

NACCHO

National Association of County & City Health Officials

REQUEST FOR PROPOSALS

**Training and Technical Assistance Consultant for the Building Workforce Capacity of Rural and Frontier
Local Health Departments to Respond to COVID-19 Program**

Topics: Communications; Workforce Resilience, Mental Health and Well-Being; Health Equity

National Association of County and City Health Officials (NACCHO)

Monday, February 28, 2022

SUMMARY INFORMATION

Project Title: Building Workforce Capacity of Rural and Frontier Local Health Departments to Respond to COVID-19
RFP Topics: Communications; Workforce Resilience, Mental Health and Well-Being; and Health Equity
Proposal Due Date and Time: Friday, March 25, 2022, 11:59pm EST
Selection Announcement Date: Week of March 28, 2022
Source of Funding: Centers for Disease Control and Prevention
NOA Award No.: 6 NU38OT000306-02-10
Maximum Funding Amount: \$300,000
Estimated Period of Performance: April 2022 through December 2022
Point of Contact for Questions Regarding this Application: COVIDWorkforce@naccho.org
Special condition of this award: see Appendix A

PURPOSE AND BACKGROUND

The National Association of County and City Health Officials (NACCHO) is the voice of the nearly 3,000 local health departments (LHDs) across the country. These city, county, metropolitan, district, and Tribal departments work to protect and improve the health of all people and all communities. NACCHO provides resources to help LHD leaders 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 challenges facing communities.

With support from the Center for State, Tribal, Local and Territorial Support (CSTLTS) within the Centers for Disease Control and Prevention (CDC), NACCHO is pleased to offer a funding opportunity to provide training and technical assistance (TTA) support to build the workforce capacity of rural and frontier local health departments in response to COVID-19. Building upon a similar approach in Year 1 (2021), the purpose of this second year of awards is to increase the capacity of additional LHDs that serve rural and frontier jurisdictions to effectively respond to, recover from, and build community resiliency related to the COVID pandemic and future public health emergencies. NACCHO will achieve this goal by providing support to build LHD workforce capacity and strengthen partnerships focused on COVID response as well as longer-term emergency response sustainability. NACCHO will also identify, develop, support, assess, and disseminate best, promising, and innovative practices as well as implementation resources in support of COVID-19 vaccine administration and workforce development sustainability in rural and frontier communities.

Awards of \$35,000 each will be provided to approximately thirty-five (35) LHDs to participate in and apply the project's COVID/emergency preparedness workforce capacity-building activities, which are aimed at strengthening local public health emergency system readiness. Opportunities for peer networking will also be provided by NACCHO. For more information, please find the participant RFA [here](#).

Through this RFP, the consultant will provide training and technical assistance (TTA) to build the workforce capacity of LHD award recipients in the areas of public health communications; workforce resilience, mental health and well-being; and potential other areas that emerge during the period of performance. This will be accomplished by identifying site TTA needs and priorities; developing and delivering virtual, interactive trainings; providing ad hoc technical assistance; and providing existing and new resources. All TTA are expected to address how health equity can be addressed / advanced within and across each topic area and approaches. This consultant will also participate in the kickoff and conclusion webinars, support program evaluation activities, and coordinate their efforts with NACCHO and other project providers.

ELIGIBILITY AND CONTRACT TERMS

NACCHO will issue an award up to \$300,000 in the form of a fixed priced contract. Consultants are eligible to apply who have demonstrated subject matter expertise and experience designing and delivering TTA to a large cohort of communities in the areas of public health communications, workforce resilience, mental health and well-being, health equity, and other related areas that may emerge during the period of performance. Competitive applicants will also demonstrate experience working with rural and/or frontier communities/LHDs. All TTA provided must 1) cover/integrate the above areas (i.e., public health communication; workforce resilience, mental health and well-being; health equity; and emerging issues) through a series of workshops and the provision of ad hoc TA that are relevant to rural and frontier jurisdictions; 2) be delivered to LHDs and relevant community-level multisectoral partnerships/coalitions; and 3) be designed and delivered in coordination with NACCHO, CDC, and other project TA providers.

NACCHO expects you as the applicant to review and agree to the NACCHO’s [Standard Contract Agreement](#) However, if you know in advance that your agency or organization is going to have difficulty accepting any of the provisions in the contract, please contact NACCHO immediately to discuss. If you are an applicant from Florida, please contact NACCHO immediately for a copy of the Florida standard contract. Bidders should review all terms and conditions to determine whether or not they are appropriate for submitting a proposal.

Period of Performance

The project period is anticipated to be approximately 9 months: April 2022 through December 2022. An initial contract will be executed with the consultant covering the April to July 2022 timeframe. Upon receipt of an anticipated no-cost-extension approval by CDC, NACCHO will extend the period of performance to end on/around December 31, 2022, to allow continued engagement with the cohort until the closing meeting in November 2022 and allow for the completion of all deliverables. NACCHO will only contract for the amount approved for the initial budget period of 4/1/2022 to 7/31/2022 and will issue contract modifications later in the year to provide funding for the second budget period of 8/1/2022 to 12/31/2022 once an extension of the period of performance is granted by CDC. See the section Proposed Budget and Budget Narrative for more details and required budget template representing both finding periods. Details regarding the possible changes to the timeline and any possible carryover requirements will be finalized with selected applicants.

SCHEDULE OF EVENTS

NACCHO will issue an award up to \$300,000 in the form of a fixed priced contract. Applications must be submitted by 11:59 pm EST, Friday, March 25, 2022, and selections will occur on the week of March 28, 2022.

Please note the following deadlines and events for this application:

Event	Date/Time
Release of RFP	February 28, 2022

Application Period Closes	Friday, March 25, 2022 @11:59PM ET
Anticipated Notice of Award	Week of March 28, 2022
Anticipated Contract Start Date	Friday, April 1, 2022
Anticipated Contract End Date	Sunday, July 31, 2022
Anticipated Modified Contract End Date	Saturday, December 31, 2022

PROJECT GOALS & TECHNICAL REQUIREMENTS

This project seeks to build LHD rural and/or frontier workforce capacity and strengthen partnerships focused on administrative preparedness planning, communications, health equity, workforce mental health and well-being, and long-term emergency response sustainability through training and technical assistance as well sustainability planning.

A consultant is sought who can build the emergency preparedness workforce capacity of LHD staff who serve rural and/or frontier jurisdictions through the delivery of trainings and technical assistance in the areas of public health communications; workforce resilience, mental health and well-being; health equity; and potential other areas that emerge during the period of performance. This consultant will provide subject matter expertise to assist all LHD grant recipients in the planning, training, and implementation of these activities. In addition, the selected consultant may provide sites with public health preparedness, response, and recovery guidance that will help the communities emerge from the current pandemic in a position that is better able to respond to future public health threats. The selected consultant should have experience with rural and/or frontier populations to best meet the needs of the selected LHDs. It should be noted that exact content requirements may shift over the funding period as needs and field needs evolve. It is expected that the consultant will work with NACCHO to advise and determine the most appropriate content scope within the timeframes of the project activities.

The consultant will participate in the project kickoff call with NACCHO staff, LHD sites and other providers. This consultant will be expected to coordinate their training and technical assistance (TTA) activities with NACCHO and other project providers ([see RFP for Emergency and Administrative Planning Technical Assistance](#)).

The project approach will focus on:

The provision of training and ad hoc TA in content topics to build the workforce capability of responding to COVID-19 including public health communications; workforce resilience, mental health and well-being; health equity; and other emerging issues in emergency preparedness.

LHD grant recipients will receive training and technical assistance designed to build their workforce capacity and capabilities related to immediate COVID-19 response and recovery efforts, as well as longer-term emergency preparedness and response sustainability. This includes building LHD workforce capacity in the areas of COVID-19 vaccine administration, communications, workforce mental health and well-being, legal authorities and policies, partnerships, and other emerging issues.

All LHD award recipients will be also required to engage in pre- and post-project assessments near the beginning and end of the period of performance to inform NACCHO's role supporting site workforce efforts, project action and sustainability planning activities, as well as participate in the project's process and outcome evaluation activities. We expect the selected consultant to help inform these assessments from their perspective providing TA

to the cohort and engaging with NACCHO program staff. Additionally, there will be a final required assessment (30-minute interview) for the selected consultant to participate in at the end of the contract.

SCOPE OF WORK

Required project activities are listed below. Additional financial support will be provided to demonstration sites that apply to undertake supplemental activities.

The selected consultant will be expected to undertake the following tasks:

- Identify training needs and priorities
 - With support from NACCHO, conduct a needs assessment across LHD sites to identify training topics. The consultant will also be provided with the LHD's site applications in order to identify initial themes.
 - Develop training plan that identifies content topics and schedule.
- Develop and deliver training and technical assistance
 - Lead five (5), 90-minute monthly, virtual workshops on topics including public health communications; workforce resilience, mental health and well-being; and potential other areas that emerge during the period of performance – all provided through a health equity lens.
 - Provide ad-hoc technical assistance to sites related to training topics, as requested.
 - Lead one (1) Community of Practice (CoP) 60-minute virtual session to aid LHD emergency and administrative preparedness among NACCHO's broader LHD membership.
- Provide tools and resources
 - Identify, compile, and share existing and pertinent tools/resources from the field.
 - Develop/tailor at least three (3) new resources pertaining to relevant to both LHD grant recipients and other rural/frontier-serving LHDs during the project.
- Coordinate and collaborate with NACCHO
 - Participate in an initial orientation call with NACCHO as well as regular project planning and coordination meetings with NACCHO, other TTA providers and, as relevant, CDC.
 - Provide subject matter guidance to NACCHO team to inform ongoing training and technical assistance efforts.
 - Communicate progress of activities with NACCHO staff through regular check-ins (April 2022 - December 2022).
 - Develop and keep up to date a data management tool for tracking technical assistance requests/activities or coaching for evaluation and project management purposes.
- Present Project Results
 - Co-develop an abstract and materials for sharing project results at one (1) national conference (e.g., NACCHO's Preparedness Summit). **Note:** Abstract and draft materials are to be developed by the end of the contract period, or December 31, 2022; actual presentation may occur later, pending acceptance.

TRAINING AND TECHNICAL ASSISTANCE (TTA) AREAS

NACCHO, CDC, and other expert providers aim to build LHD rural/frontier workforce capacity and sustainability by providing tailored, target training and technical assistance to grant recipients. This includes facilitating monthly virtual, interactive workshops; facilitating a community of practice (CoP) to foster peer exchange and learning; providing tools and resources that meet immediate and longer-term needs (e.g., templates, checklists, guides); and offering on demand ad hoc technical assistance.

As such, selected applicants will be required to engage in the following project's core TTA areas across the project's 9-month period of performance:

Topic Areas:

1. **Public Health Communications:** A focus on engaging with the community in a meaningful way that builds trust, decreases vaccine hesitancy, and counters vaccine mis/disinformation, including how to use and frame data/information to a range of stakeholders.
2. **Workforce Resilience, Mental Health and Well-Being:** Addressing current workforce challenges related to recruitment and retention concerns arising due to burnout, moral injury, and mental health concerns in the workplace. Learning innovative practices in supporting the mental well-being of staff throughout the COVID-19 pandemic and beyond.
3. **Health Equity:** An increased understanding of health equity principles and how they relate to and can be incorporated into these and other emergency preparedness capacity-building activities.
4. **Emerging Issues:** Given the ongoing and evolving nature of the COVID-19 pandemic, NACCHO and are partners will work with LHD grant recipients to identify and address, as feasible, emerging issues relevant to COVID-19 workforce development capacity-building needs.

TTA Approaches:

- **LHD Grant Recipient Training:** Facilitate monthly virtual, interactive workshops on topics including communications and workforce resilience. The selected applicant will be expected to provide 90-minute didactic workshops monthly (five total), starting in May. Health equity and any emerging issues should be integrated into these workshops. Furthermore, rural and frontier specific elements should be included in all workshops. The selected provider will have the opportunity to engage in a needs assessment with the LHD sites to better define training topics.
- **Technical Assistance:** The consultant will provide one-on-one technical assistance, as requested, to LHD grant recipients in the TTA topic areas of public health communications; workforce resilience, mental health and well-being; and potential other areas that emerge during the period of performance – all provided through a health equity lens. The consultant will be responsible for tracking TA requests and responses, as well as provide a summary of guidance provided across grant recipients.
- **Community of Practice (CoP) session:** Lead the design and facilitation of one (1) 60-minute monthly virtual CoP session (date TBD) to aid the workforce development emergency preparedness efforts among NACCHO's broader LHD membership (i.e., not LHD grantee specific, but relevant to all interested LHDs who serve rural/frontier jurisdictions).

DELIVERABLES AND TIMELINE

Selected consultant will enter into a contractual agreement with NACCHO to complete the deliverables specified below. NACCHO will disburse funds according to completion of the assigned deliverables. NACCHO will provide a payment schedule in accordance with the assigned completion percentage. Please note: NACCHO reserves the right to make changes to the project timeline and payment schedule if necessary. The following outlines the deliverables to be produced by the consultant; however, a finalized scope of work will be agreed upon post consultant selection.

Invoice	Project Activities	Deliverables	Amount of Total Award
Invoice # 1 April 1, 2022, to July 31, 2022	<ol style="list-style-type: none"> 1. Participate in Project Kick-Off Call (April 2022) 2. Administer site training and TA (TTA) needs assessment 3. Lead two (2) training workshops between May and July 2022 4. Compile list of tools/resources 5. Develop/tailor one (1) new tool/resource 6. Lead one (1) CoP 60-minute virtual session to aid LHD emergency and administrative preparedness among NACCHO's broader LHD membership 7. Record Project Progress 	<ol style="list-style-type: none"> 1. Agenda, PowerPoint Slide deck, and additional developed materials from Project Kick-off call 2. Training Plan that includes a summary of site training needs assessment 3. Agenda, PowerPoint Slide deck, and additional developed materials from two (2) training workshops 4. List of existing tools/resources 5. One (1) new/tailored tool/resource 6. CoP session materials 7. a) Documented technical assistance delivered, written recommendations and guidance provided to awardees, covering April 1, 2022, to July 31, 2022 b) Project progress report 	\$180,000 #
Invoice # 2 August 1, 2022, to December 31, 2022	<ol style="list-style-type: none"> 1. Lead three (3) training workshops between August and November 2022 2. Revised list of tools/resources 3. Develop/tailor two (2) new tools/resources 4. Lead Project wrap-up call 5. Report project progress 6. Co-develop an abstract and presentation materials to be submitted for presentation at one (1) national conference 	<ol style="list-style-type: none"> 1. Agenda, PowerPoint Slide deck, and additional developed materials from three (3) training workshop 2. Updated List of existing tools/resources 3. Two (2) new/tailored tools/resources 4. Agenda, PowerPoint Slide deck, and additional developed materials from project wrap-up call 5. a) Documented technical assistance delivered, written recommendations and guidance provided to awardees, covering April 1, 2022, to November 30, 2022 b) Project progress report 6. Conference abstract and, pending acceptance, slides and other presentation materials 	\$120,000 #
Total Amount			\$300,000

***Note 1:** Funding for the August 1, 2022, to December 31, 2022, timeframe is contingent on CDC approval of a no-cost extension for this project. The project is intended to end on or about December 31, 2022.

Note 2: Per invoice amounts are negotiable based upon the agreed upon SOW; the maximum award will not be greater than \$300,000.

METHOD OF PAYMENT AND UN/ALLOWED EXPENSES

NACCHO will pay the selected contractor in 2 installments of \$180,000 in invoice 1 and \$120,000 in invoice 2 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.

Per HHS requirements, funds awarded under this RFP are prohibited from being used to pay the direct salary of an individual at a rate in excess of the federal Executive Schedule Level II (currently \$197,300).

The following items are not allowable expenses (see also Appendix A):

1. Equipment
2. Telecommunication Ban in accordance with FAR 52.204-24 and FAR 52.204-25
3. Alcoholic Beverages
4. Bad Debts
5. Contributions and donations
6. Entertainment Costs
7. Fines and penalties
8. Goods and services for personal use
9. Lobbying
10. Losses on other awards

PROPOSAL RESPONSE FORMAT & SELECTION CRITERIA

The proposal narrative must outline the following content:

- a. **Cover Letter (1 page)** – including the names and contact information of the main point-of-contact and fiscal lead.
- b. **Narrative (Maximum of 15 pages):**
 - i. **Organization Background (5 points)** – Describe your organizational mission and structure and explain why your organization qualifies to be responsive to the requirements of this RFP.
 - ii. **Qualifications & Experience (35 points)** – Describe your organizational and staff qualifications and experience providing similar goods or services related to providing Communications; Workforce Resilience, Mental Health and Well-Being; and Health Equity training and technical assistance, as required in this RFP. Identify key staff responsible for completing proposed work and provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions outlined in the RFP. Include at least two (2) examples of products that illustrate the applicant’s expertise/ experience providing TTA relevant to this RFP’s Scope of Work. As an appendix, include resumes/CVs of all key staff with your application.
 - iii. **Methodology (35 points)** – Describe, in detail, your proposed methodology for meeting all project requirements as outlines in this RFP’s Scope of Work (see above).
 - iv. **Project Deliverables & Timeline (20 points)** – Provide a realistic work plan including intermediate steps for achieving project requirements, expected product deliverables, and timeline for completion. Incorporate the required milestones and deadlines indicated in the Deliverables section above into your work plan.
- c. **Budget Proposal (5 points)** – Using the Budget Template and Budget Narrative template below, provide a line-item budget, not to exceed \$300,000, that clearly outlines the \$\$ amount, % of total budget, and a narrative cost justification for each line item.

[Budget Template](#)

[Budget Narrative](#)

This amount includes all expenses incurred in the performance of the contract. This amount shall be paid for work that has been judged acceptable by NACCHO according to the following schedule:

Disbursement I: \$180,000 – Upon completion of April to July 2022 activities outlined in the above period of performance timeline and submission of associated deliverables.

Disbursement II: \$120,000 – Upon completion of August to December 2022 activities outlined in the above period of performance timeline and submission of associated deliverables.

D. Attachments - Please include the following attachments with your application:

- i. [Vendor Information Form](#) – Complete the hyperlinked form and submit with application. This information will only be used in the event that the submitting agency is selected and engages in a contract with NACCHO.
- ii. Required for applications \$25,000 and above: Complete and submit the [FFATA data collection form](#). (This form will be required for all contracts over \$25,000, but if you are not able to complete the form in time for the application deadline, this form can be submitted up to three weeks after the application deadline.)
- iii. Required: Complete and submit the [Certification of Non-Debarment](#)
- iv. Required: Submit a [W-9](#)
- v. Proof of active registration with SAM.gov in accordance with active DUNS number.
- vi. Resumes/CVs – Provide resumes/CVs for each staff member responsible for project implementation, project management, or other positions identified in the requirements of the RFP.
- vii. Examples of previous work – Provide at least two examples of previous work that demonstrates the capability to produce the work outlined in the Scope of Work.

SUBMISSION INSTRUCTIONS

Applications should use single-spaced, Times New Roman, 12-point font, with 1” margins. Proposal narratives are to be no longer than 15-pages (excluding cover letter and all attachments).

Applicants should:

- Review the requirements and expectations outlined in this RFA.
- Read NACCHO’s standard contract (Appendix A) and provide a copy to the individual with signing authority for the LHD (or entity that would be contracting with NACCHO, e.g., city government), including any relevant financial or legal offices for advanced consideration. Selected consultants must agree to the contract language and be able to sign and return a contract to NACCHO within approximately 30 days of receiving it. No modifications will be made.
- The submitted application must include the attachments (D) mentioned above.
- Applications should be emailed to Covidworkforce@naccho.org in one e-mail by 11:59PM PT on Friday, March 25. Submissions after this deadline will not be considered. Please use the subject line “Emergency and Administrative Planning Training and Technical Assistance <Consultant Name>.”
- NACCHO will confirm receipt of all applications within two business days, however, confirmation of receipt does not guarantee verification of completeness. If you do not receive confirmation within 2 business days, email to Covidworkforce@naccho.org. All applicants will be notified of their status by the week of March 28. All questions may be directed to Covidworkforce@naccho.org.

Applicant Questions and Guidance

NACCHO will support interested applicants to offer guidance and address specific questions about the RFP. Interested parties may contact NACCHO staff via e-mail at COVIDWorkforce@naccho.org.

Funding and Disclaimer Notices:

This project is supported by a grant from the Centers for Disease Control and Prevention (RFA- CDC- RFA-OT18-1802). CDC does not endorse any product, service, or enterprise. Views expressed in related products do not necessarily reflect those of CDC or Health and Human Services.

This RFP is not binding on NACCHO, nor does it constitute a contractual offer. Without limiting the foregoing, NACCHO reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall NACCHO be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP.

APPENDICES

Appendix A: Funding Restrictions

17. Funding Restrictions

Restrictions that must be considered while planning the programs and writing the budget are:

- Recipients may not use funds for research.
 - Recipients may not use funds for clinical care except as allowed by law.
 - Recipients may use funds only for reasonable program purposes, including personnel, travel, supplies, and services.
 - Generally, recipients may not use funds to purchase furniture or equipment. Any such proposed spending must be clearly identified in the budget.
 - Reimbursement of pre-award costs generally is not allowed, unless the CDC provides written approval to the recipient.
 - Other than for normal and recognized executive-legislative relationships, no funds may be used for:
 - publicity or propaganda purposes, for the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation before any legislative body
 - the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before any legislative body
 - See [Additional Requirement \(AR\) 12](#) for detailed guidance on this prohibition and [additional guidance on lobbying for CDC recipients](#).
 - The direct and primary recipient in a cooperative agreement program must perform a substantial role in carrying out project outcomes and not merely serve as a conduit for an award to another party or provider who is ineligible.
 - In accordance with the United States Protecting Life in Global Health Assistance policy, all non-governmental organization (NGO) applicants acknowledge that foreign NGOs that receive funds provided through this award, either as a prime recipient or subrecipient, are strictly prohibited, regardless of the source of funds, from performing abortions as a method of family planning or engaging in any activity that promotes abortion as a method of family planning, or to provide financial support to any other foreign non-governmental organization that conducts such activities. See Additional Requirement (AR) 35 for applicability (<https://www.cdc.gov/grants/additionalrequirements/ar-35.html>).
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- Please note that the federal government has implemented a prohibition against using federal funds to purchase telecommunications and video surveillance equipment and services from certain Chinese companies. This regulation is being incorporated into federal grants and contracts received NACCHO through [2 CFR 200.216](#) and/or Federal Acquisition Regulations (FAR) clause [52.204-25](#).
 - The federal regulation specifically prohibits the purchase of telecommunications equipment and services from: Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities defined below); Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliate of such entities). The definition of “Affiliate” can be found in [FAR 2.101](#). The list of subsidiaries and affiliates of Huawei and ZTE can be found in [Supplement Number 4 to 15 CFR Part 744](#).