



Monroe-Livingston Regional EMS Council

*"Promoting measurable excellence
in out-of-hospital and patient outcomes"*

Strategic Planning Consulting Services

Prepared February 8, 2010

R E Q U E S T F O R P R O P O S A L

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INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

The Monroe-Livingston Regional Emergency Medical Services (MLREMS) Council is a quasi-governmental organization whose purpose is to improve the delivery of emergency medical services in accordance with the roles, responsibilities, powers, and privileges as set forth in Section 3003 of Articles 30 and 30A of the New York State Public Health Law and in contract with the New York State Department of Health Bureau of Emergency Medical Services.

MLREMS is interested in conducting strategic planning in the first half of 2010 in order to:

- Prioritize activities of the Council and its contracted program agency. These activities are based in large part on the deliverables required by contract with the New York State Department of Health.
- Evaluate the current organizational and committee structure of the Council and determine if changes are necessary to meet the prioritized activities identified above.
- Developing a strategy to brand MLREMS activities and work products.
- Determine real and potential revenue sources to ensure sustainability of the Council in the face of uncertain State funding in future years.
- Develop a written strategic plan to drive council and committee activities for the next five years.

These activities are part of MLREMS' ongoing goal to position itself strategically in order to meet the needs of the hundreds of EMS agencies and thousands of EMS providers that it serves.

MLREMS is seeking to identify and select an outside independent organization to facilitate and assist the Council in achieving the activities above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by MLREMS.

ADMINISTRATIVE

TECHNICAL CONTACT

Any questions concerning technical specifications or Statement of Work (SOW) requirements must be directed to:

Name	Mark Tornstrom
Address	601 Elmwood Avenue Box 655 Rochester, NY 14642
Phone	585-202-4354
FAX	585-463-2966
Email	mtornstrom@monroeambulance.com

CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Paul Bishop, MPA, EMT-P
Address	601 Elmwood Avenue Box 655 Rochester, NY 14642
Phone	585-753-3712
FAX	585-463-2966
Email	pbishop@monroecc.edu

DUE DATES

A written confirmation of the Vendor's intent to respond to this RFP is required by 2:00pm on 2/15/2010. All proposals are due by 10:00am on 2/24/2010. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution to Vendors	2/8/2010
2. Written Confirmation of Vendors with Bid Intention	2/15/2010 2pm
3. Questions from Vendors about scope or approach due	2/17/2010 2pm
4. Responses to Vendors about scope or approach due	2/19/2010
5. Proposal Due Date	2/24/2010 10am
6. Target Date for Review of Proposals	2/24/2010
7. Final Vendor Selection Discussion(s)--Week of	3/1/2010
8. Anticipated decision and selection of Vendor(s)	3/3/2010
9. Anticipated commencement date of work	March-June 2010

GUIDELINES FOR PROPOSAL PREPARATION

PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to MLREMS in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

MLREMS reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- Accept other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract.

Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for MLREMS evaluation of the Vendor's proposal.

In order to address the needs of this procurement, MLREMS encourages Vendors to work cooperatively in presenting integrated solutions. Vendor team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery for the Strategic Planning being provided under this RFP. MLREMS will recognize the integrity and validity of Vendor team arrangements provided that:

- The arrangements are identified and relationships are fully disclosed, **and**
- A prime Vendor is designated that will be fully responsible for all contract performance.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between MLREMS and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach and Methodology
3. Project Deliverables
4. Project Management Approach
5. Detailed and Itemized Pricing
6. Appendix: References
7. Appendix: Project Team Staffing
8. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.

DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

SCOPE, APPROACH, AND METHODOLOGY

Include detailed strategic planning process approach and methodologies. This section should include a description of each major type of work being requested of the vendor. All information that is provided will be held in strict confidence. The proposal should reflect each of the sections listed below

- Facilitation of groups of diverse professionals in developing strategic priorities and brainstorming organizational change
- Facilitation of SWOT (or similar) analysis in the management of challenges facing not-for-profit or quasi-governmental organizations.
- Branding of not-for-profit or quasi-governmental organizations
- Development of written strategic plans

DELIVERABLES

Include descriptions of the types of reports used to summarize and provide detailed information on results of strategic planning sessions. Include sample reports as attachments to the proposal to provide an example of the types of reports that will be provided for this engagement.

PROJECT MANAGEMENT APPROACH

Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

DETAILED AND ITEMIZED PRICING

Include a fee breakdown by project phase and estimates of any travel expenses.

APPENDIX: REFERENCES

Provide three current corporate references for which you have performed similar work.

APPENDIX: PROJECT TEAM STAFFING

Include biographies and relevant experience of key staff and management personnel. List and provide relevant experience of staff that would be assigned to this project. Affirm that no employees working on the engagement have ever been convicted of a felony.

APPENDIX: COMPANY OVERVIEW

Provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers.
- Key contact name, title, address (if different from above address), direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including year established and number of years your company has been offering consulting services for strategic planning.

EVALUATION FACTORS FOR AWARD

CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required responses in the correct format.
2. The extent to which Vendor's proposed solution fulfills MLREMS' stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal.

MLREMS may, at their discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.

SCOPE OF WORK

REQUIREMENTS

The following information should be used to determine the scope of this project and provide pricing for this engagement:

Facilitate Brainstorming session with senior leadership (Session #1) (~1/2 Day & 12 participants) • Develop list of major deliverables and activities for the Council to be prioritized at second planning session • Develop ideas for the branding of the MLREMS Council • Identify current funding streams and sustainability of each • Perform SWOT (or similar) analysis regarding MLREMS funding and fiscal sustainability • Develop report on raw findings of this session and utilize results to plan for strategic planning session
Facilitate Strategic Planning Session involving Council and Regional Emergency Medical Advisory Committee (REMAC) members (Session #2) (~Full Day & 45 participants) • Develop overview presentation to familiarize the group with the planning process, categories of deliverables and activities and results of session #1. • Use small group breakouts to prioritize Council activities, discuss Council organizational and committee structure, discuss and develop branding ideas, gain feedback on SWOT results and brainstorm solutions for financial sustainability. • Develop report on raw results of the breakout and general group sessions
Develop Draft Strategic Plan for the MLREMS Council • Consolidate information from the two planning sessions into a draft strategic plan to include: Goals, strategies and suggested timelines and responsible committee for major council activities (deliverables, branding, financial sustainability etc) • Propose any necessary organizational/committee changes to enable successful implementation of the prioritized activities/deliverables
Present Results to the MLREMS Council by 6/21/2010 • Prepare and present final report and results at a session of the MLREMS Council

DELIVERABLES

At the conclusion of the assessment MLREMS requires written documentation of the approach, findings, and recommendations associated with this project. A formal presentation of the findings and recommendations to the MLREMS Council will also be required. The documentation should consist of the following:

- Summary of approach and methodology used in strategic planning and recommendations for future planning activities to review activities and results
- Summarized raw results of Planning Sessions 1 & 2 in Microsoft Office modifiable electronic format
- Draft strategic plan in Microsoft Office modifiable electronic format
- Electronic copies of any presentations associated with the project in Microsoft Office modifiable format.