



NEW MEXICO
**Developmental Disabilities
Planning Council**

810 W. San Mateo Street, Suite C
Santa Fe, NM 87505-4144
Website: www.nmddpc.com

Susana Martinez
Governor

Denise Weaver
Chairperson

Cristine Marchand
Executive Director

505-476-7321 VOICE/TTY

(888)-779-6183 TOLL FREE

505-476-7320 FAX

Request for Information (RFI)

Waiting List Campaign (WLC)

PURPOSE

The purpose of this RFI is to create a campaign that will closely involve and coordinate efforts with the New Mexico Developmental Disabilities Planning Council and the Disability Coalition to ensure collaboration at the legislative and public policy levels. The campaign will evolve based on legislative and policy climate and the *awardee* will work closely with the contractor to explore additional or alternative strategies as the Campaign unfolds.

Note: This is not a request for proposal. A contract may or may not be offered or awarded based on this RFI.

GENERAL INFORMATION

Background

New Mexico Developmental Disabilities Planning Council (DDPC) engages in advocacy, capacity building, and systemic change activities that contribute to culturally competent and coordinated individual and family-centered and -directed, comprehensive systems of community services, individualized supports and other forms of assistance that enable individuals with developmental disabilities to exercise self-determination, leadership, independence, productivity and integration in all facets of community life. The WLC is part of this inclusion and integration mission.

There are over 5,000 children and adults with developmental disabilities and their families in New Mexico waiting for home and community services funded by the Department of Health/Developmental Disabilities Services Program. If the historic rate of applications continues to grow and funding appropriations do not increase, the Waiting List (WL) is projected to reach nearly 8,000 in 2016.

The Council is interested in contracting with a nonprofit organization that shares the values of the DDPC for inclusive lives to conduct a multi-year Waiting List Campaign initiative that will result in a reduction in the number of people on the Developmental Disability (DD) Waiver Central Registry and an increase in the number of individuals supported in home and community-based supports. The initiative should encompass education of elected officials and administration about the need; education of the media that results in media coverage of the issues; and education and coordination of individuals and their families who are in need of services so they can take action to advocate for needed services.

Scope and Performance Measures

Proposals must include, but are not limited to, the following activities:

The New Mexico Developmental Disabilities Planning Council is seeking an individual or entity that will:

1. Put a face on the WL so legislators and the Governor are compelled to make funding a priority.
2. Provide mechanisms that ensure people with developmental disabilities and their families are leaders in the Campaign.
3. Activate grassroots in local communities to educate elected officials, media and the public.
4. Decrease the waiting list and provide needed services to 2,000 people over the next 5 years.
5. Advocate for increased funds for both the DD Waiver and State General Funded DD Community Programs for people waiting for services.
6. Protect needed funding for people currently receiving services to ensure quality and appropriate supports continue.

Compensation will not exceed \$20.8K for the five months of the first year of the 2011-2016 Five Year Plan (July 1, 2012 – September 30, 2012) with opportunity for future project funding up to four additional years based on results. Travel will be required.

QUALIFICATIONS

Required Abilities and Experience:

The organization must be a nonprofit 501(c)(3) organization incorporated in the State of New Mexico with infrastructure capacity at statewide and local levels to develop, support and implement grassroots legislative and public policy advocacy by persons with developmental disabilities and their families and concerned persons. The organization must:

1. Provide one person to serve as the main contact for the duration of the project who will present information and coordinate with DDPC staff, including a reasonable number of meetings to present concepts and designs.
2. Describe the organization's creative process in developing a marketing concept/campaign.
3. Provide reference information from three current clients.
4. Provide an organizational profile, length of time in business and core competencies. Please include the organization's proven history and skills in the ability to organize and work with people with developmental disabilities and families; and
5. Briefly describe the organization's organizational capacity to produce creative marketing campaigns to capture the target audience; and
6. Briefly describe the organization's project management process; and
7. Include a brief biography for each key staff member assigned to this project. Specifically we want to understand the level of specialization and expertise in marketing and creative design and management that each key staff member brings to the project.
8. Provide a timeframe for completion. The timeframe for completion of the project will be evaluated. In addition, timeframes will be part of the contractual agreement should an agreement be awarded; therefore, a realistic timeframe for completion is requested.

9. Demonstrate shared values of the DDPC for independence, self-determination, inclusive lives, and productivity; and commitment to impacting the quality of life of children and adults with developmental disabilities; and
10. Demonstrate strong knowledge and expertise in the NM legislative process; and
11. Demonstrate the ability to communicate with persons with developmental disabilities and families through written and oral communication.

INFORMATION REQUESTED

1. If the bidder is aware of whom the lead staff person(s) is/are, include vitae. If not, include the vitae of the Executive Director.

2. Work-plans (should not exceed ten pages) with examples and specific strategies to accomplish the following:
 - a) Compile waiting list stories to be hand-delivered weekly to all state legislators and the Governor during each Legislative Session. Stories should represent as broad a statewide geographic, age and disability spectrum as possible.
 - b) Develop and maintain a website for the Waiting List Campaign that provides resources, ways to be involved, and educational materials about the Waiting List and those waiting. Explore use of Facebook and social networking.
 - c) Develop of strategies at the local or regional level to identify and involve WL families in the Campaign; generate WL stories to be delivered to legislators; conduct at least one face-to-face meetings with local legislators and people on the WL during the off season of the Legislative Session; conduct at least one face-to-face meeting with local reporter(s) and people on the WL to generate stories in local press; make a presence and coordinate testimony at legislative Town Hall meetings; and other activities at the local and state levels to increase exposure and visibility of the issue and need.
 - d) Coordinate with Disability Rights Awareness Day at Legislature and other statewide events designed to impact policy and legislation.
 - e) Develop and implement of an evaluation plan that will measure success in meeting the goals of the Campaign, and provide for benchmarks for continuous evaluation of strategies that will build the ability to modify strategies as appropriate to the legislative climate, successes and lessons learned for improvement.

Note: Sub-contracting is not authorized.

RFI MANAGER

Please send resumes and work plan with signature, either electronically and a hard copy through U.S. Postal Service to:

Karen Courtney-Peterson
Deputy Executive Director
New Mexico Developmental Disabilities Planning Council
810 W. San Mateo Street, Suite C
Santa Fe, New Mexico 87507
Phone: (505) 476-7331
Fax: (505) 476-7320
E-mail: Karen.courtney-peterson@state.nm.us

DISCLAIMER

All dates listed below, and elsewhere, are believed to be accurate. However, in the case of any differences between such dates, and the dates presented in the RFI, the dates given in the RFI shall prevail.

RESPONSE DEADLINE

Responses must be received by the RFI Manager, Karen Courtney-Peterson, no later than *March 31, 2012*. Responses received after this deadline will not be considered.

ISSUANCE

The contract will be issued on or about *May 1, 2012*

TERMINATION

The contract will terminate on *September 30, 2012 (with opportunity for renewal)*