



REQUEST FOR PROPOSALS

Local Health Department Funding Experiences White Paper

National Association of County and City Health Officials (NACCHO)

November 16, 2023

Summary Information

- **Project Title:** Local Health Department Funding Experiences White Paper
- **Deadline for submissions:** December 13, 2023, 11:59 p.m. EST
- **Maximum Funding Amount:** \$100,000
- **Point of contact for questions:** Asia Island, aisland@naccho.org
- **Submit proposal to:** Asia Island, aisland@naccho.org
- **Special conditions of this award:** See [NACCHO’s Standard Contract Language](#)

Application process Timeline

Event	Date/Time
RFP Posted and Open for Submissions	November 16, 2023
Proposal Submission Deadline	December 13, 2023, by 11:59 p.m. EST
Award Notification Date	December 22, 2023
Anticipated Contract Start Date	January 15, 2024
Anticipated Contract End Date	June 30, 2024

Purpose

The National Association of County and City Health Officials (NACCHO) is seeking a qualified consultant to compose a white paper, summarizing the findings to date related to the funding mechanisms and experiences of local health departments, including those receiving direct and indirect funding from the Centers for Disease Control and Prevention (CDC), based on secondary research and individual case studies of local health departments. The report will include recommendations to federal, state, and local level stakeholders about opportunities to overcome and manage these challenges, and to fund programs, infrastructure, and core capabilities. The consultant will engage with NACCHO staff closely to develop a methodology for this report and to develop a white paper. Qualified consultants will have experience

developing white paper reports, gathering primary data through case studies, and synthesizing findings for audiences at federal, state, and local levels of government and policymakers.

Overview

The National Association of County and City health Officials (NACCHO) is the voice of close to 3,000 local health departments (LHDs) across the country. NACCHO provides resources to help LHD leaders and their staff develop public health policies and programs to ensure that communities have access to the vital programs and services people need to keep them protected from disease and disaster. Additionally, NACCHO advocates on behalf of LHDs with federal policymakers for adequate resources, appropriate public health legislation, and sensible policies to address the myriad of public health challenges facing communities.

With support from the Centers for Disease Control and Prevention, NACCHO will award up to \$100,000 total for a consultant, or consulting firm, to collaborate with NACCHO to compose a white paper to describe and compare local health departments' experiences receiving direct CDC funding versus indirect funding (such as CDC funds passed through the state), within the context of local health departments' funding mechanisms, challenges with these mechanisms, and the impact of underfunding of public health on the work of local health departments.

Proposals will be accepted until **December 13, 2023, 11:59 p.m. EST**. Selections will be made on or about December 22, 2023, and the project period will run from the date of contract execution (estimated January 15, 2024) through June 30, 2024. All necessary information regarding the project and application process may be found in this request for proposals (RFP). Applicants may pose individual questions to NACCHO at any point during the application process by emailing Asia Island, aisland@naccho.org.

Project Background

Many local health departments experience challenges funding core capabilities and infrastructure given chronic underfunding of the nation's public health system and additional challenges receiving CDC pass-through funding. The United States' public health system has been chronically underfunded for decades. "While public health initiatives have made some strides in promoting access to healthy lifestyles, the lack of consistent and sufficient funding hinders the system's ability to develop and sustain comprehensive programs that address the complex interplay of factors contributing to chronic diseases" (TFAH, 2023). Furthermore, local health departments have experienced challenges with CDC pass-through awards (as opposed to direct CDC funding), including burdensome administrative tasks, inflexible and insufficient

funding, and changing requirements for the funding. NACCHO has explored these topics in a series of case studies, available on NACCHO's [Public Health Finance website](#).

NACCHO seeks to develop a white paper that describes and compares local health departments' experiences receiving direct CDC funding versus indirect funding (such as CDC funds passed through the state), within the context of local health departments' funding mechanisms, challenges with these mechanisms, and the impact of underfunding of public health on the work of local health departments.

Eligibility and Contract Terms

Consultants and organizations are eligible to apply. Preference (via proposal scoring, see PROPOSAL RESPONSE FORMAT & SELECTION CRITERIA below) will be given to those with experience conducting and summarizing environmental scans. The selected applicant will enter into an agreement with NACCHO using the [NACCHO standard contract](#) (terms and conditions). Agreement with majority of NACCHO standard contract terms and conditions is a requirement and as part of the application, the contractor will be asked to verify that he has read NACCHO's standard contract language and confirmed in agreement with the terms and conditions. Should your organization need to propose any changes to the terms and conditions, please inform us immediately, however, NACCHO reserves the right to accept or decline such changes. Significant changes or delays providing required contract documents, including providing proof of an active SAM.gov registration, may impact your selection as a successful applicant. **SAM.gov registration must be active at the time the contract is signed.** Agreeing to NACCHO's Resolution of Disputes and Governing Law is expected and aside of those two clauses, **limited modifications to the terms or contract language can be accommodated.** **Contractors that cannot agree to majority of NACCHO's contract language should not apply for this initiative.**

If you are an applicant from Florida, please contact NACCHO immediately for a copy of the Florida standard contract.

Project Goals & Technical Requirements

Goal

The aim of this white paper is to describe and compare local health departments' experiences receiving direct CDC funding versus indirect funding (such as CDC funds passed through the state); describe the context of local health departments' funding mechanisms and challenges with these mechanisms; and describe the impact of underfunding of public health on the work of local health departments.

It will combine the following:

- New findings from case studies of local health departments comparing experiences of local health departments receiving direct versus indirect CDC funding, including challenges and barriers and facilitators to success
- Description of existing funding mechanisms and sources to understand their impact on the amount of funding to local health departments, the flexibility of those funds, and local health departments' ability to sustainably support services
- Key findings from NACCHO's reports of three local health departments' experiences with CDC cooperative agreements (available under "Cooperative Agreement Case Studies" on the [Public Health Finance](#) webpage)
- Key findings related to the chronic underfunding of the nation's public health system, with particular focus on the impact on local health departments, such as those found within recent national reports (such as [TFAH](#), [IOM](#), [NORC](#))
- Actionable recommendations to federal, state, and local level stakeholders about opportunities to overcome and manage these challenges, and to better fund programs, infrastructure, and core capabilities.

Activities and Deliverables

The consultant will engage in the following activities to meet the needs of this contract:

- Schedule and facilitate regular check-ins with NACCHO staff to outline a shared project plan, establish a methodology, provide progress updates, ask questions, and share suggestions.
- Propose a methodology to conduct the case studies and synthesize information for the white paper that includes:
 - Primary data collection, in the form of **up to 9** non-standardized discussions with key informants and document review of select local health departments to compare experiences of receiving direct and indirect CDC funding. NACCHO will assist with local health department engagement.
 - Secondary sources of information, including NACCHO Profile Study data, previous NACCHO case studies of local health departments, national reports ([TFAH](#), [IOM](#), [NORC](#))
 - Summarizing challenges and making actionable recommendations to federal, state, and local stakeholders to improve funding programs, infrastructure, and core capabilities
- Develop a white paper with these findings and recommendations, inclusive of at least two rounds of feedback from NACCHO and CDC
- Lead development of a manuscript proposal to describe the methodology, findings, and recommendations to the field, to be submitted to a national, peer-reviewed journal,

with NACCHO's support and co-authorship. Details can be discussed with the selected vendor.

The deliverables to be completed by the vendor for this project are:

- Data collection and analysis plan for the case study discussions and review of existing secondary information
- Documentation of the case study information gathered (raw data) and preliminary results report
- White paper report of findings

Project Timeline

This project runs from January 15, 2024, to June 30, 2024. In your proposed methodology (proposal requirements described below in Proposal Response Format) please provide a timeline for when the deliverables above will be submitted. At least three project milestones should be included between the start and end dates of the project.

Method of Payment

The selected vendor will be paid according to an invoicing schedule with at least three invoicing periods, according to when deliverables are submitted and milestones are completed. This invoicing timeline can be refined with NACCHO when the project methodology is finalized. Please note that NACCHO reserves the right to make changes to the project timeline and payment schedule if necessary.

NACCHO Support

NACCHO staff will serve as a resource to the contractor to ensure adequate completion of the white paper and achievement of project goals by fulfilling the following responsibilities:

- Provide background information and resources related to the project, including via a virtual meeting in January 2024 to provide an overview of project goals, and deliverables, and to establish shared expectations and roles
- Deliver regular and timely feedback
 - Attend all scheduled meetings to provide additional information and feedback
 - Provide feedback on deliverables within one week of submission
 - Answer consultant questions within two business days
- Provide and clarify technical requirements and preferences
- Provide content expertise when needed and clarify expectations

Proposal Response Format

Submit proposals to Asia Island (aisland@naccho.org) by December 13, 11:59 p.m. EST.

To be considered for this project, proposals must be no longer than 10 pages, single-spaced, with minimum 11-point font type, and 1” margins. The proposal must include the following.

A. Organization background: Describe your organization, agency, or company and explain why it qualifies to be responsive to the requirements of this RFP.

1. Additionally, acknowledge that you have reviewed [NACCHO’s standard contract language](#) and confirm agreement with the terms and conditions. See “Eligibility and Contract Terms” above for details.

B. Qualifications & Experience: Identify key staff responsible for completing proposed work and provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions outlined in this RFP. Describe your organizational and staff qualifications, and your collective experience providing the following services, as applicable. Qualified consultants will have experience and familiarity in the following:

1. Conducting non-standardized discussions with key informants and document review to develop case studies of individual organizations
2. Synthesizing new data with findings and themes from existing secondary resources and reports
3. Familiarity with the mechanisms by which local health departments are funded, and their associated challenges funding core capabilities

C. Methodology: Describe, in detail, your proposed methodology to meet all project requirements, including the content and standards outlined in the Technical Requirements above. Propose at least three milestone dates to develop deliverables.

D. Project deliverables & Timeline: Provide a realistic work plan that includes Deliverables and Milestones outlined above, with at least three invoicing periods, as well as additional intermediate steps to achieve project requirements.

E. Attachments: Include all attachments below. These do not count toward the page limit.

1. **Budget proposal** – Using this [budget template](#), provide a detailed, line-item budget, not to exceed \$100,000 that clearly outlines:
 - i. The funding amount, percent of total budget, and a narrative cost justification for each line item
 - ii. Personnel (number of staff, percent effort to the project and salary wages or hourly fees)
 - iii. Funds to be provided to other consultants/firms working on the project, if applicable
 - iv. Other costs associated with the project

The following items are NOT allowable expenses:

- Alcoholic Beverages
- Bad Debts

- Contributions and donations
 - Entertainment Costs
 - Fines and penalties
 - Goods and services for personal use
 - Lobbying
 - Losses on other awards
2. **Contract forms:** Submit the following completed forms (click links to download) and information. This information will only be used if the submitting agency is selected and engages in a contract with NACCHO:
- i. [Vendor Information Form](#)
 - ii. [Certification of Non-Debarment](#)
 - iii. [W-9](#)
 - iv. [FFATA Data Collection Form](#)
 - v. Proof of active DUNS number and active registration with SAM.gov
 - vi. Response to the following two questions:
 1. Does the organization have prior experience in Federal Contracting? (Yes/No)
 2. Has the organization completed a Single Audit? (Yes/No)
3. **Resumes/Curricula Vitae (CVs):** Provide resumes/CVs for each staff member responsible for project implementation, project management, or other positions identified in the requirements of this RFP.
4. **Examples of previous work:** Provide at least three (3) examples of previous work that demonstrate the capability to produce the work outlined in this RFP. Links to existing work are acceptable.
5. **References:** Provide three (3) references for which you have performed similar work to the requirements of this RFP.

Selection Criteria

Representatives from NACCHO's Public Health Infrastructure and Systems team will use the criteria listed below to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP:

- **Understanding of project purpose and goals (15 pts):** Applicant demonstrates a clear understanding of the project goals and deliverables.
- **Relevant expertise (30 pts):** Applicant has clearly documented evidence of their (and that of the proposed project staff) subject matter expertise and experience in the proposed content area, including:

- Conducting non-standardized discussions with key informants and document review to develop case studies of individual organizations
- Synthesizing new data with findings and themes from existing secondary resources and reports
- Familiarity with the mechanisms by which local health departments are funded, and their associated challenges funding core capabilities
- **Operational plan: (30 pts):** The proposal includes a clear, feasible, appropriate, detailed, and rigorous methodology and plan to effectively meet the goals and deliverables of the project.
- **Project timeline (15 pts):** The proposal includes a detailed and realistic timeline for the project period, with all deliverables completed by the dates referenced.
- **Budget (10 pts):** The proposal includes a detailed, line-item budget justifying the proposed expenses and the expenses are appropriate for the purposes of the deliverables.

Submission Instructions

Final response to this RFP should be submitted by **December 13, 2023, 11:59 p.m. EST.**

Responses submitted after this deadline will not be considered. Submit all responses and any questions to Asia Island at aisland@naccho.org.