

Request for Quotes

Graphic Design of Toolkit: Centers of Excellence in Public Health and Homelessness

Date Issued: November 28, 2022

Date Response: December 16, 2022

CDC FOUNDATION CONTACT

Michael Bien
Monitoring and Evaluation Manager
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A. SUMMARY OF REQUEST

The CDC Foundation seeks a subcontractor to provide graphic design support and expertise, including the creation of graphics and formatting, for a toolkit to assist health departments in expanding and strengthening their work focusing on people experiencing homelessness.

B. BACKGROUND AND NEED

People experiencing homelessness are disproportionately affected by a multitude of infectious diseases, ranging from HIV, tuberculosis, hepatitis A and C, to invasive bacterial disease, such as severe streptococcal disease. Protecting the health of people currently experiencing homelessness, while supporting the end of homelessness, requires multi-agency and multidisciplinary collaboration. To complement and build off existing work, the CDC Foundation has funded a pilot project establishing Centers of Excellence in Public Health and Homelessness, which will benefit from a better understanding of the landscape of health department engagement with services for or surveillance of people experiencing homelessness with infectious disease needs. An output of this project is a toolkit for health departments to expand and strengthen their work focusing on people experiencing homelessness, including data and partnership considerations.

C. SCOPE OF WORK

The graphic designer will collaborate with the CDC Foundation to design and format the toolkit. The final materials must be 508 compliant.

Deliverables/Expectations:

- Develop a timeline for revisions and reviews of toolkit
- Submit two draft of toolkit for review
- Meet regularly with the CDC Foundation to discuss design and execution

D. REQUEST FOR QUOTES

Quote Requirements: Proposal to be submitted in PDF Form and should be no more than 6 pages, single spaced, 11-point font, in English, and should address the following:

- Agency/consultant overview and example of work
- Staffing and timeline plan
- Proposed Budget:
 - Detailed budget and budget justification – Compensation will be on a fixed fee deliverables basis not to exceed \$30,000.
- Organizational Overview:
 - Organization name
 - EIN/Tax ID
 - 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, including businesses owned by people with disabilities
- 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:
 - Owned by a person with a disability
 - 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?

Please direct any questions and the final submission to Michael Bien, Monitoring and Evaluation Manager (mbien@cdcfoundation.org).

E. TIMELINE

Date	Description
November 28, 2022	RFP Release
December 16, 2022	Proposal Submission Deadline
December 21, 2022	Anticipated Selection Notification
January 1, 2023	Anticipated Project Implementation Start Date

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	<ul style="list-style-type: none"> • Experience in graphic design and PDF document formatting • Experience in formatting documents for accessibility, including knowledge of 508 compliance 	50%
Approach	<ul style="list-style-type: none"> • Expressed ability to meet rapid deadlines and 	30%

	incorporate feedback from multiple reviewers/stakeholders <ul style="list-style-type: none"> • Documentation of any trainings attended, or certification received in ensuring the accessibility of materials 	
Budget	<ul style="list-style-type: none"> • Budget is appropriate for scale and well-justified given parameters 	20%
Total		100%