services for Home Delivered Meals	Goodwill Industries of Southeastern Wisconsin, Inc.	\$829,000	Goodwill Industries of Southeastern Wisconsin, Inc.	\$829,000	0.0%	
26.	Outreach in Public Housing	S.E.T. Ministry, Inc.	\$67,500	S.E.T. Ministry, Inc.	\$67,500	0.0%	
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%	

**2011 Contractual Services Consolidated Within Other Programs or Discontinued for 2012**

1. None