

# NACCHO

National Association of County & City Health Officials

## **REQUEST FOR PROPOSAL**

**Project Public Health Ready:  
Recognition Criteria Revision and Quality Improvement**

**National Association of County and City Health Officials (NACCHO)**

**Wednesday, April 12, 2023**

## SUMMARY INFORMATION

**Project Title:** Project Public Health Ready: Recognition Criteria Revision and Quality Improvement

**Proposal Due Date and Time:** Friday, April 28, 2023; 11:59 PM PST

**Selection Announcement Date:** Friday, May 12, 2023; 5:00 PM EST

**Source of Funding:** National Association of County & City Health Officials (NACCHO)

**NOA Award No.:** 5 NU38OT000306-05-00

**Estimated Period of Performance:** 05/15/23 – 07/15/24

**Point of Contact for Questions Regarding this Application:** ATTN: Jerry Joseph [PPHR@naccho.org](mailto:PPHR@naccho.org)

## OVERVIEW

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 communities. NACCHO provides resources to help LHD leaders develop public policies and programs to ensure that communities have access to the vital programs and services people need to keep them protected from diseases 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 Centers for Disease Control and Prevention (CDC), NACCHO administers a national public health emergency preparedness recognition program, known as Project Public Health Ready (PPHR), for local health departments. The goal of the program is to improve the preparedness and response readiness of communities by assessing the quality and performance of public health emergency preparedness programs.

Since 2004, more than 500 LHDs have been recognized as meeting all the PPHR criteria elements individually or working collaboratively as a region. To meet PPHR criteria, applicants must have an all-hazards preparedness plan; complete and maintain a training needs assessment and workforce development plan and demonstrate readiness through exercise or real-world event. The PPHR criteria elements are updated regularly to align with federal guidelines and national initiatives, including:

- CDC Public Health Emergency Preparedness Capabilities (PHEP)
- CDC Operational Readiness Review (ORR)
- Public Health Accreditation Board Standards and Measures (PHAB)
- Homeland Security Exercise and Evaluation Program (HSEEP)
- ASPR Hospital Preparedness Program (HPP) metrics

Through this request for proposals, NACCHO aims to substantively review and update Project Public Health Ready recognition criteria by analyzing lessons learned from the COVID-19 response, incorporating changes to policies and regulations surrounding public health preparedness, and aligning with industry standards and best practices (including emergency management). We also aim to maintain, improve, and establish criteria alignment with new and existing partners.

## ELIGIBILITY AND CONTRACT TERMS

Selected applicants will enter into an agreement with NACCHO using the [NACCHO standard contract \(terms and conditions\) attached as appendix A below](#). 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, which could affect the agreement’s timely execution, may impact your selection as a successful applicant. 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.

### SCHEDULE OF EVENTS

Please note the following deadlines and events for this application:

<u>Event</u>	<u>Date/Time</u>
<b>Release of RFP</b>	Monday, April 12, 2023
<b>Submission Deadline</b>	Friday, April 28, 2023; 11:59 PM PST
<b>Award Notification Date</b>	Friday, May 12, 2023; 5:00 PM EST
<b>Anticipated Contract Start Date</b>	Monday, May 22, 2023
<b>Anticipated Contract End Date</b>	Friday, June 15, 2024

### PROJECT GOALS & TECHNICAL REQUIREMENTS

NACCHO seeks a qualified Continuous Quality Improvement/Program Evaluation contractor to (1) design an assessment to routinely evaluate the PPHR recognition process; (2) gather data regarding public health emergency capabilities, industry standards and measures, legislation, regulations, and policies affecting the current landscape of public health preparedness; (3) analyze data, draw conclusions, and formulate recommendations to modify/update/improve PPHR recognition criteria elements.

The contractor will collaborate with the Performance, Planning, Outcomes, and Measures (PPOM) workgroup to coordinate formative and summative PPHR feedback across the entirety of the recognition process and facilitate discussions of findings with key stakeholders (e.g., NACCHO and CDC Staff).

Knowledge of Project Public Health Ready, as well as other recognition and/or accreditation programs, including but not limited to, the Public Health Accreditation Board, CDC Operational Readiness Review, and the Emergency Management Accreditation Program will be beneficial to successfully complete this project.

For additional information about Project Public Health Ready, please visit our website at <https://www.naccho.org/programs/public-health-preparedness/pphr>

### **Scope of Work**

#### **Principal Duties:**

- Conduct an environmental scan regarding public health emergency capabilities, industry standards and measures, and legislation, regulations, and policies affecting the current landscape of public health preparedness.
- Ensure that activities and criteria updates are complementary and consistent with public preparedness industry standards, rules, regulations, and capabilities by working with NACCHO and stakeholders to develop a standard tool to assess the criteria elements against industry standards.
- Collect and analyze data from PPOM, NACCHO workgroups, and applicants, in order to draw conclusions, and formulate recommendations to modify/update/improve PPHR recognition criteria elements.

#### **Knowledge, Skills, and Abilities:**

##### **Overarching Items:**

- Knowledge of or familiarity with the [CDC Public Health Emergency Preparedness](#) Program.
- Working knowledge of Project Public Health Ready's recognition criteria.
- Knowledge of or familiarity with complementary standards and measures programs such as Public Health Accreditation Board (PHAB), Operational Readiness Review, and Emergency Management Accreditation Program.
- Knowledge of Emergency Operation Plan (EOP) development and implementation strategies.
- Knowledge of or familiarity with Public Health specific Jurisdictional Risk Assessments (e.g. Community Health Assessment/Community Health Improvement Plans/State Health Improvement Plans).
- Ability to engage with, listen to, and learn from a broad range of program stakeholders, encouraging their meaningful participation.

##### **Step 1 – Engage Stakeholders**

- Ability to educate program staff and partners about evaluation concepts and methods.
- Ability to engage stakeholders in an evaluation process based on shared priorities, including meeting facilitation, presentation, conflict resolution, and negotiation skills.
- Ability to work as part of an interdisciplinary team to plan and conduct evaluations.

##### **Step 2 – Describe the Project**

- Ability to organize and summarize information in a clear and concise manner.
- Ability to understand the context of a program and how it affects project planning, implementation, outcomes, and even the evaluation.

- Ability to provide leadership in a team setting, move members forward and build consensus.
- Skill in developing and articulating project goals and objectives in a structure supporting evaluation.

### Step 3 – Focus the Evaluation Design

- Experience with evaluations using mixed method approaches.
- Knowledge of approaches for generating, revising, and prioritizing evaluation questions.
- Knowledge in the development of evaluation plans.
- Knowledge of methods for designing evaluations to increase the likelihood that the findings will be used by primary evaluation stakeholders.

### Step 4 – Gather Credible Evidence

- Ability to lead the PPHR's staff in developing and testing data collection instruments.
- Ability to identify and assess existing data sources for their potential use in program evaluation.
- Ability to gather data using qualitative and quantitative approaches such as interviews, group processes, participant observation, surveys, electronic data files, or other methods.
- Ability to manage databases, construct data files, conduct and supervise data entry, and perform data edits/cleaning.

### Step 5 – Justify Conclusions

- Knowledge of appropriate quantitative and qualitative data analysis methods.
- Ability to conduct analyses using appropriate analytic tools for quantitative data and/or qualitative data.
- Ability to develop criteria and standards reflective of the values held by stakeholders and industry best practices.
- Experience with synthesizing information generated through an evaluation to produce findings that are clearly linked to the data collected.
- Skill in working with stakeholders to develop feasible recommendations and program revisions.

### Step 6 – Share Improvement Plan and Implement Revised Criteria

- Ability to prepare and present evaluation results in a manner that increases the likelihood that they will be used and accepted by a diverse group of stakeholders.
- Ability to develop action plans and systems to facilitate and track implementation of evaluation findings and recommendations.
- Ability to work with stakeholders to present analyses, find common themes, and identify relevant and actionable findings from evaluations.
- Skill in developing and implementing a communications and dissemination plan.

The following table outlines the tasks expected of the selected contractor:

Primary Task/Deliverable	Deliverables	Estimated Timeline	Payment Schedule
Engage Stakeholders	<ul style="list-style-type: none"> <li>The contractor will convene and facilitate a kick-off meeting to outline project deliverables and recruit a team of stakeholders to provide feedback.</li> <li>The contractor will maintain a workgroup of PPHR stakeholders to meet at a minimum twice a month.</li> <li>Submit meeting minutes and notes.</li> </ul>	May 2023	<p><b>Payments will be submitted on the last month of each quarter.</b></p> <p><b>Quarter 1</b> May '23 – June '23 25%</p>
Describe the Project	<ul style="list-style-type: none"> <li>The contractor will establish and present a project timeline, including SMART objectives and task to be achieved throughout the contract period to NACCHO for approval.</li> </ul>		
Focus the Evaluation Design	<ul style="list-style-type: none"> <li>The contractor will elicit feedback from NACCHO and CDC staff, past applicants, State Leads, and Reviewer. Present a summative report of feedback.</li> </ul>	September 2023	<p><b>Quarter 2</b> Aug '23 – Oct '23 25%</p>
Gather Credible Evidence	<ul style="list-style-type: none"> <li>The contractor will compile and catalog research and evidence. Establish a database of evidence that is accessible to NACCHO staff.</li> </ul>	December 2023	<p><b>Quarter 3</b> Nov '23 – Jan '24 25%</p>
Justify Conclusions	<ul style="list-style-type: none"> <li>The contractor will provide an annotated report of proposed changes to PPHR criteria element linking to evidence or feedback as justification.</li> <li>The contractor will develop an improvement plan for PPHR outlining short- and long-term priorities.</li> </ul>	March 2024	<p><b>Quarter 4</b> Feb '24 – April '24 25%</p>
Share Improvement Plan and Implement Revised Criteria	<ul style="list-style-type: none"> <li>The contractor will submit a draft(s) of updated recognition criteria for review and adoption.</li> </ul>	April 2024	

**Method of Payment**

NACCHO will pay the selected contractor in quarterly installments of 25% of the total agreed upon project cost, 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**

The Project Public Health Ready (PPHR) team will work with the contractor throughout the entire process. To help guide the evaluation, the Planning Performance, Outcomes, and Measures (PPOM) workgroup will be available for consultation. The workgroup comprises about 20 members from local health departments.

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

- Provide background information related to the project, including access to NACCHO reports, data, and other resources necessary to complete the tasks above.
- Provide access and use of NACCHO conference lines to conduct webinars and calls.
- Provide access to an electronic survey account (NACCHO's Qualtrics account).
- Provide direct technical assistance for completion of tasks, including periodic webinars and phone or e-mail consultations.

## **PROPOSAL RESPONSE FORMAT & SELECTION CRITERIA**

The proposal narrative must outline the following content:

- A. **Cover Letter** – Include Points of Contact
- B. **Organization Background (5 points)** – Describe your organization's mission and structure and explain why your organization qualifies to be responsive to the requirements of this RFP.
- C. **Qualifications & Experience (35 points)** – Describe your organizational and staff qualifications and experience providing similar goods or services related to continuous quality improvement of recognition criteria elements and/or accreditation standards and measure, 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.
- D. **Methodology (35 points)** – Describe, in detail, your proposed methodology for meeting all project requirements, including:
  - a. Designing an assessment to routinely evaluate the PPHR recognition process.
  - b. Gather data regarding public health emergency capabilities, industry standards and measures, and legislation, regulations, and policies affecting the current landscape of public health preparedness.
  - c. Analyzing data, drawing conclusions, and formulating recommendations to modify/update/improve PPHR recognition criteria elements.
- E. **Project Deliverables & Timeline (20 points)** – Provide a realistic work plan including intermediate steps for achieving project requirements, expected product deliverables, and timeline for completion.
- F. **Budget Proposal (5 points)** – [Using this template](#), provide a line-item budget that clearly outlines the \$\$ amount, % of total budget, and a narrative cost justification for each line item.
  - a. **Respond to the following two questions at the end of the budget narrative:**

- i. Do you have prior experience in Federal Contracting?
- ii. Have you completed a Single Audit? (Answer does not disqualify)

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

- Vendor Information Form – Complete the hyperlinked form and submit with application. This information will only be used if the submitting agency is selected and engages in a contract with NACCHO.
- **Required:** Complete and submit the Certification of Non-Debarment
- **Required:** Submit a W-9
- 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.)
- Proof of active registration with SAM.gov in accordance with active DUNS number.
- 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.
- Examples of previous work – Provide at least two examples of previous work that demonstrate the capability to produce the work outlined in the Scope of Work.

## SUBMISSION INSTRUCTIONS

Applications for the Project Public Health Ready: Recognition Criteria Revision and Quality Improvement project should:

1. Review the requirements and expectations outlined in this RFP.
2. Read NACCHO's [standard contract](#) and provide a copy to the individual with signing authority for your organization including any relevant financial or legal offices for advanced consideration. Selected organizations 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.
3. The submitted application must include the following items to be deemed completed:
4. A cover page that contains the information outlined below
  - Narrative (no more than 5 pages) that addresses the elements described above.
  - Anticipated budget ([template provided](#)) and budget narrative.
  - Completed [Vendor Information Form](#) (Appendix C), [W-9](#), [Certification of Non-Debarment](#), and [FFATA data collection form](#) (templates provided).
  - Applications should be emailed to [PPHR@naccho.org](mailto:PPHR@naccho.org) in one e-mail by 11:59PM PT on Friday, April 28, 2023. Submissions after this deadline will not be considered.
  - Please use the subject line "PPHR: CQI RFP".
5. 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, please email [PPHR@naccho.org](mailto:PPHR@naccho.org). All applicants will be notified of their status on or around Friday, May 12, 2023. All questions may be directed to [PPHR@naccho.org](mailto:PPHR@naccho.org).