



REQUEST FOR PROPOSALS

Environmental Scan and Summary of Local Health Department Planning Documents

National Association of County and City Health Officials (NACCHO)

September 20, 2023

Summary Information

- **Project Title:** Environmental Scan and Summary of Local Health Department Planning Documents
- **Deadline for submissions:** October 11, 2023, 11:59 p.m. EST
- **Maximum Funding Amount:** \$125,000
- **Point of contact for questions:** Anna Clayton, aclayton@naccho.org
- **Submit proposal to:** Anna Clayton, aclayton@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	September 20, 2023
Proposal Submission Deadline	October 11, 2023, by 11:59 p.m. EST
Award Notification Date	October 20, 2023
Anticipated Contract Start Date	November 3, 2023
Anticipated Contract End Date	May 31, 2024

Purpose

The National Association of County and City Health Officials (NACCHO) is seeking a qualified consultant to compile a sample of key plans that local health departments develop to guide their organizational strategies and activities: community health improvement plans, quality improvement plans, and strategic plans - to identify common priorities and strategies and summarize characteristics of a strong plans. The consultant will engage with NACCHO staff closely to develop a methodology for this compilation and to develop a summary report that will be valuable to NACCHO’s members. Qualified consultants will have experience conducting

systematic, detailed, and rigorous content analysis and experience developing attractive, user-friendly summary reports.

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 \$125,000 total for a consultant, or consulting firm, to collaborate with NACCHO to conduct an environmental scan of three key plans developed by local health departments: a community health improvement plan, a quality improvement plan, and a strategic plan, and to develop a summary report of key characteristics for each type of plan.

Proposals will be accepted until **October 11, 2023, 11:59 p.m. EST**. Selections will be made on or about October 20, 2023, and the project period will run from the date of contract execution (estimated November 3, 2023) through May 31, 2023. 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 Anna Clayton, aclayton@naccho.org.

Project Background

NACCHO provides technical assistance, resources, and training to its nearly 3,000 member local health departments. Many local health departments, especially those seeking national accreditation through the Public Health Accreditation Board, regularly develop and update a collection of organizational and community plans:

- **Strategic Plan:** Outlines where the local health department and its stakeholders are headed, what they plan to achieve, the method by which they will succeed, and the measures they will use to monitor progress. Strategic plans are aligned with other important assessment, planning, and evaluation work, such as the other plans explored in this compilation project.
- **Community Health Improvement Plan:** A community-wide strategic plan to improve population health. A community health improvement plan outlines priority areas of community health that, when improved, will have a positive impact on population

health. The CHIP outlines priority areas of focus for the community to improve on over the next 2-3 years, including goals, objectives, and action strategies for each. The work of the CHIP is implemented by the local health department and community partners, like community-based organizations, local healthcare systems, nonprofit hospitals, and other partners in public health.

- **Quality Improvement Plan:** An agency quality improvement plan (QI Plan) describes the agency's QI program, which is driven by a vision, internal governance structure, implementation of specific QI projects, and action plan for growing a culture of quality improvement in the organization.

NACCHO seeks to provide local health departments with information about trends seen across these plans nationwide, including priority areas explored in each (e.g., social determinants of health of focus in the CHIP, quality improvement projects in the QI plan, organizational goals within the strategic plan). Additional characteristics will be identified and highlighted throughout the analysis.

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 purpose of this project is to provide information about trends seen nationwide within local health departments' strategic planning, quality improvement, and community health improvement plans.

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
- With NACCHO's assistance, engage local health departments to gather information about and examples of the three plans described above
- Develop a resource that summarizes findings related to each type of plan for practical application by local health department staff, including visual descriptions of trends, infographics, and charts, inclusive of at least two rounds of edits from NACCHO
- Develop PowerPoint slides for and co-deliver a national webinar with NACCHO to share findings
- Lead development of a manuscript proposal to describe the methodology, findings, and recommendations to the field about how the plans can be improved, to be submitted to a national, peer-reviewed journal (e.g., Journal of Public Health Management and Practice), with NACCHO's support and co-authorship. Details can be discussed with selected vendor

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

- Data collection and analysis plan
- Documentation of the information gathered (raw data) and preliminary results report
- Visual summary reports of findings (e.g., graphs, charts, and infographics)
- Webinar PowerPoint slide deck to describe findings
- Co-delivery of national webinar with NACCHO staff
- Manuscript proposal

Project Timeline

This is a proposed timeline for submission of the project deliverables. Details of the deliverables and timeline may be modified with the selected vendor.

- November 15, 2023: Design protocol for collection and analysis of community health improvement, quality improvement, and strategic plans from local health departments

- January 8, 2024: Finish collecting example plans from engaged local health departments
- February 29, 2024: Provide summary of initial trends and themes based on preliminary data analysis
- April 30, 2024: Develop drafts of visual summary reports and PowerPoint slide deck of findings, including visual descriptions of trends, infographics, and charts
- May 31, 2024: Provide final deliverables, deliver national webinar with NACCHO to share findings and complete manuscript proposal

Scope of Work

The following table outlines the proposed deliverables and invoice schedule. Details may be refined with the selected vendor.

Milestones	Deliverables	Payment Schedule
Schedule and begin facilitating regular check-ins with NACCHO staff to establish a methodology, provide progress updates, and ask questions. Develop data collection and analysis protocol, with NACCHO input.	<ul style="list-style-type: none"> • Data collection and analysis protocol 	Invoice 1 November 15, 2023 \$10,000
Implement data collection plan, requesting documents from health departments and completing the review.	<ul style="list-style-type: none"> • Summary of preliminary data, trends, and themes 	Invoice 2 February 29, 2024 \$35,000
Analyze data, synthesize findings, and develop summary resources.	<ul style="list-style-type: none"> • Draft summary reports • Draft PowerPoint slide deck 	Invoice 3 April 30, 2024 \$40,000
Deliver final products and participate in national webinar.	<ul style="list-style-type: none"> • Final summary reports • Final PowerPoint slide deck • Participation in national webinar • Manuscript proposal 	Invoice 4 May 31, 2024 \$40,000

Method of Payment

NACCHO will pay the selected contractor in four installments upon receipt of deliverables per the payment schedule identified in the Scope of Work above. 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 Scope of Work and achievement of project goals by fulfilling the following responsibilities:

- Provide background information and resources related to the project, including:
 - A virtual meeting in November 2023 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 Anna Clayton, (aclayton@naccho.org) by **October 11, 2023, 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.

Items D & F do not count toward the 10-page limit.

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.

1. Conducting an environmental scan with document review and synthesizing information into summary reports
2. Developing summary reports that use infographics, charts, graphics, and other visual elements
3. Familiarity with the work of local health departments, including quality improvement plans, community health improvement plans, and/or strategic plans

C. Methodology: Describe, in detail, your proposed methodology to meet all project requirements, including the content and standards outlined in the Technical Requirements above.

D. Budget proposal – Using this [budget template](#), provide a detailed, line-item budget, not to exceed \$125,000 that clearly outlines:

1. The funding amount, percent of total budget, and a narrative cost justification for each line item
2. Personnel (number of staff, percent effort to the project and salary wages or hourly fees)
3. Funds to be provided to other consultants/firms working on the project, if applicable
4. 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

E. Project deliverables & Timeline: Provide a realistic work plan that includes Deliverables and Milestones outlined in the Scope of Work above as well as additional intermediate steps to achieve project requirements.

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

1. **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)

2. **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.
3. **Examples of previous work:** Provide at least three (3) examples of previous work that demonstrate the capability to produce the work outlined in the Scope of Work.
4. **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 an environmental scan with document review and synthesizing information into summary reports
 - Developing summary reports that use infographics, charts, graphics, and other visual elements
 - Familiarity with the work of local health departments, including quality improvement plans, community health improvement plans, and/or strategic plans
- **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 **October 11, 2023, 11:59 p.m. EST**. Responses submitted after this deadline will not be considered. Submit all responses and any questions to Anna Clayton at aclayton@naccho.org.