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## Request for Proposals

### Leveraging Centers for Independent Living (CILs) to Increase Vaccines for People with Disabilities

Date Issued: August 15, 2022

Date Response Due: August 26, 2022

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## CDC FOUNDATION

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### **Basic Information**

<b>RFP Release Date</b>	August 15, 2022
<b>Proposal Due Date</b>	August 26, 2022
<b>RFP Contact Information</b>	Sarah Anderson <a href="mailto:sanderson@cdcfoundation.org">sanderson@cdcfoundation.org</a>
<b>Anticipated Performance Term</b>	September 2022 through December 2022
<b>Required Eligibility</b>	<p>Applicants <b>must</b> meet all the following eligibility criteria:</p> <ul style="list-style-type: none"> <li>• Experience in graphic design and document formatting.</li> <li>• Experience in and knowledge of document accessibility, including 508 compliances.</li> </ul> <p>Preferred Qualifications:</p> <ul style="list-style-type: none"> <li>• Experience creating graphics that are inclusive of people with disabilities.</li> </ul>
<b>Anticipated Funding</b>	CDC Foundation intends to award one contract for a four-month term (beginning September 2022 through December 2022). The final award amount is contingent on submission of a detailed and reasonable budget proposal to be approved by the CDC Foundation. Bidders are requested to propose the best and most cost-effective solution to meet requirements, while ensuring a high level of service.
<b>Payment Structure</b>	<p>CDC Foundation anticipates paying the selected contractor based on time and materials/labor hours but reserves the right to change the method of payment.</p> <p>CDC Foundation will pay the contractor an amount not to exceed a Maximum Payable Amount (MPA) or ceiling price. The MPA will not exceed \$150,000.00</p>
<b>Pre-Award Risk Assessment</b>	The CDC Foundation reserves the right to conduct financial and due diligence reviews. As a public entity, the CDC Foundation has a responsibility to the public to ensure that the organizations that receive grant funds are financially stable and to evaluate each applicant's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate method of monitoring.
<b>Funding Source</b>	The agreement resulting from this RFP will be supported by Federal funding under the Leveraging CILs to Increase Vaccines for People with Disabilities grant with the award number 5 NU38OT000288-04-00 from the Centers from Disease Control and Prevention. The CDC foundation anticipates that award(s) resulting from this solicitation will meet the criteria of "subcontractor" as defined by 2 CFR 200.331; a final

	<p>determination will be made at the time of award. Subcontractor must comply with the following federal regulatory requirements:</p> <ul style="list-style-type: none"> <li>• Uniform Administrative Requirements, Cost Principles, and Audit Requirement for HHS Awards (45 CFR Part 75)</li> <li>• Uniform Administrative Requirements, Cost Principles, and Audit Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR Part 200)</li> </ul> <p>Additional requirements will be communicated to successful proposers.</p>
<b>Place of Performance</b>	The Contractor will carry out tasks at their offices, remotely engaging with CDC Foundation staff and partners.
<b>Performance Monitoring</b>	The performance will be monitored in line with the agreed project plan. The Contractor will be expected to work in close collaboration and consultation with the CDC Foundation, the CDC, and other CDC Foundation contractors working on this project. The plan for each deliverable will be an important part of the overall project plan. Furthermore, regular reviews/coordination, as agreed, will be undertaken, as work progresses.
<b>Required Documents</b>	<ul style="list-style-type: none"> <li>• Vendor status verification: U.S. System Award Management (SAM), or equivalent, search results for overall organization and individuals designated to this proposal.</li> <li>• Curriculum Vitae (CV) or resume for principals/experts (page limit: two pages per principal/expert).</li> <li>• Documentation of experience including past performances for at least two projects creating fully accessible designs for digital/online access for the largest number of end users, including people with disabilities.</li> </ul>

## 1. CDC FOUNDATION

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, community-based organizations, and individuals to protect the health, safety and security of America and the world. We believe that people, groups, and organizations have greater positive impact and can accomplish more collectively than individually. The CDC Foundation is committed to galvanizing support for community-based organizations (CBOs) and to strengthening linkages between them and the public health sector through our existing and expanding network of relationships. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC's critical health protection mission. Since 1995, the CDC Foundation has raised over \$1.2 billion and launched more than 1,200 programs impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. The CDC Foundation managed hundreds of programs in the United States and in more than 140 countries, and support more than 180 community-based organizations to increase uptake of COVID-19 vaccines in the last year.

## **2. FUNDING OPPORTUNITY**

The CDC Foundation was awarded a federal grant from the CDC to implement *Leveraging Centers for Independent Living (CILs) to Increase Vaccines for People with Disabilities*. The aim of this project is to increase uptake of COVID-19 vaccinations in individuals with disabilities by engaging with local level CILs that have not received federal funding to assist in implementing COVID-19 vaccine activities including, but not necessarily limited to, transportation, vaccine clinics, and providing feedback on a national hotline.

To address the needs of people with disabilities during the COVID-19 pandemic and other public health emergencies, collaboration between state and local health departments (SLHDs) and CILs is crucial. As such, an output of this project is a Partnership Guide for CILs and SLHDs to foster collaboration that will be created by CDC Foundation staff in collaboration with project contractors and stakeholders. Through this Request for Proposals (RFPs), the CDC Foundation seeks to enter into a contractual agreement with a successful bidder and select a suitable contractor to create graphics and format the Partnership Guide, as well as ensure that the final PDF is accessible to people with disabilities.

Bidders are requested to propose the best and most cost-effective solution to meet requirements, while ensuring a high level of service and adherence to tight timelines. The budget ceiling for this work shall not exceed \$150,000.00.

## **3. BACKGROUND**

Approximately 61 million adults living in the US have a disability, representing nearly 26% of the adult population. Disability alone may not be related to increased risk for contracting COVID-19. However, some people with disabilities may be at increased risk for contracting COVID-19 based on where they live, and/or difficult complying with mitigation strategies. The presence of underlying medical conditions puts others at increased risk for severe illness. Vaccinating people with disabilities poses unique challenges including ensuring physical accessibility of vaccination sites. To address these challenges, as well as challenges in future public health emergencies, successful public health interventions for people with disabilities will best be achieved through collaboration between disability-led organizations, such as CILs and SLHDs. The CDC Foundation, in coordination with partners and stakeholders, aims to foster collaboration between SLHDs and CILs through the creation and dissemination of a Partnership Guide that will offer tools, resources, and examples of successful collaboration between these two organizations to best serve the needs of people with disabilities.

Specifically, the successful contractor will work in close concert with the CDC Foundation and its contractors, CDC, and other stakeholders to achieve the following outputs:

- Create graphics and formatting for this Partnership Guide, resulting in a final product that will be the Partnership Guide content in a PDF document that is well-designed, fully accessible, and includes hyperlinks to other relevant sources and materials.
- Ensure that the final PDF document is designed with 508 compliance, full accessibility to people with disabilities, and end-user experience in mind. CDC Foundation staff and other stakeholders will coordinate with the contractor to ensure accessibility.

#### **4. SCOPE OF WORK**

CDC Foundation staff will provide the contractor with a draft of the Partnership Guide. CDC Foundation staff, as well as other partners and stakeholders, will collaborate with the graphic designer to conceptualize graphics and formatting of the document with a primary focus on accessibility. The contractor will draft graphics and incorporate input from CDC Foundation and partners. Finally, when all graphics and content for the Partnership Guide is approved, the contractor will ensure that final formatting of the PDF document is 508 compliant and accessible to people with disabilities, which will be determined in coordination with CDC Foundation and disability-focused partners advising on the project.

**Project Approach** – The overall project approach includes the following activities, outputs, performance measures, and budget period outcomes as detailed below.

**1.1    Program Activities** – The following activities are supported under this Agreement:

Collaborate with CDC Foundation staff and partners to conceptualize graphics for the Partnership Guide and create graphics for the Partnership Guide

- Revise graphics for the Partnership Guide using feedback from CDC Foundation staff and partners
- Ensure full accessibility, including 508 compliance, of the final PDF product

**1.2    Outputs** – The subcontractor will produce/deliver the following services, events, and/or products:

<b>Output</b>	<b>Date</b>
Kick-off meeting and review of the draft partnership guide	within 10 days of award
Provide approximately 20 accessible graphics/images for use in the partnership guide  *CDC Foundation and project partners will review and provide feedback within 2 weeks	within 25 days of award
Submit first draft of the fully accessible partnership guide including graphics and formatting  *CDC Foundation and project partners will review and provide feedback within 3 weeks	November 7, 2022
Submit final draft of the fully accessible partnership guide including graphics and formatting  *CDC Foundation and project partners will review and provide feedback within 3 weeks	December 16, 2022
Submission of final approved and fully accessible partnership guide	January 18, 2023

#### **5. INSTRUCTIONS FOR APPLICANTS**

Applicants should follow the instructions set forth below in the submission of their proposal to the CDC Foundation.

CDC Foundation will not be responsible for any proposal which does not follow the instructions in this RFP, and may, at its discretion, reject any such non-compliant proposal.

## **5.1 Submission of Proposals**

Proposals must be submitted to Sarah Anderson at [sanderson@cdcfoundation.org](mailto:sanderson@cdcfoundation.org).

It shall be the Bidder's responsibility to obtain a confirmation of receipt by the CDC Foundation of their submitted proposal. Any proposal received after the closing date for submission of proposals will be rejected.

### ***Proposal Requirements***

Proposals should be no more than 6 pages, single spaced, 11-point font, not including cover page or appendices, and must address the following:

1) **Organization Information** (page limit: two pages)

- Organization Name
- EIN/Tax ID
- DUNS Number - To request a DUNS number, visit <https://www.dnb.com/duns-number/get-a-duns.html>
- Organization Address, Phone Number, and Website
- Organization Mission and Year established
- Non-profit status
- Tax-exempt status
- Number of employees
- Annual revenue
- Are you certified as a diverse organization? If so, what certification
- Business classification (s):
  - Lesbian, gay, bisexual, and transgender (LGBT)- owned business
  - Minority owned business
  - Service-disabled veteran-owned business
  - Veteran-owned business
  - woman-owned business
  - small business
  - none of the above
- Small business, how do you identify:
  - Small, disadvantaged business (SDB/DBE)
  - 8a certified business
  - HUBZone certified business
  - economically disadvantaged women-owned small business (EDWOSB)
  - other, meeting small business size standards for select north American industry classification system (NAICS) codes
  - none of the above

- Minority-owned business, please specify:
    - African American owned
    - Asian American/pacific islander owned
    - Hispanic American owned
    - native American/Alaska native owned
    - other
  - Are you a current vendor to the CDC Foundation? If so, in what capacity?
- 2) **Technical Skills and Experience** (page limit: two pages) that demonstrates you/your organization's ability to deliver services as described in the RFP. Please include at least three samples of similar or relevant work in the appendix.
- 3) **Approach/Methodology** (page limit: one page) that provides a description of the proposed approach with examples from successful past projects in line with the program activities (section 4 above). Please also include a description of the process and staffing capacity to initiate work immediately as proposed, if applicable, as well as any other resources or networks that could be drawn on. Please also include a timeline for project implementation, inclusive of preparation and final reporting.
- 4) **Staffing Plan** (page limit: one page) that demonstrates the qualifications and competence of the personnel proposed for the assignment, if applicable. Please also provide resumes/CVs that clearly show tenure, professional experience and/or education that reflects knowledge and ability in content expertise.
- 5) **Budget and Budget Justification** – Provide a reasonable and detailed budget with supporting justification for all anticipated costs for a four-month term (September 2022 through December 2022). Include a justification that explains the rationale for your proposed budget using the **Budget Preparation Guidelines available at** <https://www.cdc.gov/hiv/pdf/funding/announcements/ps15-1509/ps15-1509-budget-preparation-guidelines.pdf> for guidance. The budget narrative should conform with the [CDC Budget Preparation Guidelines](#).

## 5.2 Communications During the RFP Period

A prospective bidder requiring any clarification on technical, contractual, or commercial matters may notify the CDC Foundation via email at the following address no later August 18, 2022:

Email for submissions of all queries: Sarah Anderson, Federal Health Communications Specialist,

[sanderson@cdcfoundation.org](mailto:sanderson@cdcfoundation.org)

(Use subject: Graphic Design RFP Inquiry)

CDC Foundation will respond in writing (via email only) within two business days to any request for clarification of the RFP that it receives by the deadline indicated above. An RFP Supplement with a consolidation of responses to all questions (including an explanation of the query but without identifying the source of inquiry) will be posted on the CDC Foundation website.

## 5.3 Anticipated Timeline\*

Date	Description
August 15, 2022	RFP Release

August 18, 2022	Deadline to receive questions. Responses will be turned around within two business days to all applicants.
August 26, 2022	Proposal Submission Deadline
August 31, 2022	Anticipated Selection Notification
September 19, 2022	Anticipated Project Implementation Start Date Implementation period of 4 months
January 18, 2023	Anticipated Project End Date

*\*Please note that the timeline is subject to change*

## 6. SELECTION PROCESS AND REVIEW CRITERIA

**Review of Written Proposals:** Completed eligible applications submitted by the deadline will be evaluated and scored in accordance with the review criteria stated below. Written proposals will be evaluated on bidders' qualifications, expertise, and criteria below. The following table outlines the criteria that reviewers will use to guide their evaluation of each written proposal.

All applicants will receive a notification of whether their proposal was selected for funding. The CDC Foundation will not provide scores or specific review feedback to unsuccessful applicants.

The CDC Foundation will award grants to applicants based on the following multi-stage review process outlined below.

### Level 1 Administrative Review:

CDC Foundation will evaluate all applications for completeness and minimum requirements. Basic requirements include timely receipt of application, meeting all eligibility criteria and submission of all required attachments. Applications with omissions of any required documentation may be subject to disqualification.

The CDC Foundation also reserves the right to conduct financial and due diligence reviews. As a public entity, the CDC Foundation has a responsibility to the public to ensure that the organizations that receive grant funds are financially stable and to evaluate each applicant's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate subcontractor monitoring, per program year. Further written materials to assess risk may be requested during or prior to the review.

### Level 2 Proposal Review:

Applicants that pass Level 1 review will proceed to Level 2 review. A panel of three independent reviewers with evaluation and subject matter expertise will review and score written proposals. Reviewers will score applicants in accordance with review criteria listed below.

DOMAIN	CRITERIA	WEIGHT
Technical Skills Experience	<ul style="list-style-type: none"> <li>Experience in graphic design and PDF document formatting</li> <li>Experience in formatting documents for accessibility, including knowledge of 508 compliance</li> </ul>	<b>50%</b>
Approach/ Methodology	<ul style="list-style-type: none"> <li>Expressed ability to meet rapid deadlines and incorporate feedback from multiple reviewers/stakeholders</li> <li>Documentation of any trainings attended, or certification received in ensuring the accessibility of materials</li> </ul>	<b>30%</b>
Budget and Budget Justification	A budget for all anticipated costs for a four-month term that is reasonable and detailed and includes supporting justification. A budget narrative that includes a justification that explains the rationale for the proposed budget follows the CDC Budget Preparation Guidelines.	<b>20%</b>

**Level 3 Interview (subject to change based on need):**

The highest scoring applicants from the Level 2 Review may be invited for an interview. Only key personnel on the proposed RFP must attend the interview. The interview will provide an opportunity for reviewers and finalists to address any follow-up or clarifying questions. Content of the interview may be used to inform final award decisions.