

Request for Quotes (RFQ)

CAPACITY BUILDING FOR PUBLIC HEALTH ANALYSTS IN THE OVERDOSE RESPONSE STRATEGY TRAINING & COMMUNICATIONS DEVELOPER

CDC Foundation

Response, Crisis and Preparedness Unit

Date Issued: May 16, 2022

Date Response Due: June 6, 2022

CDC FOUNDATION CONTACT

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Purpose

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

The ORS operates in 50 states, Puerto Rico, and the U.S. Virgin Islands, across 33 HIDTAs (High Intensity Drug Trafficking Areas). 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. 60 PHA positions and 13 staff making up the ORS Coordination team are funded by the CDC through Cooperative Agreement number NU38OT000288 awarded to the CDC Foundation totaling \$12,665,000.00. DIO positions are funded by the Office of National Drug Control Policy (ONDCP) through the HIDTA program. CDC also provides technical support to PHAs (Public Health Analysts) 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. The PHA/DIO 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.

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 a Training & Communications Developer to support the development and creation of programmatic training and communication products to streamline and standardize materials across the growing program.

Services Required

Through this Request for Quotes (RFQ), CDC Foundation seeks a subcontractor to assist with the development and creation of programmatic training and communications products as identified by program leadership to support the Overdose Response Strategy (ORS).

The contract is projected to begin **July 5, 2022**, and end **November 4, 2022**, with the level of effort being **60 hours per month**.

Scope of Work

The purpose of this request for quote (RFQ) is to identify a contractor to support the development and creation of programmatic training and communication products to streamline and standardize materials across the growing program.

The activities involved include, but are not limited to, the following:

- Assess current program training and communications materials being utilized
- Create a timeline and workflow process for the development of the materials and templates
- Develop standard templates for reporting and training
- Support ORS program branding efforts
- Develop additional training and communications materials (i.e., videos, testimonials, presentations, etc.) and provide graphic design support

Deliverables

- Weekly meetings with CDC Foundation/ORS team
- Monthly progress reports
- Periodic submission of invoices for payment
- Facilitate formal discussion with ORS support staff to identify/develop appropriate programmatic communications materials (i.e., flyers, banners)
- Develop reporting templates
- Develop annual report template
- Develop quarterly report template
- Develop miscellaneous report templates, as needed
- Develop training/communications templates and standard materials (i.e., PowerPoint template)
- Program training content/materials for ORS Teams and Partners, as needed/identified
- Final narrative report on findings and recommendations

Funding Source

The agreement resulting from this RFQ 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 NU38OT000288-02-01 from the Centers for Disease Control and Prevention. The CDC Foundation anticipates that the 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 award.

Payment Structure

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 the award will be negotiated as part of the resulting contract. The CDC Foundation requests bidders include a proposed fee structure. Additional activities outside of this cost may be supported when accompanied by sufficient justification.

Proposal Submission Requirements

Kindly submit a proposal packet including an expression of interest letter, capacity statement, financial quote, and CVs of all major personnel, via email to Kiersten Nicholson (knicholson@cdcfoundation.org) by **June 6, 2022, 5PM EST** to be considered for this opportunity. Financial quotes for all submissions should not exceed the MPA of **\$48,000 USD**.

Please email any proposal and/or project related questions to Kiersten Nicholson (knicholson@cdcfoundation.org) by the latest **May 31, 2022, 4PM EST**.

Selection Process and Review Criteria

Completed eligible proposals submitted by the June 6, 2022 deadline will be awarded based on the following multi-stage review process outlined below.

Level 1 Administrative Review:

CDC Foundation will evaluate all applicants for completeness and minimum requirements. Basic requirements include timely receipt of application, meeting all eligibility criteria and submission of all required attachments. Applications with omission of any required documentation may be subject to disqualification.

CDC Foundation also 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 monitoring, per program year. Further written materials to assess risk may be requested during or prior to the review. Written proposals will be evaluated

on bidder's qualifications; experience with similar projects; technical expertise relevant to the stated requirements of the RFQ; ability to complete the activities within the set timelines; and overall cost of the proposal and best value for money.

Level 2 Proposal Review:

Applicants that pass Level 1 review will proceed to Level 2 review. A panel of three independent reviewers with evaluation and subject matter expertise will review and score written proposals. Reviewers will score applicants in accordance with review criteria listed below.

The following table outlines the criteria that reviewers will use to guide their evaluation of each written proposal.

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.

Domain	Application Selection Criteria	Weight
Capability Statement	Capability statement that demonstrates your ability to deliver services as requested in this RFQ - <i>capability statement that addresses all aspects of Scope of Work; capability statement addresses ability to complete all deliverables.</i>	25%
Experience	Professional history/organizational reference to all related experience including CVs for all project staff which reflect tenure and/or education	25%
Cost Proposal	Reasonableness of proposed rate- <i>detailed budget, budget narrative, reasonableness of Scope of Work to Proposed Rate</i>	50%

Level 3 Interview (subject to change based on need):

The highest scoring applicants from the Level 2 Review may be invited for a Zoom interview. Only key personnel on the proposed RFQ must attend the interview. The interview will provide an opportunity for reviewers and finalists to address any follow-up or clarifying questions. Content of the interview may be used to inform final award decisions.

Completed eligible proposals submitted by June 6, 2022, 4PM EST will be evaluated first in accordance with the review criteria stated above. Selected applicants will receive a notification that their proposal was selected for funding. The CDC Foundation may not provide scores or specific review feedback to unsuccessful applicants.