

## Request for Proposal

### ORS Program Strategic Planning Consultant

Date Issued: February 22, 2021

Date Response Due: March 10, 2021

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#### **CDC FOUNDATION CONTACT**

Melissa Bennett  
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## A. SUMMARY OF REQUEST

The CDC Foundation seeks a consultant to lead a strategic planning workshop for the [Overdose Response Strategy \(ORS\) program](#) leadership and key stakeholders. The result of this workshop is to finalize an ORS program strategic plan, establish a logic model and develop an evaluation plan to identify indicators and measures to evaluate ORS program impact.

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## B. BACKGROUND AND NEED

The ORS is an initiative designed to enhance public health-public safety collaboration and strengthen efforts to reduce drug overdose deaths. The ORS is funded by the U.S. Centers for Disease Control and Prevention (CDC) and the Office of National Drug Control Policy (ONDCP) to help communities reduce fatal and non-fatal drug overdose rates by improved information sharing across public health and public safety agencies, and by supporting evidence-based interventions.

Each state in the ORS receives funding for one Public Health Analyst (PHA) position and one Drug Intelligence Officer (DIO) position. DIO positions are funded by ONDCP through the High Intensity Drug Trafficking Area (HIDTA) program. The ORS operates in 50 states, Puerto Rico and the U.S. Virgin Islands, across 33 HIDTAs. Currently, CDC is funding PHA positions in 30 states and ORS coordinators through Cooperative Agreement number NU38OT000288 award to the CDC Foundation totaling \$5,465,000.00. CDC provides overall program guidance, direction and management to the public health arm of the ORS. CDC also provides technical support to PHAs in their efforts to enhance drug overdose reporting and public health data collection systems, develop and disseminate reports on trends in substance use and overdose, integrate public health and public safety data, and develop overdose response protocols.

Although the ORS program has been in existence since 2015, the program has expanded exponentially over the last several years. As the ORS program becomes national in scope, ORS leadership desires to engage in a formal strategic planning process to 1) ensure alignment between CDC, ONDCP, HIDTA and the CDC Foundation on program direction over the next few years; 2) identify program goals and develop ways to track progress toward goals; and 3) define program success and establish a consensus among all partners on how to effectively report out on program success. The development of a strategic plan, establishment of a formal logic model and evaluation plan will be integral as the program continues to grow and as there is an increased need to demonstrate the program's outcomes and impact.

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## C. SCOPE OF WORK

The purpose of this request for proposal (RFP) is to identify quality consultants to design and execute a strategic planning process with ORS leadership and key stakeholders that will result in the development of an actionable ORS strategic plan, logic model and evaluation plan. The activities involved include, but are not limited to, the following:

- Identify and engage the ORS workgroup members, which will be comprised of ORS

- leadership and key stakeholders;
- Review the ORS history and background, current goals and objectives, performance measures and reporting tools, and other defining documents;
  - Develop a SWOT analysis of the program to identify strengths, opportunities, gaps and/or threats/challenges;
  - Lead the scheduling of a series of strategic planning meetings with the ORS workgroup;
  - Develop a facilitator's guide and other tools to gather information and data from key stakeholders;
  - Lead the facilitation of the series of strategic planning meetings with the ORS workgroup to identify needs for the development of a strategic plan and identification of key qualitative and quantitative performance indicators to effectively measure the impact and success of the ORS program; and
  - Prepare and disseminate a comprehensive report to the CDC Foundation and the ORS workgroup, which includes the proposed ORS strategic plan; ORS logic model; and ORS Evaluation plan which includes performance measures and reporting needs of the ORS program agreed upon by ORS leadership.

#### **Deliverables/Expectations:**

- Bi-weekly meetings with CDCF and ORS team
- Monthly progress reports
- Convene ORS Strategic Planning Workshop
- Final narrative report on findings and recommendations
- ORS Strategic Plan
- ORS Logic Model
- ORS Evaluation Plan

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## **D. REQUEST FOR PROPOSAL**

Please click the following link to complete the RFP by **5:00pm on March 10, 2021**. Submissions after this date and time will not be considered.

**RFP Link:** [CLICK TO SUBMIT APPLICATION](#)

**Proposal Requirements:** Proposal to be submitted in PDF Form and should be no more than 10 pages, single spaced, 11-point font, in English, and should address the following:

- Agency/consultant overview
- Description of previous experience leading and conducting a strategic planning workshop for a multi-organizational program in public health (and public safety would be desired);
  - Provide at least two (2) client references related to this experience
- Description of experience in or expertise in drug overdose prevention, including but not limited to any previous experience working with CDC's Division of Overdose Prevention;
  - Provide examples of developed materials including, strategic plan, logic model and evaluation plan

- Description of experience in developing logic models and evaluation plans and the proposed method of developing these plans;
- Description of interest in this opportunity
- Proposed Budget:
  - Detailed budget and budget justification – Compensation may be on a fixed fee basis, by deliverable/milestone or actual costs. Please include a justification that explains the rationale for the budget. If deliverable based, please ensure costs are delineated by deliverable. Where appropriate, further delineate cost of development and delivery.
- Detailed workplan including milestones and timeframe for completion; and
- Appendix to include the following:
  - Vendor status verification: U.S. System Award Management (SAM), or equivalent, search results for overall organization and individuals designated to this proposal.
  - Description of yourself or team with Resumes and availability to start the project. (page limit: 2 pages per principal/expert)

Please direct any questions to Melissa Bennett, Senior Emergency Response Officer, [mbennett@cdcfoundation.org](mailto:mbennett@cdcfoundation.org).

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## E. TIMELINE

- **February 22, 2021:** RFP release
- **March 3, 2021:** Questions submitted to CDCF regarding RFP
- **March 5, 2021:** Questions received and answers published in a Frequently Asked Questions (FAQ) document and shared with all interested applicants.
- **March 10, 2021:** RFP deadline
- **March 15-17:** Interviews with top 3 candidates
- **March 19, 2021:** Notification of consultant selection\*
- **April 1, 2021:** Contract Execution
- **June 30, 2021:** Draft Strategic Plan, logic model and evaluation plan submitted to the ORS Workgroup for review and feedback
- **July 31, 2021:** Submission of the report to the CDC Foundation with the ORS Strategic Plan, Logic Model and Evaluation Plan.

\*The CDC Foundation will notify the candidate directly if they are selected.

## F. REVIEW CRITERIA

All proposals received will be reviewed and taken into consideration. The following Review Criteria will be utilized:

Category (Weight)	Considerations	Total Weight Percentage by Category
Technical Skills Experience (40%) *References will be considered	<ul style="list-style-type: none"> <li>• Strategic planning</li> <li>• Monitoring &amp; Evaluation plan development</li> <li>• Report development</li> <li>• Drug overdose prevention expertise</li> <li>• Previous experience working with CDC's Division of Overdose Prevention</li> </ul>	
Facilitation and Partnership Building (20%) *References will be considered	<ul style="list-style-type: none"> <li>• Coordination</li> <li>• Facilitation</li> <li>• Working with cross-sector organizations</li> </ul>	
Interest in position (10%)	<ul style="list-style-type: none"> <li>• Interest and enthusiasm for position</li> </ul>	
Budget (20%)	<ul style="list-style-type: none"> <li>• Cost-effectiveness</li> </ul>	
Submission of proposal (10%)	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Visuals</li> <li>• Organization</li> </ul>	
<b>Total</b>		