



Data Modernization Initiative

Request for Quotes (RFQ) – Hybrid Industry Day Meeting Support

Date Issued: November 21, 2022

Date Questions Due: November 28, 2022

Response Due: December 1, 2022

CDC FOUNDATION CONTACT

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PURPOSE

Centers for Disease Control and Prevention’s (CDC’s) Public Health Data Modernization Initiative (DMI) works in multiple priority areas to assure sustained improvements to data systems in service to the public’s health. Community-based organizations - reporters and users of public health data - often play a vital role in health improvement, providing or supporting human services central to prevention and control measures. To maximize health improvements through data- and science-driven practices, communities require access to complete, timely, and user-friendly data. The CDC Foundation supports this critically important work through a variety of activities.

The CDC Foundation seeks support for coordination of a hybrid (in-person and virtual) industry day, a two-day meeting to communicate the agency’s mission and upcoming requirements to industry, regarding the CDC’s planning, development, and use of data and information systems.

Through this Request for Quotes (RFQ), the CDC Foundation is soliciting from a contracting entity/Contractor with expertise in supporting hybrid events.

SERVICES REQUIRED

The CDC Foundation seeks quotes from experienced Contracting entities/Contractors to provide support for a hybrid meeting related to data modernization. The contract to work on the scope of services outlined is projected to **begin after contract is awarded throughout February, early March 2023. The meeting is scheduled for two days in February 2023 in Washington, DC with the option for virtual/online attendance. The exact date for the industry day is pending. The venue is pending, and cost should not be factored into applications.** Some aspects within the Scope of Work are currently in progress and could be completed prior to December 1, 2022. Scope of work completion will be assessed by regular check-ins with the project team to ensure work is conducted.

Organizational capacity and expertise to implement the scope of work, specifically the organization’s state of readiness.

- This project is on an accelerated timeline. Describe your organization’s state of readiness to contribute to this project.
- Describe your organization’s experience in managing and facilitating the development of lists, invitations, graphic designs, and communications to ensure a professional and attractive look and feel for the event as well as strong attendance from key audiences.
- Describe your organization’s connections and experiences with public health, senior public health leaders as well as senior leaders from other key sectors, such as businesses, healthcare, government, philanthropy, nonprofits, elected officials and academia, Public Health Informatics, and Data Modernization Initiatives.
- Describe your organization’s approach to managing and facilitating meetings with a mix of in-person and virtual sessions.

In your budget and budget narrative submission, please provide a proposed quote for the scope of services outlined below along with approximation of hours and hourly rate.

Scope of Work

Services to be Provided
Overall event management, provide event planning and personnel to coordinate registration solutions for all participants (approximately 500+). Hybrid event structure will contain a mixture of Keynote

speakers and presentations, plenaries, working groups and breakout sessions, networking sessions, exhibition hall, etc.
Coordinate panels, presentations, and workgroups prior to and during the event
Staging and design for in-person event
Develop, with input from partners, an agenda for the meeting, run of show, list of invitees, PowerPoint presentations, and meeting promotion plan
Coordinate and provide hosting for the meeting (both in-person and virtually). The Contractor will be responsible for the software/platform for the virtual event
Provide graphic design for all promotional fliers, e-mails, signage for the meeting, brochures, programs, and name badges. Graphics will be based upon partner approval.
Offer an agile approach that assures the meeting structure can meet evolving context and needs
Provide customer service for participants leading up to and during the event and manage process from start to finish
Provide and coordinate technology needs and audio/visual needs, including technology checks for speakers and rehearsals prior to the event.
Develop promotion and advertising plan including pre-event promotions, emails, posters, flyers and social media posts
Manage and coordinate presenters and speakers, ensure agenda and schedule is followed
Virtual event support (participant access, audience interaction, live stream webcasting, maintenance of web platform, point of contact for technology issues)
Post-meeting artifacts (notes, transcripts, reporting, analysis, recordings, etc.)
In addition to regular check-ins, will be available to meet with partners for updates on as needed basis
Work with security to ensure all protocols and requirements are met, assist with virtual and in-person registration

Deliverables

- Agenda for Meeting, List of invitees, and List of attendees
- Meeting hosting and coordination (including both in-person and virtual aspects)
- Promotion of meeting (graphics, fliers, emails, announcements)
- Meeting artifacts (recording, slides, transcriptions notes, summary of key information, etc.)

SUBMISSION REQUIREMENTS

Kindly submit a packet including an expression of interest letter, capability statement, budget narrative, completed Excel budget template, description of related experience including at least two references, and CVs of all major personnel via the Smartsheet link below by **December 1, 2022.**

We reserve the right to deem incomplete submissions ineligible for review.

Quotes must be submitted electronically at:

<https://app.smartsheet.com/b/form/8e4b50e584194126aef12bd8c7620698>

Please email any submission and/or project-related questions to DMI@CDCFoundation.org by **November 28, 2022, 4 PM EST.** *Please reference Hybrid Industry Day in the subject line.*

Notification of award(s) is expected to occur by **December 5, 2022.**

Please use the Excel budget template to prepare and submit your financial quote.

To limit delays for the selected vendor, you will be asked to submit the following information with your quote: EIN/TIN #, DUNS #, SAM Registration Number, Income

Statement and Balance Sheet, and/or IRS 990 Tax form.

EVALUATION AND SELECTION CRITERIA

Submissions will be evaluated on vendors’ qualifications, expertise, and reasonableness of cost. The following outlines the criteria that reviewers will use to guide their evaluation of each application. Information provided by references will also be considered.

Domain	Capability Statement	Experience	Cost Quoted
Application Selection Criteria	Capability statement that demonstrates your ability to deliver services as requested in this RFQ (Qualifications)	Organizational reference to all related experience, including CVs for all project staff which reflect tenure and/or education	Reasonableness of proposed rate
Weight	45%	30%	25%
Weight Criteria Breakdown	<ul style="list-style-type: none"> • Capability statement address all aspects of the scope of work and deliverables 25% • Readiness, availability of staff to complete scope and deliverables on an accelerated timeline. 20% 	<ul style="list-style-type: none"> • Experience managing webinars and/or organizing and facilitating meetings (Past project descriptions). 15% • Relevant experience of project staff 15% 	<ul style="list-style-type: none"> • Detailed Budget 15% • Budget Narrative 10%

PRE-AWARD RISK ASSESSMENT

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.

MAXIMUM PAYABLE AMOUNT (MPA)

CDC Foundation will pay the contractor a fee not to exceed a Maximum Payable Amount (MPA) or ceiling price. The MPA will be based on the fee proposed and awarded and will be negotiated as part of the resulting contract. CDC Foundation requests bidders include a cost-reimbursable budget, utilizing the attached budget template.

FUNDING SOURCE

The agreement resulting from this RFQ will be supported by Federal funding under the “Data Modernization Initiative Working Groups” project via Cooperative Agreement Number 6 NU38OT000288-05-01 from the Centers for Disease Control and Prevention.

The CDC Foundation anticipates that award(s) resulting from this solicitation will meet the criteria of “contractor” as defined by 2 CFR 200.331; a final determination will be made at the time of the award. The contractor must comply with the following federal regulatory requirements:

- Uniform Administrative Requirements, Cost Principles, and Audit Requirements for

- Health and Human Services (HHS) Awards (45 CFR Part 75)
- Uniform Administrative Requirements, Cost Principles, and Audit Requirements, and Audit Requirements for Federal Awards (2 CFR Part 200).

Submitting a Quote

Application materials should be submitted by **4:00 PM EST on Thursday December 1, 2022**

Quotes will not be accepted after this date and time.

Quotes must be submitted electronically at:

<https://app.smartsheet.com/b/form/8e4b50e584194126aef12bd8c7620698>

We recommend you begin to submit your quote by 11:00 AM EST to allow sufficient time to address any unexpected technical issues.

Please email any submission and/or project-related questions to DMI@CDCFoundation.org by **November 28, 2022, 4 PM EST.**