

11316

Date: May 6, 2010

To: Board of Acquisition and Contract

From: Cheryl Archbald, M.D., M.P.H.
Acting Commissioner

Re: Authority to Enter into an Agreement with Improve, LLC, to facilitate focus groups for health care providers and community stakeholders, for the period commencing upon execution and ending 2/28/11, in the Not to Exceed Amount of \$23,000, payable pursuant to an approved budget and upon completion of all contract activities and deliverables

The County of Westchester, acting by and through its Department of Health (“WCDH”), requests authorization to enter into an agreement with Improve, LLC, to facilitate focus groups for health care providers and community stakeholders, for the period commencing upon execution and ending 2/28/11, in the not to exceed amount of \$23,000, payable pursuant to an approved budget and upon completion of all contract activities and deliverables.

This project is being conducted pursuant to Westchester County’s participation in the New York State Department of Health’s Health Care Efficiency and Affordability Law for New Yorkers (“HEAL NY”) Grant Program. HEAL NY is a local health planning effort aimed at promoting healthy communities by identifying community health care needs and aligning the health care delivery system with those needs.

Even though a Request for Proposals (“RFP”) was not required pursuant to the Westchester County Procurement Policy, the WCDH issued an RFP for Focus Groups Facilitation to over twenty-four (24) firms and individuals. The RFP was also posted to the County’s website. A total of sixteen (16) responses were received, and the top four (4) complete responses from the following qualified vendors are listed below, and as further specified and ranked in the attached Schedule “A”:

Improve, LLC	\$23,000
CGR Inform & Empower Center	\$24,129
Ebony Marketing Research Inc.	\$31,325
Schall & Russo Planning Works, LLC	\$34,848

One bidder, which offered the lowest quote of \$8,000, was deemed not responsive since it did not address all of the material elements of the RFP.

Improve, LLC was judged to be the vendor that could best provide the services required by the WCDH. Improve, LLC is also a New York State certified women-owned business in Westchester County.

The public purpose is to promote the public health and general welfare of County residents by identifying health care needs and examining how the health care delivery system can be aligned to better serve these needs.

The goal and objectives are to facilitate focus groups for health care providers and community stakeholders in order to obtain feedback that will be used to help address barriers to health care, chronic disease prevention and prenatal care access, and present findings to recommend changes in practices.

The goal and objectives are in the County's best interest as these efforts will address critical health care issues affecting local communities by further refining the delivery of health care services to vulnerable populations with health disparities.

Program tracking and monitoring will be accomplished through review of program deliverables, submitted status reports and final report findings and meetings with the vendor.

I recommend approval of the attached proposed resolution.

CA/dc

APPROVED BOARD OF ACQUISITION & CONTRACT - 5-20-2010 - JOMARY VIEIRA, SECRETARY

RESOLUTION

UPON A COMMUNICATION FROM THE ACTING COMMISSIONER OF HEALTH, be it hereby

RESOLVED, that the County of Westchester, acting by and through its Department of Health (the "WCDH"), is authorized to enter into an agreement with Improve, LLC, to facilitate focus groups for health care providers and community stakeholders, for the period commencing upon execution and ending 2/28/11, in the not to exceed amount of \$23,000, payable pursuant to an approved budget and upon completion of all contract activities and deliverables; and, be it further

RESOLVED, that the County Executive or his duly authorized designee be and hereby is authorized and empowered to execute all appropriate contracts or documents necessary to effectuate the purposes of this resolution in the manner prescribed by law.

Department of Health
 County of Westchester
 145 Huguenot Street, 8th Floor
 New Rochelle, New York 10801
 May 6, 2010

Agreement #

Account to be Charged/Credited	Fund	Dept	Major Program, Program & Phase or Unit	Object/ Sub-Object	Trust Account	Dollars
	263	27	957J	4380	T957	\$23,000

Budget Funding Year(s) (must match resolution) 2010-2011 Start Date Upon execution End Date 02/28/11

Funding Source Tax Dollars _____
 State Aid _____
\$23,000 Federal Aid _____
 (must match resolution) Other NYSDOH

Schedule A					
Request for Proposals Respondent Rank					
Focus Groups Facilitation					
Average	Ranking	Agency #	Agency Name	Proposal Amt	
89	1	13	CGR Inform & Empower Center	\$ 24,129	
85	2	6	Improve, LLC	\$ 23,000	
77	3	14	Schall & Russo Planning Works LLC	\$ 34,848	
75	4	16	Ebony Marketing Research, Inc.	\$ 31,325	

APPROVED BOARD OF ACQUISITION & CONTRACT - 5-20-2010 - JOMARY VIEIRA, SECRETARY

SCHEDULE "A"
RFP RESPONDENT LIST
Focus Groups Facilitation

Agency	Contact Person	Street Address	City, St Zip	Phone	Email
Aspire Consulting, Ltd.	Susan Lauer	31 Tappan Terrace	Briarcliff, NY	917-577-2697	slauer@aspireadvantage.com
Comrie Enterprises, LLC	Dr. Diana Kaye Williams	P.O. Box 8023	Pelham, NY 10803	914-664-6356	info@comrie.biz
LitBrains Igniting Ideas!	Pam Goldfarb Liss	3 Francis Avenue	Nyack, NY 10960	845-358-2321	pam@litbrains.com
Campbell Communications Research	Ron Campbell	140 Debs Place, 17th floor	New York, NY 10475	718-671-6989	ron@campbell-communications.com
The Logue Group	William DeVane Logue	33 Holbrook Road	West Hartford, CT 06107	860-521-9122	bill@loguegroup.com
Improve, LLC	Nona Ilman	16 West Place	Chappaqua, NY 10514	914-238-1690	nona.ilman@improvek12.com
The Assessment Group, LLC	Jennifer Spear Smith, PhD	2090 Columbiana Road, Ste.4700	Birmingham, AL 35216	205-776-2414	Jennifer.smith@assessmentllc.com
Decision Drivers	William W. Driver, Jr.	197 Macy Road	Briarcliff, NY 10510-1017	914-923-0266	decisiondrivers@aol.com
Empirical Inc.	Stacey Rutland	1001 SE Water Avenue	Portland, OR 97212	503-750-1649	www.empiricalUX.com
REDA International, Inc.	Elham-Eid Alldredge, Ph.D.	1141 Georgia Avenue, Suite 571	Wheaton, MD 20902-4680	301-946-9790	alldredge@redainternational.com
Roffee & Green, Inc.	Leslie H. Green	4 Pebble Beach Drive	Purchase, NY 10577	914-287-0226	green@roffeandgreen.com
Just Us Women Productions, LLC	Tamara Wrenn	17 Lexington Hill, Unit 2	Harriman, NY 10926	917-945-0765	info@justuswomen.org
CGR Inform & Empower Center	Maria Ayoob	1 South Washington St., Ste. 400	Rochester, NY 14614-1135	585-325-6360	info@cgr.org
Schall & Russo Planning Works, LLC	Steven Schall	99 Reade Street, 2W	New York, NY 10013	917-207-7191	sschall@schallrusso.com
View-Finders Market Research	Janet M. Gaines	11 Sandra Lane	Pearl River, NY 10965	845-735-7022	jgaines@view-finders.com
Ebony Marketing Research, Inc.	Bruce Kirkland	2100 Bartow Avenue, Suite 243	Bronx, NY 10475	718-320-3220	ceciliag@ebonymktg.com