



DESERT HEALTHCARE
DISTRICT & FOUNDATION

REQUEST FOR PROPOSALS (RFP)
RFP # 20201001
RELEASE DATE: December 14, 2020

**IMPROVING ACCESS TO HEALTHCARE IN DESERT HIGHLAND GATEWAY
ESTATES**

RFP SUBMISSION DATE: February 12, 2021

Proposal Contact: info@dhcd.org

DESERT HEALTHCARE DISTRICT AND FOUNDATION
Improving Access to Healthcare in Desert Highland Gateway Estates

REQUEST FOR PROPOSALS
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I. TIMELINE

The RFP process will operate along the following timeline: [Note: The Desert Healthcare

District and Foundation (District and Foundation) reserves the right to modify the stated schedule of events at any time.]

Date	Activity
December 14, 2020	Request for Proposals reopened
February 12, 2021	Proposal packages due to the Desert Healthcare District via electronic submission to info@dhcd.org by 5:00pm.
March 9, 2021	Program Committee reviews staff recommendations.
March 23, 2021	Board of Directors' approve applicant at the March Board Meeting.
April 1, 2021	Contract begins.

Desert Healthcare District staff will be available for technical assistance and questions at info@dhcd.org. The Desert Healthcare District and Foundation reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information.

Questions and information requests can be submitted to:

Desert Healthcare District and Foundation Staff
E-mail: info@dhcd.org

II. BACKGROUND

A. Desert Healthcare District and Foundation

The Desert Healthcare District was created in 1948 to serve residents within a 457-square-mile area of the Coachella Valley. The District included communities in the western end of the valley (Palm Springs, Desert Hot Springs, Cathedral City, Thousand Palms, Rancho

Mirage, Mountain Center, San Geronio, and a portion of Palm Desert), with Cook Street as a boundary line. Once established, the District then built and the Board operated Desert Hospital, now known as Desert Regional Medical Center. In 1997, the Board voted to lease the hospital and all operations to Tenet Health Systems for 30 years. Subsequently, the District opted to create a system change implementing a defined grantmaking program. The District budgets approximately \$4 million each year for grants and other programs that seek to achieve optimal health at all stages of life for all District residents.

On November 6, 2018, eastern Coachella Valley voters approved extending the District boundaries east of Cook Street, Palm Desert, more than doubling the coverage area to include the entire Coachella Valley. With the expanded service area, the District has embarked on further understanding the health priorities, disparities, gaps, and barriers that are representative of the entire valley through the commissioning of a community health needs assessment (CHNA) and community health improvement plan (CHIP). This plan will inform the District and Foundation's efforts to make the greatest health impact and help create equitable access to health and wellness resources and services. It is anticipated that the CHNA and CHIP will be completed by Spring 2021.

As we wait for the highly anticipated CHNA/CHIP, the District works to continue to address and target health disparities of our Coachella Valley community. During the June 2020 Desert Healthcare District meeting, the Board of Directors approved a funding initiative to address the healthcare needs of black communities in the Coachella Valley. One component of this initiative is improving access to healthcare for the residents of the Desert Highland Gateway Estates community. Desert Highland Gateway Estates is a community that the District has worked with for years and is seeking an opportunity to continue that partnership by advancing shared strategies and reducing barriers that hold inequities in place.

B. Desert Highland Gateway Estates Community

With funding and support of the District, the Desert Highland Gateway Estates (DHG) community, Loma Linda University (LLU), and El Sol Neighborhood Educational Center collaborated and conducted a community health needs assessment of DHG adult residents in 2014. Desert Highland Gateway Estates is a community on the north side of Palm Springs. The majority of residents are low to middle income families and are predominantly African American, according to the community driven health needs assessment. The overall goal of the health needs assessment was to utilize LLU researchers and Community Health Workers to follow a community-driven approach to identify community health strengths and prioritize health areas in need of improvement. From this, the community uplifted four health-related priorities: healthcare affordability, healthcare access and emergency room use, hypertension/high cholesterol/obesity, and health impacts of arrest incarceration, respectively. Following the prioritization of health needs, a strategic plan was developed to address the causes, effects, and solutions to improve health outcomes around the identified areas. Over the last six years, DHG continues to build their community's internal capacity and continues to seek partnerships with outside organizations to facilitate positive change and address the lack of resources within the community. One issue that was uplifted during the 2014 DHG Community Health Needs Assessment were the barriers around accessing healthcare. The community has continued to express this issue as a priority. With that, the

Desert Healthcare District is seeking a collective response and an immediate action plan to improve access to healthcare for the residents of Desert Highland Gateway Estates.

Following the June 2020 funding approval, allocating \$400,000 for the District initiative to address the healthcare needs of black communities in the Coachella Valley, the District and Foundation sought opportunities to leverage funding and bring in additional funding partners. Community partners, including the Inland Empire Health Plan (IEHP) and Lift to Rise, contributed financially to the project. IEHP recognized the importance of this initiative and its direct alignment to their mission to deliver quality, accessible, and wellness-based health care. Lift to Rise understood the alignment of this project with their mission to achieve a future where all Coachella Valley families are healthy, stable and thriving. Both agreed to offer direct financial support to the District and Foundation for this project. IEHP agreed to contribute \$100,000 to improve access to healthcare for black communities in the Coachella Valley and Lift to Rise contributed \$75,000. This collective impact model has ensured an initial allocation of \$575,000 for this project.

III. DISTRICT AND FOUNDATION: MISSION AND VISION

The mission and vision of the Desert Healthcare District and Foundation focus on the advancement of community wellness in the Coachella Valley:

MISSION

To achieve optimal health at all stages of life for all District residents.

VISION

Connecting Coachella Valley residents to health and wellness services and programs through philanthropy, health facilities, information and community education, and public policy.

IV. PURPOSE OF REQUEST FOR PROPOSAL

In response to the health needs expressed by the Desert Highland Gateway Estates community and its leaders, the District is seeking proposals to provide access to healthcare. The District is utilizing the Healthy People 2030 framework and its prioritized health topics as a guidance for this work. Healthy People 2030 provides data-driven national objectives to improving health and wellness and the District seeks to align its efforts with national tools and create a visionary pathway to advancing the health and wellness of our communities. Specifically, the District seeks applicants that can **establish a healthcare access point in Desert Highland Gateway Estates**, and provide services to accomplish the following goals:

1. Increase the number of persons with a regular source of primary care
2. Increase the number of persons with medical insurance
3. Increase the number of persons with access to behavioral health
4. Reduce non-urgent emergency department use

V. ELIGIBILITY

The Desert Healthcare District and Foundation is accepting proposals from qualified organizations to **establish a healthcare access point** in Desert Highland Gateway Estates. To be eligible for this funding opportunity, applicants must:

- Be a licensed healthcare provider; ideally, a federally qualified health center or a similar organization.
- Directly serve residents of Desert Highland Gateway Estates community.
- Be sensitive to the cultural and demographic diversity of DHG.
- Demonstrate their ability to work closely with Desert Highland Gateway Estates Community Action Association/Health and Wellness Committee.
- Demonstrate capacity to accomplish the stated project goals:
 - Increase the number of persons with a regular source of primary care
 - Increase the number of persons with medical insurance
 - Increase the number of persons with access to behavioral health
 - Reduce non-urgent emergency department use
- Be exempt from federal taxation under Section 501(c) (3) of the Internal Revenue Code or equivalent exemption, such as a public agency, program or institution.
- Have current audited financial statements.
- Have the capacity and infrastructure to execute proposal.
- Strongly demonstrate a financial history that shows a continuous cycle of fiduciary responsibility and sustainability.

Preference will be given to organizations that demonstrate a collaborative approach to accomplishing the stated project goals.

VI. PROPOSAL SELECTION PROCESS

Grants awarded through this request for proposal process will focus on addressing access to healthcare. To apply for a grant, applicants will send a proposal package with required documents to info@dhcd.org by 5:00pm on February 12, 2021. Detailed steps to the proposal selection process are as follows:

1. Submit a proposal package with all required documents to the Desert Healthcare District and Foundation at info@dhcd.org by 5:00pm on February 12, 2021.
2. Proposal package and any documents will be reviewed and then presented to the Desert Healthcare District and Foundation's Program Committee for discussion and recommendations on March 9, 2021.
3. The application will then be presented to the Desert Healthcare District and Foundation Board of Directors who will review and vote on approval of applicant on March 23, 2021.

VII. SUBMISSION GUIDELINES

A. GUIDELINES

The submitted proposals must follow the below guidelines to be considered for selection:

- The proposal should not exceed eight (8) pages total, not including the cover page or any appendices.

- Times New Roman Font, 12-point
- All pages and page number must be numbered sequentially with the name of applicant organization at the top of each page

B. PROPOSAL PACKAGE

To be considered for selection, a complete proposal package must include all items detailed below:

- 1) **Cover Page:** Provide name of organization, address, website, and primary contact person with email and phone.
- 2) **General:** Provide an overview of your organization and describe how your firm is capable of accomplishing the goals of this project.
- 3) **Expertise:** Describe your organization's expertise in conducting relevant initiatives and identify any characteristics of the organization which make it especially qualified to accomplish the stated goals.
- 4) **Key Staff:** Provide a list of proposed staff for this work in order to demonstrate your organization has the capacity to carry out this project. Please provide full contact information for your firm's primary contact and the person responsible for project communication between your firm and the Desert Healthcare District and Foundation.
- 5) **Project Examples:** Please provide examples from projects or initiatives your organization has successfully completed that are similar to the Desert Healthcare District and Foundation's project to **establish a healthcare access point**. Electronic links to relevant documents or websites will be acceptable.
- 6) **Plan to achieving project goals (Section IV):** Develop a detailed plan outlining the approach to accomplishing stated projects goals. Within the plan, please identify the following:
 - a. Explain how you will establish a presence in DHG.
 - b. Identify an evidence-based practice that will be utilized to bring together interventions with clinical experience, ethics, community insight and culture competency to guide and inform the delivery of treatments and services.
 - c. Identify specific, measurable, attainable, relevant, and time-bound objectives to meet project goals.
 - d. Outline how progress towards goals will be measured and evaluated.
 - e. Demonstrate how accurate, timely, and accessible data will be collected to drive targeted actions within states project goals.
 - f. Describe the process you will use to ensure collaboration with DHG residents and DHG Health and Wellness Committee.
 - i. Identify additional ways to foster impact through public and private efforts to improve health and well-being for people of all ages and the communities in which they live.
 - g. Incorporate findings from DHG three needs assessments (see link below for access)
 - i. Link to the 2014 Desert Highland Gateway Community Health Assessment, 2016 Youth Risk Behavior Survey, and 2017 Youth Risk

Behavioral Survey: <https://urbanpalmsprings.com/desert-highland-gateway>

- h. If subcontractors will be used, provide an MOU/contract what will include tasks delegated to them
 - i. Provided a realistic timeline outlining milestones of the project
- 7) **Diversity, equity, and inclusion:** Diversity, equity, and inclusion is an important component of the District's efforts to advance health equity. We believe that when organizations have leaders in decision-making roles who mirror the identities, values, and interests of the communities they serve, there is a greater likelihood of the organization more effectively contributing to improved health outcomes.
 - a. Please highlight how your organization addresses diversity, equity, and inclusion at the board and executive staff levels
- 8) **Budget:** Provide an understandable and clearly delineated cost proposal

VIII. BUDGET

The awarded application will not exceed a maximum amount of \$575,000. The project contract will be one-year beginning April 1, 2021 and end March 31, 2021. This is a competitive process, which means not all qualifying proposals will be funded. The submitted budget must be specific and reasonable with all line items aligned with the described project. The funds are expected to be utilized within one year from the date of the contract.