

# NACCHO

National Association of County & City Health Officials

## **REQUEST FOR PROPOSALS**

**Recruitment and Retention of the Public Health Workforce**

**Topic: Best Practices in Marketing and Recruiting**

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

**Date: July 31, 2023**

## SUMMARY INFORMATION

**Project Title: Building a Public Health Marketing and Workforce Toolkit**

**Proposal Due Date and Time:** March 19, 2023

**Source of Funding:** Centers for Disease Control and Prevention

**NOA Award No.:** NU38OT000306

**Maximum Funding Amount:** \$50,000

**Estimated Period of Performance:** April 1, 2023 through July 31, 2023

**Point of Contact for Questions Regarding this Application:** [ksemansky@naccho.org](mailto:ksemansky@naccho.org)

## 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 support the workforce capacity of local health departments. While recruiting qualified candidates is and has been a historical challenge for health departments, difficulties have only increased since the COVID-19 pandemic response, exacerbated by further challenges with retention and turnover. However, there is opportunity for health departments to connect with new generations of public health workers and champions as numbers in schools of public health are increasing, recognition of nontraditional pathways is considered, and attention to creating a more diverse workforce is desired. But health departments need support in attracting and holding the attention of potential candidates. The purpose of this project is to support LHDs, is to effectively advertise, market, hire, and retain an equitable and talented workforce that are equipped to meet the needs of the community they serve.

Through this RFP, the Marketing and Recruiting consultant will develop a toolkit that provides best and innovative practices, tools, and resources in marketing and recruiting in the public health arena – all designed to support LHDs in their efforts to strengthen their existing workforce and provide tangible tools for drawing in a new and diverse employee network. NACCHO is looking for and open to an appropriate level of creativity in the approach to this toolkit that leverages the consultants expertise and provides new and actionable resources for our members.

## ELIGIBILITY AND CONTRACT TERMS

NACCHO will issue an award up to \$50,000 in the form of a fixed priced contract. Selected applicants will enter into an agreement with NACCHO using [NACCHO's Standard Contract](#) (terms and conditions). Agreement with a majority of NACCHO standard contract terms and conditions is a requirement and as part of the application, the contractor will be asked to verify NACCHO's standard contract language has been reviewed and to confirm 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. Agreeing to NACCHO’s Resolution of Disputes and Governing Law is expected. Limited modifications to the terms or contract language may be accommodated. Significant changes, which could affect the agreement’s timely execution, may impact your selection as a successful applicant. 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.

### **Period of Performance**

The project period is anticipated to be approximately 4 months: April 1, 2023 through July 31, 2023. A goods and services contract will be executed with the consultant covering the April to July 2023 timeframe.

### **SCHEDULE OF EVENTS**

*Please note the following deadlines and events for this application:*

<b>Event</b>	<b>Date/Time</b>
<b>Release of RFP</b>	<b>March 6, 2023</b>
<b>Application Period Closes</b>	<b>March 19, 2023</b>
<b>Anticipated Notice of Award</b>	<b>March 24, 2023</b>
<b>Anticipated Initial Contract Start Date</b>	<b>April 1, 2023</b>
<b>Anticipated Initial Contract End Date</b>	<b>July 31, 2023</b>

### **PROJECT GOALS & TECHNICAL REQUIREMENTS**

The project seeks to support local health departments in their efforts to recruit a diverse, competent, and prepared workforce by providing a marketing and recruitment toolkit that provides creative and up to date tools, resources, and templates.

The goals of the toolkit are to support LHDs to:

- Implement best practices in marketing and dissemination of job descriptions
- Develop and expand upon approaches to innovative advertising from both the private and public sector
- Communicate the benefits of working in governmental public health that go beyond financial compensation
- Consider their LHD brand within the community and identify strategies to promote, strengthen, or realign their brand within their community, including insuring that community members know what the health department does and what public health is
- Work with community partners to attract diverse and non-traditional job applicants

- Build relationships with academic partners to strengthen the workforce pipeline

## **ACTIVITIES**

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 provide progress updates, ask questions, and share suggestions;
- Engage Workforce and Leadership Development Committee in the creation of the toolkit which may include activities such as focus grouping, providing input and feedback, and piloting;
- Participate in a webinar to promote the toolkit;
- Develop all deliverables outlined in Technical Requirements below; and
- Submit at least one draft and one final approved version of each deliverable and incorporate additional revisions after NACCHO and Workgroup members review the materials.

### ***Required Deliverables***

The required deliverable is a toolkit that will assist LHDs in implementing practices to support recruitment efforts. The toolkit should be a combination of information, best practices from the field (both private and public), examples of existing efforts within LHDs, ready to use tools and templates, and links to additional resources. The determination of the final content will be made in conjunction with NACCHO, and the Workforce and Leadership workgroup. The consultant should demonstrate creativity in their approach to the development of the toolkit and the creation of the templates and resources. The toolkit should not be longer than 50 pages and should provide the appropriate content that will allow LHDs to customize and implement selected practices within their organizations.

## **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
<b>Invoice # 1</b>  April 1, 2023 to May 31, 2023	<ol style="list-style-type: none"> <li>1. Schedule and participate in project kick off call</li> <li>2. Schedule and attend check-ins with NACCHO</li> <li>3. Engage the Workforce and Leadership Development workgroup during monthly meetings, as determined</li> <li>4. Draft project timeline</li> <li>5. Draft toolkit outline</li> </ol>	<ol style="list-style-type: none"> <li>1. Meeting agendas</li> <li>2. Project timeline</li> <li>3. Toolkit outline</li> </ol>	<b>50% of budget</b>
<b>Invoice #2</b> <b>June 1, 2023</b> <b>To</b> <b>July 31, 2023</b>	<ol style="list-style-type: none"> <li>1. Schedule and attend check-in meeting with NACCHO</li> <li>2. Submit toolkit draft</li> <li>3. Submit final toolkit</li> </ol>	<ol style="list-style-type: none"> <li>1. Draft toolkit</li> <li>2. Final toolkit</li> </ol>	<b>50% of budget</b>
<b>Total Amount</b>			

**METHOD OF PAYMENT AND UN/ALLOWED EXPENSES**

NACCHO will pay the selected contractor in two (2) installments of 50% of the approved budget under invoice 1 and 50% of the approved budget under 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):

- Equipment
- Telecommunication Ban in accordance with FAR 52.204-24 and FAR 52.204-25
- Alcoholic Beverages
- Bad Debts
- Contributions and donations
- Entertainment Costs
- Fines and penalties
- Goods and services for personal use
- Lobbying
- Losses on other awards

**PROPOSAL RESPONSE FORMAT & SELECTION CRITERIA**

Proposals must include and address 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):**
  - a. **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.
  - b. **Qualifications & Experience (35 points)** – Describe your organizational and staff qualifications and experience providing similar goods or services related to providing best practices in marketing and recruiting within the Public Health Workforce. 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. As either links or appendices, 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. Any appendices will not count toward the 15- page total.
  - c. **Methodology (35 points)** – Describe, in detail, your proposed approach for meeting all project requirements as outlines in this RFP’s Scope of Work (see above).
  - d. **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 \$50,000, 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:

1. **Disbursement I:**
  2. **Disbursement II:**
- D. **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 in the event that the submitting agency is selected and engages in a contract with NACCHO.
  - 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.)
  - Required: Complete and submit the [Certification of Non-Debarment](#)
  - Required: Submit a [W-9](#)
  - 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 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 the cover letter and all attachments).

Applicants should:

1. Review the requirements and expectations outlined in this RFA.
2. 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.
3. The submitted application must include the attachments (D) mentioned above.
4. Applications should be emailed to Submissions after this deadline will not be considered. Please use the subject line "Diversity and Equity in the Workplace Toolkit <Consultant Name>."
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, email to. All applicants will be notified of their status by the week of March 28. All questions may be directed to [ksemansky@naccho.org](mailto:ksemansky@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 [ksemansky@naccho.org](mailto:ksemansky@naccho.org).*

### **Funding and Disclaimer Notices:**

This project is supported by a grant from the Centers for Disease Control and Prevention (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>).
- 
- 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](#).