



**ANNE ARUNDEL COUNTY
MENTAL HEALTH AGENCY, INC.**

REQUEST FOR INTEREST

FOR

Facilitation of Strategic Planning Process

Background and Purpose

The role of the Local Behavioral Health Authority (LBHA) is to serve as Local System Managers and develop an integrated process for planning, policy and services to ensure a coordinated quality system of care is available to individuals with behavioral health conditions. The LBHA will, through publicly funded services and support, promote recovery, resiliency, health and wellness for individuals who have or are at risk for emotional, substance related, addictive, and/or psychiatric disorders, in Anne Arundel County. The LBHA seeks to meet these goals for all county residents, both publicly and privately funded.

The Anne Arundel County Local Behavioral Health Authority is comprised of two separate corporate bodies, the Anne Arundel County Mental Health Agency (AACMHA), a 501(c)3 non-profit, and the Anne Arundel County Department of Health (AACDOH), part of the local government and functions as the Local System Managers for the county.

The AACMHA and the AACDOH have an over 25-year partnership, in which they are responsible for the development, delivery, and quality assurance of behavioral health services in Anne Arundel County. Integration efforts began in early 2000 with the formation of the Co-Occurring Disorders Steering Committee, now known as the Behavioral Health Advisory Council (BHAC) co-chaired by the AACMHA and AACDOH and formal agreements were entered in both 2015 and 2018.

The AACMHA is seeking to identify vendors who are able to support three-to-five-year strategic planning efforts for the Local Behavioral Health Authority including focus groups, consolidation of information, data analysis and research, preparation of a final report and presentation.

The primary deliverable of this contract and process will be a written organizational strategic plan document that presents the planning process, research, analysis, opportunities and strategies along with an implementation plan that will guide the LBHA activity for the next three to five years. This deliverable will rely upon instructions of the Maryland Department of Health (MDH), which are currently pending, and may require flexibility on the part of the vendor to meet the requirements of MDH. A primary focus will be the integration of the local behavioral health strategic plan with other planning activities currently underway by the other County Health and Human Services departments.

The strategic planning process will be under the direction of the LBHA staff.

Proposal Submission Requirements

All proposals must be received by 4:00 pm EST on October 14, 2022. Proposals received after this deadline will not be given primary consideration. A transmittal letter and proposal should be sent to cbednarczyk@aamentalhealth.org as an Adobe PDF. Other formats will not be accepted. Proposals will be accepted from both firms and individual consultants. The proposal itself should be no more than six pages in length and should address the complete scope of work and deliverable. Work samples, including examples of strategic plans and other relevant information, may be submitted as links or as appendices. Proposals should include the following sections:

a. Organization/Consultant Background

State the name of the organization and/or consultants. If an organization, describe the general nature of its work and specifically name the lead consultant who will be conducting the work. Describe the education, skills, and experiences that uniquely qualify the lead consultant and his or her team for this work. Proposals must include up to three examples of related work completed with contact information for the organizations served.

b. Statement of Proposed Work

Methodology: The LBHA is looking for consultants who will partner closely with the LBHA and engage regularly with staff throughout the strategic plan process. Describe in succinct terms the methodologies proposed to complete the strategic planning process including:

- The approach to partnership and team-building. Describe would you and/or your organization build and maintain an engaged relationship with the key stakeholders in the strategic planning;
- Ideas and methods for data gathering and information dissemination appropriate for a geographically, linguistically and culturally diverse organization;
- Innovative ideas for ongoing communications strategy that engages various constituencies, including individuals receiving behavioral health services and youth, and clarifies when and how people can participate;
- Explanation of how planning activities will be coordinated with the other Health and Human Services Departments in Anne Arundel County;
- Description of the final product, outline and narrative and timeline;
- Describe relevant research proposed for analysis;
- Relevance of plan and comparison to overall State Behavioral Health Strategic Plan and the Substance Abuse and Mental Hygiene Services Administration (SAMHSA) initiatives; and
- Ideas or examples of how to present and promote the finalized plan.

Workplan: Describe the work plan for the strategic planning process, including key milestones, timetable for completion of specific tasks, the personnel needed to complete tasks, and expectations for support and assistance from the LBHA. The work plan should include regular consultation with key staff starting with an initial meeting to present the strategic plan design and make any necessary adjustments in the partnership agreement. Proposals may also include other activities deemed necessary by the consultant and specified within the work plan.

c. Budget and Deliverables

Provide a detailed budget as well as a description of the specific deliverables that will be submitted, the timeline (with dates for completion of individual planning stages), and expected schedule of compensation. Deliverables are expected to include:

- Finalization of the work, including a schedule and question framework for

- consultation process with various constituencies and stakeholders;
- Draft frames, directions and strategies for key issue areas, informed by analysis of field, constituency engagement process and discernment of staff and governance – for circulation to staff, governance, and external partners;
- A Strategic Plan with 5-6 high level goals, at least one of them an internal organizational development goal, in both document form and in simpler, more colorful format [brochure, PDF...] for public outreach;
- An accompanying analysis in memo format of implementation issues raised during the Strategic Planning Process and suggestions for models or best practices related to organizational management, governance, and monitoring of strategic planning.

d. Additional Information and Comments

Include any other information deemed important, but not specifically required elsewhere.

Proposal Evaluation Criteria

The evaluation of each response will be based on demonstrated competence, compliance, format, and organization:

1. Approach, thoroughness, and completeness of the proposal (25%)
2. References and past performance with multi-cultural, multi-agency organizations engaged with behavioral health issues (15%)
3. Demonstrated skill in coordinating local plans with high level strategic initiatives – County, State, National levels. Must include detail on State crisis systems and 988 (20%)
4. Expertise in participatory processes, including details on key personnel (10%)
5. Knowledge of Anne Arundel County needs and partnerships (10%)
6. Experience with health care planning and recent knowledge of social determinants of health, health disparities, and the effect of COVID-19 on behavioral health (20%)

The consultant(s) should demonstrate:

- Experience with organizations of similar or comparable scale
- Skill at facilitation of inclusive and participatory team processes
- Clarity in writing and presentation of information
- Experience with multicultural organizational development, organizational management, change management
- Knowledge of qualitative data analysis/ participatory research and ability to apply that to both internal processes and external research, information collection
- Skill at designing processes for facilitation of focus groups, listening sessions