

Request for Proposal:

REACH Grant External Evaluator

February 4, 2019

About NCHD

North Central Health District (NCHD) is part of the Georgia Department of Public Health (DPH) and serves a population of 520,905 individuals residing in 13 Central Georgia counties: Baldwin, Bibb, Crawford, Hancock, Houston, Jasper, Jones, Monroe, Peach, Putnam, Twiggs, Washington and Wilkinson. NCHD is recognized as a nationally accredited health department through the Public Health Accreditation Board.

Vision

Leaders in innovative and effective public health practices that advance the health and well-being of all the communities we serve.

Mission

NCHD is dedicated to preventing disease, promoting health, and protecting Central Georgia communities against health threats through education, service, advocacy, and collaboration.

Values

Quality: We apply evidence-based practices that deliver excellent programs and services.

Service: We are responsive to the health needs of our communities and to the provision of services by a dedicated workforce.

Diversity: We value diversity in our workforce and in the communities we serve and respect the role it plays in providing culturally appropriate services that address health disparities.

Integrity: We act with integrity, provide credible information based in science, and are accountable for our actions.

Collaboration: We initiate and foster partnerships by sharing information, resources, and ideas to improve health outcomes.

Learn more at nchd52.org

Evaluation Purpose and Scope

NCHD is a recipient of the 2018 Racial and Ethnic Approaches to Community Health (REACH) grant administered by the Centers for Disease Control and Prevention (CDC). This grant will fund the implementation of strategies and activities to reduce health disparities among Hancock County's African American population by working with community partners through the Hancock Health Improvement Partnership (HHIP). The focus of these strategies will be within the following areas: 1. Nutrition, 2. Physical Activity, 3. Community-Clinical Linkages.

The purpose of this Request for Proposal (RFP) is to obtain an external evaluator to work with NCHD staff on evaluation of deliverables within the REACH grant for the remainder of the 2018/2019 contract year. The major deliverables for this contract are:

Planning Phase:

- Completed by April 2019:
 - Work with NCHD staff to develop a detailed performance measurement, evaluation, and data management plan that describes the overall approach for performance measurement and evaluation of the CDC REACH grant program 2018-2023. This plan will focus on the Nutrition strategy area described above and align with the workplan that has been approved by the CDC REACH grant program (Appendix 1). The plan will also need to align with and accompany the Hancock Health Improvement Partnership's (HHIP) Community Health Improvement Plan (CHIP) Evaluation Plan 2018-2022. <http://northcentralhealthdistrict.org/hancock-health-improvement-partnership/>
- Completed by July 2019:
 - Work with NCHD staff to develop a detailed performance measurement, evaluation, and data management plan that describes the overall approach for performance measurement and evaluation of the CDC REACH grant program 2018-2023. This plan will focus on the Physical Activity and Community-Clinical Linkages strategies described above and align with the workplan that has been approved by the CDC REACH grant program (Appendix 1). The plan will also need to align with and accompany the Hancock Health Improvement Partnership's (HHIP) Community Health Improvement Plan (CHIP) Evaluation Plan 2018-2022. <http://northcentralhealthdistrict.org/hancock-health-improvement-partnership/>

Implementation Phase (ongoing):

- Based upon the plans developed, the external evaluator will work with NCHD staff to ensure that strategies and activities are implemented as planned, progress is being made, program evaluations are conducted, performance measurement data is collected, and evaluators and key partners are engaged.
- Advise and ensure reports are complete according to the evaluation plan.

Timeframe and Key Dates

- REACH grant award term is September 29, 2018 – September 28, 2019
- February 4, 2019: NCHD distributes RFP and opens proposal process for External Evaluator
- February 13, 2019 by 3:00 PM EST: Final Date for Receipt of Questions
- February 15, 2019 by 5:00 PM EST: Final Date for Official Responses to Questions
- February 17, 2019 by 11:59 PM EST: Proposals Due
- February 20, 2019: NCHD notifies selected External Evaluator
- February/March 2019: NCHD executes contract with External Evaluator

Intellectual Property

NCHD is the sole owner of all content and materials developed under this RFP. NCHD retains the distribution rights to any content or materials to exercise as it deems appropriate. Selected evaluators may not use, reuse, distribute, publish, or base derivative works upon such materials without the express, prior written consent of NCHD.

2019-2020 Renewal

While this proposal is for the 2018-2019 contract year, the evaluator for this year will be given priority consideration for a 2019-2020 partnership, provided that proposal commitments are met and funding is received.

Request for Proposal

NCHD seeks a proposal for an external evaluator, to work with NCHD staff on evaluation of the deliverables within the REACH Grant with CDC. Work to begin March 2019 and to extend to August 30, 2019, with one additional month for reporting. There is a possibility of renewal.

The total cost for the external evaluation work is not to exceed \$50,000.00

This is a request for competitive proposals. If a suitable offer is made in response to this RFP, NCHD may enter into a contract to have the contractor perform all or part of the work. This RFP provides details on what is required to submit a proposal for the work.

Submission Guidelines

Guidelines for Asking Questions

- Can be submitted until February 17, 2019 by 11:59 PM EST.
- Submit questions to Julia.vinton@dph.ga.gov.
- Please use the subject line 2018 NCHD REACH External Evaluator RFP
- Questions will be answered in a timely manner and posted at:
<http://northcentralhealthdistrict.org/reach-grant/>
- The source of submitted questions will be anonymous.

Guidelines for Submitting a Proposal

- NCHD will review all proposals that meet the deadline and submission criteria.
- Proposals must be received by February 17, 2019 by 11:59 PM EST. Proposals received after that time will not be considered.
- Proposals must be submitted to Julia.vinton@dph.ga.gov
- Please use the subject line 2018 NCHD REACH External Evaluator RFP
- If the proposal includes a link to a file online, please make sure that it is not broken since the deadline is non-negotiable. NCHD will not allow proposals to be replaced or appended to after the deadline.
- Proposals should be presented in a clear and logical manner.

Proposal Requirements

1. Executive Summary
 - a. Proposal cover letter highlighting the contents of the proposal.
 - b. Description of your interest in performing this evaluation, including interest in specific elements.
2. Organizational Overview
 - a. Core competencies of the organization, including expertise with evaluation in rural settings.
 - b. Areas of expertise and specialization that distinguish the organization from competitors.

- c. Approach to understand client (NCHD) as well as subgrantee needs and integration into project design, including experience with incorporating beneficiary voice into evaluation.
- d. Length of time in business.
- e. Number of employees.
- f. Physical location of company.

3. Lead Evaluator

- a. Name and resume for the individual (s) who will serve as the Lead Evaluator (s) including details of this person's experience, education, affiliations, memberships, awards, and recognitions received for similar services.

4. Team Members

- a. Description of the proposed staffing of the project.
- b. List each person's role and responsibilities on the project.
- c. Include a brief background summary for each team member with relevant experience.

Please note: Staffing changes may be made through mutual consent of NCHD and the selected firm after the contract award.

5. Technical Proposal for the evaluation in narrative, outline, and/or presentation form to accomplish the scope of work and address the evaluation questions. This section must provide:

- a. Detailed timeline that relates to the approach proposed.
- b. Budget for the evaluation (see below).

6. Consultants and Vendors that will be utilized to provide service

- a. Name, address and EIN of all vendors and consultants that you anticipate using to provide service for this project.
- b. List of references for vendors or subcontracts.

Please note: NCHD will not refuse to review a proposal based upon the use of sub-contractors. However, NCHD retains the right to refuse sub-contractors.

7. Evaluation Budget:

- a. The budget proposed must be clear, comprehensive and detailed enough to show all costs necessary to provide the deliverables.
- b. NCHD may consider modifying the scope of work based on itemized costs.
- c. The contractor will be expected to provide its own space and equipment to conduct work on the project.
- d. All costs related to this contract must be reasonable and allowable.
- e. In addition, pricing should be competitive and comprehensive. If typical pricing excludes certain fees or charges, please provide a detailed list of excluded fees with an explanation of the nature of those fees.
- f. Please itemize the budget as follows and to the fullest extent possible.
 - i. Staff: Identify in-house staff anticipated to provide services and their daily rates, and calculate total costs required to execute the proposed evaluation within the required timeline.
 - ii. Travel Expenses: Itemize travel costs by purpose and projected costs (location, transportation method, lodging, meals, etc.)
 - iii. Supplies: Please itemize supplies that will be needed for this project.
 - iv. Miscellaneous Expenses: Identify all miscellaneous expenses that will be incurred in performance of this contract, not previously covered in the items listed above. Submit rates for each miscellaneous expense identified. Any costs associated with the NCHD account outside the scope of this price proposal should also be listed. Detail how the expenses will be verified.
 - v. Indirect Costs: If the organization has an approved Indirect Cost Rate Agreement with a cognizant federal agency, please include the rate and provide NCHD with a copy of the current Agreement.
 - vi. Attachments - Any additional materials relevant to the proposal

Desired Qualifications

Potential vendors and proposals will be evaluated on a weighted scale.

NCHD will select an evaluation partner based on the following:

- Prior experience in conducting an evaluation of community-based, participatory approaches for addressing health disparities (20%)
- Prior experience designing, implementing, and reporting of an impact evaluation (20%)
- Technical Proposal (40%)
- Demonstrated ability to manage logistics for an evaluation based on a program in a rural setting (15%)
- Evaluator team credentials (5%)

Note: Although a budget is required, it will not be scored. Budgets are subject to negotiation and change as the evaluator learns more about the scope of the project.

- Bidders selected as recipient will be notified by phone and/or email.
- Bidders not selected will be notified by email.
- NCHD will not distribute a list of bidders, finalists or scores. That information is kept confidential and maintained for internal use only. Only aggregated data is provided to funders or others to whom NCHD is obligated to report.
- NCHD retains the right to terminate the review and selection process at any point