Request for Proposals (RFP)

Technical Assistance Consultant

Capacity Building for Public Health Analysts in the Overdose Response Strategy

CDC Foundation
Non-Infectious Disease Programs

Date Issued: December 14, 2023
Due Date: January 19, 2024, by 5:00pm Eastern Standard Time
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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, organizations, and individuals to protect the health, safety and security of America and the world. 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 $1.6 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 160 countries last year.

2. **PURPOSE**

The CDC Foundation seeks a contractor to support the planning and preparation for a future training and technical assistance hub that can easily track, triage, and monitor Public Health Analyst (PHA) and Drug Intelligence Officer (DIO) technical assistance requests. The technical assistance hub will be used to organize and carry out technical assistance across the ORS network, as well as maintain an electronic resource library and enhance the coordination of technical assistance provided to ORS staff. In result, there will be a more holistic understanding of the technical assistance needs of ORS teams across each jurisdiction which will ultimately inform various training initiatives.

We anticipate this work being carried out in a phased approach with an initial engagement focused on assessing our current practices and making recommendations for immediate, mid and long-term action steps that may eventually lead to the implementation of a technical assistance hub. Subsequent phases may include supporting the implementation of these recommendations and action steps. This solicitation is focused on the initial phase.

Successful applicants will have demonstrated experience providing technical assistance consulting services to organizations similar to the CDC Foundation in size and mission. Applicants should be experienced in conducting baseline assessments and making and prioritizing recommendations as well as developing policies and procedures, providing training, and advising on the governance, infrastructure, and technology needs.

3. **BACKGROUND**

The Overdose Response Strategy (ORS) is a unique public health/public safety collaboration between the Office of National Drug Control Policy (ONDCP) and the U.S. Centers for Disease Control and Prevention (CDC) through their support of the High Intensity Drug Trafficking Areas (HIDTA) program and the CDC Foundation, created to help local communities reduce drug overdoses and save lives by sharing timely data, pertinent intelligence, and innovative strategies.

The program is implemented by teams made up of Public Health Analysts (PHA) and Drug Intelligence Officers (DIO) who work together on drug overdose issues within and across sectors, states, and territories. PHA positions are funded by the CDC through the CDC Foundation, and DIO positions are funded by the Office of National Drug Control Policy (ONDCP) through the HIDTA program. These teams serve as the foundation of the ORS, creating opportunities across public health and public safety sectors.
to share data, insights and trends related to drug overdose in communities across the nation. They simultaneously promote public health and public safety efforts, which allows for a wide range of drug overdose issues to be addressed more effectively and efficiently. By doing so, the ORS is growing the body of evidence related to early warning signs and prevention strategies. With the information shared, and programs inspired by the ORS, the program is helping communities develop solutions to reduce overdoses and encouraging individuals to make healthier, safer choices.

The ORS operates in all 50 states, Washington D.C., Puerto Rico, and the U.S. Virgin Islands. 61 PHA positions and 17 staff making up the ORS Coordination Team are funded by the CDC through Cooperative Agreement number NU38OT000288 awarded to the CDC Foundation totaling $32,665,000.00. Although the ORS program has been in existence since 2015, the program has expanded exponentially over the last several years. As the ORS program has become national in scope, ORS leadership is seeking a Technical Assistance Consultant to help plan for the possible future development and implementation of a technical assistance (TA) hub. The TA hub would allow ORS staff to submit TA requests that can be triaged and addressed by the most appropriate subject matter expert. The TA hub would also allow program leadership to capture data on what topics staff are most interested in, need the most support with, and how efficiently their requests are being addressed. A single platform will provide a more holistic understanding of technical assistance needs across the ORS network, which will inform what training and technical assistance resources need to be enhanced and/or developed.

4. SCOPE OF WORK

The scope of work for this consulting engagement is expected to include (but may not be limited to) the following goals, services, and anticipated deliverables:

4.1 Goals
- Assess current technical assistance procedures and systems.
- Identify and propose prioritized recommendations for improvement.
- Develop timeline and workflow process for the development and implementation of solution over the immediate, short, mid and long term that may eventually lead to the implementation of a technical assistance hub.

4.2 Services
- Conduct baseline assessment of the ORS program current technical assistance functions and processes.
- Facilitate series of meetings and interviews with key staff involved with both receiving and providing technical assistance.
- Establish plan for the management of the project including project governance, initiation, communication, implementation and maintenance.

4.3 Deliverables & Period of Engagement

The CDC Foundation anticipates a period of engagement of approximately 19-20 weeks between February 28, 2024, and July 12, 2024.

Key deliverables will include:

- A comprehensive report with prioritized recommendations and roadmap for full
implementation.
- Bi-weekly meetings with selected members of the ORS National Team
- Monthly progress reports
- Monthly detailed financial reports on expenditures

The final term and due dates will be negotiated as part of the resulting agreement.

The CDC Foundation anticipates that the majority of work will be conducted virtually with the possibility for some in-person meetings at the CDC Foundation headquarters in Atlanta, GA.

5. KEY REQUIREMENTS

5.1 Eligibility
Applicants must meet all of the following eligibility criteria:

- Be in good financial standing and have sustainable operations.
- Be an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operations.
- Vendor status verification: U.S. System Award Management (SAM), or equivalent, search results for overall organization and individuals designated to this proposal.

Preferred Qualifications:
- Experience in developing business intelligence solutions for multi-organizational programs (ideally in the public sector).
- Demonstrated experience in developing a triaging tool that is comprehensive, standardized and user friendly, and preferably web-based with a user portal entry.
- Experience or interest in working with public health and public safety sectors.

5.2 Funds Available

CDC Foundation intends to award one contract for a five-month term (beginning at the end of February 2024 through the middle of July 2024). Bidders are requested to propose the best and most cost-effective solution to meet the RFP’s requirements, while ensuring a high level of service.

The anticipated Maximum Payable Amount (MPA) for this contract is $75,000. Bidders may propose a fee that exceeds the anticipated MPA if it is required to deliver its proposed solution for the scope of work. CDC Foundation will consider proposals meeting the proposal requirements from eligible bidders with a budget that exceeds the anticipated MPA.

The final award amount is contingent on submission of a detailed and reasonable budget to be approved by the CDC Foundation. CDC Foundation reserves the option to negotiate a best and final offer from bidders.
5.3 Funding Source

The agreement resulting from this RFP will be supported by Federal funding under the Capacity Building for Public Health Analysts in the Overdose Response Strategy project via Cooperative Agreement number 6 NU38OT00288-03-01 from the Centers for Disease Control and Prevention. The CDC foundation anticipates that award(s) resulting from this solicitation will meet the criteria of “Consultant” as defined by 2 CFR 200.331; a final determination will be made at the time of award.

5.4 Place of Performance

The consultant will carry out tasks at their office and work with the CDC Foundation virtually during normal business hours, Monday-Friday from 9:00am - 5:00pm ET.

5.5 Performance Monitoring

The performance will be monitored in line with the agreed project plan, monthly progress reports, detailed financial reports on expenditures and through scheduled bi-weekly check-ins. The consultant will be expected to work in close collaboration and consultation with the CDC Foundation and the ORS National Coordination Team working on this project. The plan for each deliverable will be an important part of the overall project plan.

6. PAYMENT

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 the proposed fee structure, including the total cost and hourly rate or fixed fees (inclusive of any travel, supplies, etc.) in their proposal. CDC Foundation reserves the right to negotiate the fee structure.

7. INSTRUCTIONS

7.1 Submitting a Proposal

Proposal materials should be submitted by 5:00pm Eastern Time on Friday, January 19, 2024. Proposals may not be accepted after this date and time. Proposals must be submitted via online form here: SUBMISSION FORM

An automated notification of receipt of the application will be generated upon submission.

The CDC Foundation is committed to providing accessibility for people with disabilities and is working towards making our materials more accessible. If this document presents accessibility challenges, please
email knicholson@cdcfoundation.org with the subject line “Accessibility Assistance.” We will gladly work with you on providing the information in a different format.

The CDC Foundation reserves the right to award a contract based on initial offers, without discussion. Therefore, proposals should contain an applicant’s best solution, from cost/price and technical standpoints. The CDC Foundation may, at its discretion, invite presentations, hold panel interviews, request clarification, conduct discussions and/or solicit a best and final offer from any or all applicants. The CDC Foundation also reserves the right to conduct a pre-award risk assessment and may request additional financial and/or organizational information from TMCs for the purpose of conducting the assessment. Review findings may impact eligibility and/or award structure.

The 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. Further, this solicitation does not commit the CDC Foundation to pay any cost for the preparation and submission of a proposal.

7.2 Proposal Requirements: Organization Overview

The following information should be provided directly in the online form linked above:

- **Organization Information**
  - Legal Organization Name
  - Year Established
  - Mission
  - Website
  - Federal Tax Identification (ID) Number/ Employer Identification Number (EIN)
  - SAM Unique Entity ID (UEI)
  - Data Universal Number System (DUNS) number
  - Business Classifications
  - Point of Contact Name, Title, Email, Phone Number
  - Organization Street Address
  - City, State, Zip Code

7.3 Proposal Requirements: Proposal Narrative

Applicants should upload the proposal narrative as an attachment to the online submission form. The narrative should be uploaded as a single Microsoft Word (.doc or .docx), Power Point (.ppt), or Adobe Acrobat (.pdf) file. Note that the maximum file size that can be uploaded is 30MB.

1. Cover Letter (maximum of 1 page):
   a. Includes expression of interest in the opportunity
2. Capacity Statement
   a. This section should include examples of how you meet the following criteria:
      i. Demonstrated experience in developing business intelligence solutions for multi-organizational programs.
      ii. Demonstrated experience of a triaging tool.
      iii. Recent experience working with public health and public safety agencies.
b. CVs/Resumes of Key Project Personnel
   i. Please attach CVs/Resumes of all key personnel that will be work on this contract.

3. Proposal Narrative (no page limit)
   a. Proposed Approach
      i. This section should include your descriptive approach to completing the contract activities listed in Section 4.2, demonstrating a clear understanding of the ORS program in effort to highlight proficiency in task execution.
      ii. This section should also include a timeline for project implementation, inclusive of preparation, review time and delivery.
      iii. This section should also include examples of previous work completed on this topic (i.e., presentation slides, toolkits, materials, etc.)

4. Required Attachments (no page limit):
   a. Detailed Budget
      i. A detailed budget should be submitted using the Excel template located in the RFP dashboard.
   b. Budget Narrative
      i. Budget narrative should include itemized budget aligning with the proposed approach of the submitted proposal. All activities, associated costs and justification should be identified separately.

8. SELECTION PROCESS AND REVIEW CRITERIA

8.1 Anticipated Timeline

The timeline below is subject to change at the sole discretion of the CDC Foundation:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 14, 2023</td>
<td>RFP Release</td>
</tr>
<tr>
<td>January 4, 2024</td>
<td>RFP Question Submission Deadline</td>
</tr>
<tr>
<td>January 8, 2024</td>
<td>RFP Question and Answer Supplement Posted</td>
</tr>
<tr>
<td>January 19, 2024, 5:00pm ET</td>
<td>Proposal Submission Deadline</td>
</tr>
<tr>
<td>January 30 – February 2, 2024</td>
<td>Interviews (subject to change)</td>
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<tr>
<td>February 5, 2024</td>
<td>Anticipated Selection Notification</td>
</tr>
<tr>
<td>February 28, 2024</td>
<td>Contract kickoff</td>
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8.2 Communication During the RFP Period

Applicants may submit questions related to this RFP until 5:00pm ET on January 4, 2023 via the Question Submission form in the RFP Dashboard. All questions will be responded to in an RFP supplement to be posted on the RFP Dashboard within one business day after the closing of the question period. Once the RFP supplement is posted the CDC Foundation will no longer be able to respond to questions regarding the RFP.
8.3 Evaluation

Submissions will be evaluated on applicants’ proposed approach to meeting the goals and providing the services listed in the RFP; described experience providing similar consulting services to organizations comparable in size and mission to the CDC Foundation; confirmation of your capacity to provide the requested services within the anticipated timeframes stated in the RFP; and your proposed fee.

<table>
<thead>
<tr>
<th>Proposal Section</th>
<th>Selection Criteria</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Information and Cover Letter</td>
<td>• Organization information&lt;br&gt; • Cover letter includes contact information and shows interest in opportunity</td>
<td>5%</td>
</tr>
<tr>
<td>Capacity Statement</td>
<td>• Demonstrated relevant work experience and capacity to complete the work outlined in the RFP.&lt;br&gt; • CVs/Resumes show professional experience and education that reflects knowledge and ability in subject matter expertise.</td>
<td>40%</td>
</tr>
<tr>
<td>Proposed Narrative</td>
<td>• The appropriateness and quality of the proposed approach.&lt;br&gt; • The appropriateness of the timeline for implementation.&lt;br&gt; • Demonstrated subject matter expertise provided through work examples</td>
<td>40%</td>
</tr>
<tr>
<td>Budget &amp; Budget Narrative</td>
<td>• Reasonableness of proposed rate and total amount.&lt;br&gt; • Budget should be detailed and justifiable.</td>
<td>15%</td>
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The CDC Foundation will conduct a pre-award risk assessment and may request additional financial and/or organizational information from applicants for the purpose of conducting the assessment. Pre-award risk assessment findings may impact eligibility and/or award structure and payment schedule.

8.4 Notification

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