

## **Request for Proposals**

### **Creating and Managing a Resource Hub of Vaccine-Related Information and Materials for Organizations Working to Increase Vaccine Confidence and Coverage in the United States**

Date Issued: April 30, 2021

Date Reissued: May 24, 2021

**New Due Date: June 3, 2021**

**All Changes are Highlighted in Yellow**

---

**CDC FOUNDATION CONTACT**

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

---

## SECTION I: FUNDING OPPORTUNITY DESCRIPTION

### ***About the 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 \$1.2 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 CDC-led programs in the United States and in more than 140 countries last year. Visit [www.cdcfoundation.org](http://www.cdcfoundation.org) to learn more.

### ***Background***

Vaccination is considered one of the most important public health achievements of the 20th century and continues to offer great promise. Vaccines save lives and improve quality of life by preventing serious infectious diseases and their consequences. However, the benefits of vaccination are not realized equally across the population of the United States. Adult vaccination coverage remains low nationally and significant racial and ethnic disparities exist. The groups experiencing disparities are also disproportionately affected by COVID-19, at risk for serious illness from COVID-19, and/or at high risk for complications from influenza infection.

In February 2021, the U.S. Centers for Disease Control and Prevention (CDC) launched a program, *Reducing Racial and Ethnic Disparities in Adult Immunization*, providing funding and technical assistance to national, state and community-based organizations (CBOs). Made available by CDC's National Center for Immunization and Respiratory Diseases' (NCIRD) Immunization Services Division (ISD), the program invests in new and existing partnerships to support tailored COVID-19 vaccine awareness, access, and confidence activities among various populations and communities in the U.S. The program will support similar activities for the 2021–2022 influenza season and continue to engage national and community-based partners in this work in the years ahead. The CDC Foundation also received funding for the development and management of a Resource Hub that will support immunization efforts across the country.

The proposed Resource Hub will be a scalable, searchable, online platform, containing educational and informational resources and materials, sourced from hundreds of partner organizations. Its purpose is to provide a one-stop shop for information and materials related to adult immunization. The website will contain a vast collection of materials to support immunization efforts in diverse communities facing diverse barriers. The Resource Hub may house branded, tailored materials as well as materials that can serve as templates to be easily adapted and repurposed. The website should be accessible to the general public but is primarily serving the Learning Community, the group of CBOs and other national and state partners receiving CDC funding to support these efforts. The Learning Community will have access to subject matter experts, group learning opportunities, peer sharing sessions, materials, relationship building, and one-on-one coaching designed to support awardees with implementing activities to increase vaccine confidence and access within priority populations. The Learning Community is made up of 400-500 national, state, local, and community-based organizations, all working to address health disparities and advance equity in the COVID-19 vaccine rollout.

## ***Funding Opportunity***

The goal of this Request for Proposals (RFP) is to seek applications to design, develop, test, launch and manage a Resource Hub website for sharing educational materials, best practices, lessons learned, and other resources to support collaborative efforts to reduce racial disparities in adult immunization for COVID-19 and influenza. The overall implementation period, key milestone due dates, and total funding amounts are described below. This work will be broken out into three phases.

### **PHASE I - Planning and Discovery / Design**

- Proposed Timeline: June 28, 2021 – July 28, 2021
- **Initial Design Phase must be completed within 30 calendar days of signed contract**
- Fixed Fee Budget Subtotal: \$100,000 – \$300,000

***Design an online platform*** where Learning Community partners (and eventually the general public) can easily search for and download relevant materials, tools, and studies to support program activities. This phase will be done in close collaboration with CDC and CDC Foundation.

***Minimum Viable Product (MVP)*** will be an accessible online "platform" where Learning community partners can access and download materials, tools, and other resources to support program activities.

### **PHASE II - Website Development**

- Proposed Timeline: July 29, 2021 – December 1, 2021
- **MVP "Go-Live" Date: August 19, 2021**
- Fixed Fee Budget Subtotal: \$600,000 – \$850,000

***Build, test and launch*** a scalable website that is mobile-friendly and 508 compliant. Website would be launched for the Learning Community partners initially. A later date can be proposed for a general public launch.

### **PHASE III - Management and Maintenance**

- Proposed Timeline: August 19, 2021 – April 29, 2022
- Fixed Fee Budget Subtotal: \$600,000 – \$850,000

***Manage, maintain, and continually improve*** the website. Provide analytics and reporting on use as well as engage with CDC Foundation in monthly meetings. Providing ongoing capacity building to users through dissemination and trainings. Collecting and posting approved content as needed.

Applicants should plan to describe how they will coordinate efforts with the CDC Foundation, Learning Community partners, CDC's [State and Community Media Health Center](#) and partners involved in the evaluation and selection of content. The selected Contractor will not be involved in the review, evaluation and selection of content for the Resource Hub.

The creation of a well-curated, user-friendly resource hub is expected to achieve the project outcome of strengthening CBOs and their community engagement activities by increasing access to strategies, information, tools and helpful resources. The Resource Hub will contribute to the below two outcomes:

- Increased availability of community or population-specific messages

- Increased capacity among CBOs to develop and implement culturally competent health messages and activities to increase vaccine acceptance among Black, Indigenous and People of Color (BIPOC) communities

CBOs will benefit from the Resource Hub, as well as the overall Learning Community, to build their capabilities to respond to the needs in their target communities. Over the long-term, the program will help increase the proportion of persons who are vaccinated annually against COVID and seasonal influenza.

### ***Deliverables***

The Contractor will be expected to complete the following activities and deliverables below. Please include these deliverables, as well as additional deliverables you identify as necessary, in the proposed scope of work.

### **PHASE I**

- **Define Project Requirements**
  - Provide a timeline that includes start dates, end dates, and anticipated person-power hours.
  - Establish project priorities.
  - Determine a process for the collection, codification, organization, and distribution of materials from and to partner organizations on a regular basis and in a timely manner. Consider criteria for when to upload branded content to be used for inspiration versus general content stripped of branding that could be easily adapted and tailored by other users. Contractor will not be responsible for reviewing or selecting the submitted materials/content for the Resource Hub, but will be expected to collaborate with partners on the process of collecting and curating materials.
  - Establish a continuous improvement process to solicit feedback from Learning Community partners regarding usability of the site to refine the search function, materials coding, organization, and distribution of materials.
  - Design a process by which organizations / users can submit content to be considered for uploading. Describe how future information and materials will be solicited from organizations / users. Learning Community partners recently received a Qualtrics survey requesting that they share existing vaccine education materials and communication tools and resources with the larger Learning Community. The materials and assets such as videos, posters, banners, and guidance gathered from this initial request will be reviewed and selected by an advisory board of public health experts for inclusion with the launch of the site.
  - Share information, training opportunities, and website updates across the users of the site. This is not for marketing or advertising.
  - Design a sorting and tagging system for easy search functionality on the site.
  - Attend weekly project conference calls. Calls will decrease as project advances.
- **Define full functional requirements, documentation, architecture designs and technical specification necessary to support the website.**
  - Multi-level access (public can only "view/download" while members from the Learning Community can "upload/view/download")
  - Technical discovery and discussions for hosting third-party platform and server requirements.

- CDC Foundation is requesting the use of third-party options for content management system, hosting, and/or server use. The project is open to cloud-based options. All accounts including development, test, and production will be owned by CDC Foundation.
- Discuss search function and limitations, desired function, and tagging.
- Create wireframes for the site.
- Establish basic SEO analysis for new site build.
- **Create User Experience Design**
  - Design an efficient user interface (UI) plan and architecture for the Resource Hub website
    - Create color layouts based on approved wireframe layouts.
    - Create style guide of colors and fonts for site development.
  - Develop on-site search options – main and faceted search.
  - Gather all images and graphic files for site design.
  - Develop page content
  - Website should be developed with Section 508 Compliance in mind, but not all materials uploaded to the site are required to be 508 Compliant.
- **Training**
  - Develop training strategy to provide an orientation and guidance to Learning Community partners on how to submit materials, navigate and utilize the Resource Hub.

## **PHASE II**

- **Build, test and launch the Resource Hub within the determined scope**
  - Create test version of the website.
  - Test functionality and obtain feedback on user experience.
  - Integrate user feedback and resolve any issues identified through testing.
  - Present final version of website for approval.
  - Launch website for Learning Community partners and eventually public use.
- **Training**
  - Implement first trainings to introduce the website to the Learning Community and how to utilize the available features.

## **PHASE III**

- **Management**
  - Manage the process of collecting additional materials from the Learning Community.
  - Provide access to the materials to the Advisory Board, who will review and select the materials for upload to the Resource Hub.
  - **Gather and systematize** selected materials, tagging, organizing and uploading the resources to the website.

- Support communication efforts to highlight the newly available materials through various channels. For example, Resource Hub updates could be included in online community forums/newsletters, partner messaging platforms, or during partner webinars.
- Provide an inventory list of resources available on the Resource Hub to the CDC Foundation. This list will be used by the CDC Foundation to identify and address gaps in available materials. Contractor will not be responsible for developing or translating any materials for the Resource Hub.
- Develop a transition plan for website following the end of the implementation period.
- **Training**
  - Provide training to Learning Community partners on how to submit, navigate and utilize the Resource Hub. Coordinate trainings and communication about training opportunities with the CDC Foundation and other Learning Community partners. Trainings will be created by the contractor and should include live webinars, videos, and written guidance document(s).
- **Evaluation and Reporting**
  - Track and report on the number and types of materials received and hosted on the Resource Hub in regular intervals
  - Create and track website metrics, such as, pageviews, user sessions, time spent on the site, number of files uploaded and downloaded to site, etc.
  - Provide brief monthly progress reports on basic activity metrics (see below list of potential indicators)
  - Participate in regularly scheduled conference calls with the CDC Foundation, partners and subject matter experts to share progress on activities and discuss lessons learned

Potential indicators include:

- Meeting timelines within each phase
- Number of materials submitted and uploaded for dissemination on the Resource Hub each month
- Number of monthly page views, user sessions and downloads on the Resource Hub website
- Number of webinar trainings conducted on the Resource Hub (CDC Foundation is anticipating the contractor will design and implement 3-5 Capacity Building Webinars)
- Number of participants who attend webinar trainings
- Number of communications (emails, notifications, trainings) to Learning Community partners to share Resource Hub highlights and updates
- Diversity of available content in multiple languages (sourced, not created)

### ***Timeline***

The revised proposed timeline is condensed and ambitious. Applicants should include their capacity to meet this expedited timeframe. Further recommendations from applicants can be made regarding the proposed timelines, but the program aims to achieve an MVP "Go Live" date of **August 19, 2021.**

April 30, 2021	RFP Released
May 7, 2021	Applicant Conference Call
May 24, 2021	Revised RFP Released
June 3, 2021	RFP Submission Deadline
June 17, 2021	Selection Notifications Sent to Applicants
June 28, 2021	Anticipated Project Implementation Start Date
August 19, 2021	MVP "Go Live" Date
June 28, 2021- April 29, 2022	Implementation Period of up to 10 months
June 28, 2021 – July 28, 2021	Phase I – Planning and Design Discovery
July 29, 2021 – December 1, 2021	Phase II – Website Development
August 19, 2021 – April 29, 2022	Phase III – Management and Maintenance

\* *Dates are subject to change*

### ***Funds Available***

CDC Foundation intends to make one award for the execution of this project. The final award amount will be contingent on submission of a detailed and reasonable proposal to be approved by the CDC Foundation.

Expected award to range from \$1.3 to \$2 million. This will be a fixed fee rate for Phases I, II, & III. The budget for each of the three phases may be higher or lower than the proposed ranges provided, but should not surpass the overall maximum amount of \$2 million when totaled.

CDC Foundation will be the sole proprietor of the website and all software/licensing required to build the site will be directly covered by the CDC Foundation. Contractor should make recommendations on all technology required for developing and managing the website (CMS, hosting/server, domain name) based on project need and expertise.

The resulting award will be supported by Federal funding through a Cooperative Agreement between the CDC Foundation and the Centers for Disease Control and Prevention (CDC). The CDC Foundation anticipates that the award 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 award.

### ***Payment***

CDC Foundation intends to pay the selected contractor on a fixed-fee, milestone-based payment schedule. Applicants should propose a fixed fee and separate the total hours and amounts associated with the Planning and Design / Discovery Phase, Web Development Phase, and Management and Maintenance Phase, the sum of which would be the total Maximum Payable Amount (MPA) for the contract.

CDC Foundation may cap payment at the established subtotal for each phase. Any additional activities or budget amendments will be subject to negotiation and require the written approval of the CDC Foundation.

CDC Foundation will pay the contractor an amount not to exceed the MPA. The MPA will be based on the amount proposed, negotiated and awarded.

---

## SECTION II: ELIGIBILITY INFORMATION

### ***Eligible Applicants***

Both for profit and nonprofit organizations are invited to apply. Eligible applicants should have proven experience designing and developing comprehensive, appealing, and interactive websites as well as proven experience researching, gathering and organizing materials for public education and communications purposes (health-oriented a plus).

---

## III. APPLICATION INFORMATION

### **Section 1: Company Overview**

This section will be submitted by responded to the following questions on the online form:

Question	Vendor Response
Legal Company Name and DBA EIN/Tax ID DUNS Number	
Year Established Registered in SAM (Y/N); Expiration Date Organization Type (University, Non-Profit, Industry/For-Profit, Other)	
Headquarters Address and Contact Information	
Number of Employees	
Annual Revenue	
Is your company certified as a diverse supplier? If so, what certification?	



Business Classification(s) – Select all that apply:	<input type="checkbox"/> Lesbian, gay, bisexual and transgender (LGBT)-owned business <input type="checkbox"/> Minority owned business <input type="checkbox"/> Service-disabled veteran-owned business <input type="checkbox"/> Veteran-owned business <input type="checkbox"/> Woman-owned business <input type="checkbox"/> Small business <input type="checkbox"/> None of the above
If small business, select all that apply. For more information refer to the U.S. Small Business Administration website ( <a href="http://www.sba.gov">www.sba.gov</a> )	<input type="checkbox"/> Small Disadvantaged Business (SDB/DBE) <input type="checkbox"/> 8(a) Certified Business <input type="checkbox"/> HUBZone Certified Business <input type="checkbox"/> Economically Disadvantaged Women-Owned Small Business (EDWOSB) <input type="checkbox"/> Other, Meeting Small Business Size Standard(s) for Select North American Industry Classification System (NAICS) Code(s) <input type="checkbox"/> None of the above
If minority-owned business, please specify:	<input type="checkbox"/> African American Owned <input type="checkbox"/> Asian American/Pacific Islander Owned <input type="checkbox"/> Hispanic American Owned <input type="checkbox"/> Native American/Alaska Native Owned <input type="checkbox"/> Other
Are you a current vendor to the CDC Foundation? If so, in what capacity.	

## Section 2: Proposal

The narrative proposal and scopes of work will be submitted by uploading the following attachment(s) to the online form. These sections can be in separate attachments or consolidated for fewer attachments.

Attachments / Sections	Content
Proposal	Description of company's experience, capacity, and approach to implementing this project.
Draft Scope of work for Phase I	Scope of work for Planning and Design Discovery phase that is specific, measurable, and reflective of the deliverables outlined in this RFP.
Draft Scope of work for Phase II	Scope of work for Website Development phase that is specific, measurable, and reflective of the deliverables outlined in this RFP.
Draft Scope of work for Phase III	Scope of work for Management and Maintenance phase that is specific, measurable, and reflective of the deliverables outlined in this RFP.

Budget	<p>The proposed budget should be broken down by each Phase.</p> <ul style="list-style-type: none"> <li>• Deliverable name</li> <li>• Deliverable description</li> <li>• Output/Documentation that will meet deliverable</li> <li>• Anticipated completion date</li> <li>• Unit Rate</li> <li>• Number of units</li> <li>• Deliverable total</li> <li>• % of total award amount</li> <li>• There will be three subtotals and one overall total.</li> </ul>
Examples of Previous Work	Not to exceed 5 attachments and should be relevant to the last 5 years.

### ***Submitting a Proposal***

Application materials should be submitted by 11:59pm EDT on June 3, 2021. An automated notification of receipt of the application will be generated. Please submit applications through this [link](#).

## **SECTION IV: APPLICATION REVIEW CRITERIA**

Domain	Selection Criteria	Score
<b>Company Information (5%)</b>	<p>Evaluation to be based on the requested information being filled out completely:</p> <p>Name, Address, Website</p> <p>Data Universal Number System (DUNS) number</p> <ul style="list-style-type: none"> <li>• To request a DUNS number visit <a href="http://www.dnb.com/duns-number/get-a-duns.html">www.dnb.com/duns-number/get-a-duns.html</a></li> <li>• Registered in SAM (Y/N); Expiration Date</li> </ul> <p>Organization Type (University, Non-Profit, Industry/For-profit, other) Year established</p> <p>Point of contact</p> <ul style="list-style-type: none"> <li>○ Name                      ○ Phone</li> <li>○ Title                      ○ Email</li> </ul>	5 Points
<b>Proposal Narrative (25%)</b>	<p>Evaluation to be based on:</p> <ul style="list-style-type: none"> <li>• Capable of providing the services identified in this RFP, from staffing and management perspectives.</li> </ul>	25 Points

	<ul style="list-style-type: none"> <li>• Has identified staff (number and type(s)) readily available to deliver services.</li> <li>• Key staff are experienced in areas identified in this RFP.</li> <li>• Described approaches to project planning, execution, monitoring, evaluation and closure as well as quality and financial management employed by the organization to assure services are delivered on time, within budget, and at high quality.</li> <li>• Experience building and managing websites and resource hubs as well as designing effective user experiences. Experience with public health websites.</li> <li>• Experience engaging with community stakeholders.</li> <li>• Realistic but manageable challenges/barriers to meeting deliverables and ways to address these challenges.</li> </ul>	
<b>Scope of Work (45%)</b>	Scope of work for Planning and Design Discovery phase that is specific, measurable, and reflective of the deliverables outlined in this RFP.	15 points
	Scope of work for Website Development phase that is specific, measurable, and reflective of the deliverables outlined in this RFP.	15 points
	Scope of work for Management and Maintenance phase that is specific, measurable, and reflective of the deliverables outlined in this RFP.	15 points
<b>Budget (25%)</b>	<p>Evaluation will be based on:</p> <ul style="list-style-type: none"> <li>○ Providing all requested details</li> <li>○ Budget broken down by phase</li> <li>○ Budget aligned to deliverables in scope</li> <li>○ Budget within time and cost stated in RFP</li> </ul> <p>The proposed budget should be broken down by each Phase.</p> <ul style="list-style-type: none"> <li>• Phase I - III: Fixed-Fee/Deliverable Based <ul style="list-style-type: none"> <li>○ Deliverable name</li> <li>○ Deliverable description</li> <li>○ Output/Documentation that will meet deliverables</li> <li>○ Anticipated completion date</li> <li>○ Unit Rate</li> </ul> </li> </ul>	25 points

	<ul style="list-style-type: none"> <li>○ Number of units</li> <li>○ Deliverable total</li> <li>○ % of total award amount</li> <li>• There should be three subtotals and one overall total.</li> </ul>	
		<b>100 points</b>

### Review and Selection Process

Completed eligible applications submitted by the **11:59pm ET, June 3, 2021**, deadline will be evaluated in accordance with the review criteria stated above. A review panel of CDC Foundation staff will score each application. The selected applicant will be based on the highest proposal score.

### Examples

Here are a few examples of websites that serve similar functionality as the proposed "Resource Hub." Please note, the CDC Foundation does not endorse these websites or their developers. These are simply to be viewed as examples of the capacity which may be needed.

<https://reviewtoaction.org/>

<https://toolbox.naccho.org/pages/index.html>

<https://npin.cdc.gov/>