



Mitchell E. Daniels, Jr., Governor
James W. Payne, Director

Indiana Department of Child Services

Room E306 – MS47
302 W. Washington Street
Indianapolis, Indiana 46204-2739

317-234-KIDS
FAX: 317-232-4497

www.in.gov/dcs

Child Support Hotline: 800-840-8757
Child Abuse and Neglect Hotline: 800-800-5556

Award Recommendation Letter

Date: May 29, 2009

To: Stephanie Taylor, IDOA Senior Account Manager for DCS

From: Cassandra Porter, JD
Permanency Manager, DCS
Room E306
302 W. Washington St.
Indianapolis, IN 46204

Subject: Recommendation for Selection for RFP 9-52
Operation of the Indiana Adoption Heart Gallery
for the DCS

Estimated Amount of Contract: \$750,000.00 from 8-1-09 through 6-30-12

Based on our team's evaluation, we recommend for selection Hederick Partnerships, to begin contract negotiations to operate the Indiana Heart Gallery for the Department of Child Services.

The evaluation team received proposals from three (3) vendors:

- Indiana Foster Care and Adoption Association (IFCAA)
- Hederick Partnerships, LLC (HP)
- Meridian Services Corporation



Protecting our children, families and future

The proposals were evaluated by an eight (8) member evaluation team and Indiana Department of Administration (IDOA) according to the following criteria established in the RFP:

- Adherence to Mandatory Requirements (Pass/Fail)
- Management Assessment/Quality (Business and Technical Proposal) (35 Points)
- Cost (Cost Proposal) (20 Points)
- Indiana Economic Impact (15 Points)
- Buy Indiana (10 Points)
- Minority (10) and Women Business (10) Subcontractor Commitment (20 Points)

The evaluations were evaluated according to the process outlined in section 3.2 ("Evaluation Criteria") of the RFP.

Scoring was completed as follows:

A. Adherence to Mandatory Requirements

All three proposals were reviewed for adherence to mandatory requirements. IFCAA, HP and Meridian Services passed.

IFCAA, HP and Meridian Services were evaluated on their Technical Proposal.

B. Management Assessment/Quality

Management Assessment/Quality evaluation consisted of the Technical Proposal section.

Technical Proposal

The Technical Proposal section consisted of two types of scoring, pass/fail and a point section. For the Technical Proposal evaluation, the team considered each Respondent's offered response to the Service Description, response to the ways to reach the Target Population, method for reaching the desired Goals and Outcomes as well as Qualifications of trainers.

The evaluation team's scores were based on a review of each Respondent's proposed approach to each section, as well as specific questions that Respondent's were asked to respond to through the RFP, clarification questions, and oral presentations.

The Evaluation Team observed the following:

Indiana Foster Care and Adoption Association

The evaluation team liked the very specific media proposal such as the movie trailers in theaters. The team likes the notification to families when children are added or removed from the website as well as the examples of where the exhibitions are going to be held. The concerns with the proposal were the lack of a project timeline, no concrete example of a project that demonstrates cultural sensitivity. The evaluation team felt the Oral Presentation had too much information on what IFCAA is currently doing rather

than what they plan on doing in the future with this project. The team liked the proposed way to use social networking for this project which was effectively demonstrated in Oral Presentations.

Hederick Partnerships (HP)

The evaluation team liked the examples of Heart Gallery venues such as the Arts Garden and Airport. The evaluation team also liked the staffing component of the mini and minor galleries, the youth engagement piece as well as the child welfare experience of the HP team. The team was impressed with the detailed pre-contract timeline and general project timeline. The evaluation team was concerned about the marketing proposal. After clarification questions provided more information, the team was still concerned that the proposed marketing approach for this project. However, the team felt the Oral Presentation provided an opportunity for HP to shed more light on their proposed Media Project which is very detailed and specific. The team liked the proposed way to use social networking for this project which was effectively demonstrated in Oral Presentations. The evaluation team liked the examples of the pictures to be used in the galleries as well as the engagement of the professional photographer's organizations in the State.

Meridian Services

The evaluation team liked the proposed partnership with Wendy's Wonderful Kids. The team was also impressed at the ability to host more than one Heart Gallery at a time. The team liked the concept of giving a Heart Gallery photo to the family as a keepsake once the youth joins their family. Additionally, their experience has only been in a particular region and not statewide as this project will be. The agency provided no specifics as to their identified staff on this project. Many of the marketing ideas were things DCS is currently doing, so there weren't many new ideas presented.

Results of the Management Assessment/Quality evaluation are shown below:

Respondent	Management Assessment/Quality
Hederick Partnerships	25.96
IFCAA	22.39
Meridian	26.61

Cost Proposal

The cost proposal was awarded comparing the aggregate totals against the State's estimate.

Cost score – 20 X Lowest offer/Respondent's Offer



Respondent	Price
Hederick Partnerships	20.00
IFCAA	12.65
Meridian	5.86

C. Short List

The evaluation team met to review the Management Assessment/Quality and Technical Proposal scores and created a short-list for award. Based on their overall scores, one Respondent, Hederick Partnerships was deemed the viable candidate for the contract award and was short-listed for the final evaluation step-Indiana Economic Impact, Buy Indiana, and Minority and Women Business Subcontractor Commitment scoring.

D. IDOA Scoring

IDOA scored the short-listed respondent in the following areas – Buy Indiana (10 points), Indiana Economic Impact (15 points), and Minority and Women Business Participation (10 points each) using the criteria outlined in the RFP. When necessary, IDOA clarified certain Buy Indiana, Indiana Economic Impact, and Minority and Women Business Participation information with the Respondent. Once the final material was tabulated the scores were as follows:

Final Overall Evaluation Scores

Respondent	Management Assessment/Quality	Price	Buy Indiana	IEI	MBE	WBE	Total Score
HP	25.96	20.00	10.00	15.0	10.0	10.0	90.96

Award Summary

Following strong performance in both the Management Assessment/Quality and Cost proposal scoring, Hederick Partnerships (HP) indicates that they are well-suited to provide the requested services. As a result of the final score tabulation of 90.96, Hederick Partnerships is recommended for award.

This agreement will be for 3 years with the option to renew for an additional 1 year.

Name Cassandra A Porter Date 5-29-09

Name Christy Bell Date 5-29-09

Name Ann Anderson Date 5/29/09

Name [Signature] Date 5/29/09

Name Brenda M. Stover Date 5/29/09

Name Maxine G. Oyster Date 5-29-09

Name Suzanne J. Applewhite Date 5/29/09

Name Krista E. Young Date 5/29/09