

Request for Proposals:

Sustainability Planning - Overdose Response Strategy

Date Issued:

October 17, 2024 | 5:00 p.m. ET

Due Date:

November 15, 2024 | 5:00 p.m. ET

CDC FOUNDATION CONTACT

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Summary of Request:

The CDC Foundation seeks proposals from qualified consultants/contractors to provide expertise to the Overdose Response Strategy (ORS) to develop a Program Sustainability Plan by 1) collaboratively developing a four-year strategic plan and 2) creating an evaluation plan to assess program impact. Another critical component of this contract is to effectively train ORS national team members to successfully implement the sustainability plan. We anticipate the period of performance of this contract to be approximately six to eight months.

1. ABOUT THE CDC FOUNDATION

The CDC Foundation helps 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. The CDC Foundation manages hundreds of programs each year 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. Visit www.cdcfoundation.org for more information.

2. BACKGROUND AND NEED

The Overdose Response Strategy is a unique collaboration between public health and public safety, with the mission to help communities reduce fatal and non-fatal drug overdoses and save lives. The ORS is funded by the U.S. Centers for Disease Control and Prevention (CDC) and the Office of National Drug Control Policy (ONDCP) to help communities reduce fatal and non-fatal drug overdose rates by improved information sharing across public health and public safety agencies, and by supporting evidence-based interventions. The program brings teams of Public Health Analysts (PHAs) and Drug Intelligence Officers (DIOs) and partner agencies together for cross-sector work that includes a focus on information sharing and supporting evidence-based

approaches to address overdoses and emerging drug threats. Visit www.orsprogram.org for more information on the ORS program.

The ORS has rapidly evolved since our last strategic planning efforts in 2021, by expanding to a nationwide program and evolving to reflect the latest emerging trends and best practices. The program has implemented an initial evaluation and program monitoring plan using an annual survey that collects feedback from staff and partners, and an internal reporting system to capture project progress from staff in all 61 ORS jurisdictions. In preparation for the activities listed within this contract, we have engaged in recent efforts to update the logic model, update our vision and values, refine program evaluation questions, and implement continuous improvement practices.

3. SCOPE OF WORK

The CDC Foundation seeks a Sustainability Planning Consultant to provide technical expertise to the ORS to update the program's four-year strategic plan and produce an evaluation plan to assess program impact. The goal of this effort is to enable program sustainability and the scope of work for this contract is expected to include (but may not be limited to) the following activities and deliverables.

3.1 Activities

- Orient to the ORS program model, current goals and strategies, existing evaluation and process improvement activities, and the [2024 CDC Program Evaluation Framework](#).
- Orient to overdose topic area inclusive of evidence-based strategies and best practices that are well-received by both public health and public safety sectors
- Host listening sessions or facilitate other feedback methods with key groups (approximately seven groups) to gather information needed to complete the project
- Create summary of findings from feedback gathered

- Create program sustainability plan deliverable and provide training component for ORS national team to effectively implement sustainability plan
- Host bi-weekly meetings with select ORS team members
- Prepare monthly program narrative reports
- Prepare monthly detailed financial invoices

3.2 Deliverables

The program sustainability plan is two-fold and should include a strategic plan and evaluation plan within the deliverable. Below, we have shared our considerations of sections to be included within the strategic and evaluation plans. An additional deliverable is a training component to the ORS National Team to provide an overview of the sustainability plan and teach identified skills needed to successfully implement the program sustainability plan.

- Program Sustainability Plan
 - Four-year ORS Strategic Plan
 - Includes an overview outlining strategic objectives, specific tactics/activities and intended results. Includes a detailed roadmap for implementation of each strategic objective, with specific timelines, teams responsible, and performance targets for each tactic/activity
 - Includes updating ORS goals and strategies in alignment with evidence-based practices and feedback from key groups; includes executive summary of updates and appendix with references to evidence and resources
 - Program sustainability should be considered as an element of the strategic plan by including steps to update the strategic plan (inclusive of goals/strategies) at the end of the initial four year period, as needed

- Evaluation Plan to assess program impact
 - Includes indicators, data sources, and methods for data collection and analysis aligned with program evaluation questions
 - Includes recommendations for quality improvement practices to support continued program innovation and evolution
 - Plan should align with the [2024 CDC Program Evaluation Framework](#)
- Training component to ORS National Team
 - Includes an overview of the sustainability plan and skills-building training on how to successfully implement the program sustainability plan

4. KEY REQUIREMENTS

4.1 Eligibility

Applicants must meet the following eligibility criteria:

- Be in good financial standing and have sustainable operations
- Vendor status verification: U.S. System Award Management (SAM), or equivalent, search results for overall organization and individuals designated to this proposal
- Data Universal Number System (DUNS) number

Preferred qualifications for applicants:

- Demonstrated experience facilitating sustainability and/or strategic planning in a virtual environment with internal staff and external partners
- Able to quickly understand and interact with complex programs and interventions

- Experience helping organizations/programs design practical evaluation approaches and continuous improvement processes
- Familiarity with systems evaluation concepts and contribution analysis
- Experience or interest in working with multi-sector collaborations, with preference towards consultants/contractors who have worked at the intersection of public health and public safety sectors

4.2 Funds Available

CDC Foundation intends to award one contract for the scope of this work. We anticipate the period of performance will be approximately six to eight months. We propose a contract start date of **January 6, 2025**. The CDC Foundation may be flexible on these dates should the desired project timeline require more time. 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 **\$150,000**. Bidders may propose a fee that exceeds the anticipated MPA if it is required to deliver the 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 the best and final offer from bidders.

4.3 Funding Source

This contract is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$11,000,000 with 100 percent funded by CDC/HHS.

4.4 Place of Performance

The consultant will carry out tasks within their own office space and meet with the ORS team virtually during normal business hours, Monday-Friday from 9:00am - 5:00pm ET.

4.5 Performance Monitoring

The performance will be monitored in line with the agreed project roadmap, monthly progress reports, detailed financial invoices, and through scheduled bi-weekly check-

ins. The consultant will be expected to work in close collaboration and consultation with the CDC Foundation and select ORS team members working on this project.

4.6 Payment

CDC Foundation will pay the consultant 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 to include the proposed fee structure (e.g., hourly rates, firm fixed price) in their proposal. CDC Foundation reserves the right to negotiate the fee structure, and we highly encourage deliverable-based fixed firm price for this contract.

5. INSTRUCTIONS FOR APPLICANTS

Applicants should follow the instructions set forth below in the submission of their proposal to the CDC Foundation. 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.

5.1 Communication during RFP period

Applicants may submit questions related to this RFP until **5:00 pm ET on October 31, 2024** via the [RFP Question Submission form](#) located within the [RFP Dashboard](#). All questions will be responded to in an RFP Supplemental Q&A document and posted on the RFP Dashboard **within two business days** 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.

5.2 Proposal Submission

Please submit your proposal in the [RFP Proposal Submission form](#) by **5:00 pm ET on November 15, 2024**. Documents requested for the proposal should be attached to the RFP Submission Smartsheet form (multiple documents may be attached). Submissions after this date and time will not be considered.

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 aritchie@cdcfoundation.org with the subject line "Accessibility assistance." We will gladly work with you on providing the information in a different format.

5.3 Proposal Requirements

The following information should be combined into one PDF document and submitted in the file upload section of the proposal submission form. The budget excel sheet can be uploaded separately.

- **Organization Information & Cover Letter (1-3 pages)**
 - Organization Information
 - Legal Organization Name
 - Point of Contact Name, Title, Email, Phone Number
 - Street Address
 - City, State, Zip Code
 - Website
 - Mission
 - Year Established
 - Federal Tax Identification (ID) Number/ Employer Identification Number (EIN)
 - Data Universal Number System (DUNS) number
 - SAM Unique Entity ID (UEI)
 - Business Classifications
 - Cover Letter
 - Includes expression of interest in the opportunity.
- **Capacity Statement (no page limit)**
 - This section should include examples of how you meet the following criteria:
 - Demonstrated experience with strategic planning.
 - Demonstrated expertise with evaluation and continuous improvement.
 - Recent experience working with public health and public safety agencies, or other cross-sector partnerships working towards common goals.
 - CVs/Resumes of Key Project Personnel
 - Please attach CVs/Resumes of all key personnel that will be working on this contract.
- **Proposal Narrative (no page limit)**
 - Proposed Approach
 - This section should include your descriptive approach to completing the contract activities and deliverables listed in **Section 3**, demonstrating a clear understanding of the complexities of the ORS program as it relates to the proposal in effort to highlight the ability to successfully execute the tasks required.
 - This section should also include a timeline for project implementation, inclusive of preparation, review time and delivery.
 - This section should also include examples of previous work completed to demonstrate subject matter expertise in this area (i.e., strategic plans, evaluation models, presentation slides, toolkits, materials, etc.).
- **Budget & Budget Narrative (no page limit)**
 - Detailed Budget

- A detailed budget should be submitted using the Excel template located in the RFP dashboard.
- Budget Narrative
 - Budget narrative should include itemized budget aligning with the proposed approach of the submitted proposal. We recommend a deliverable-based contract and request the narrative to include costs associated with activities and deliverables.

5.4 Selection Process and Review Criteria

Each response will be evaluated on the qualifications, expertise, proposed solution, and reasonableness of cost. The following outlines the criteria that reviewers will use to guide their evaluation of each application.

Proposal Section	Selection Criteria	Weight
Organization Information and Cover Letter	<ul style="list-style-type: none"> • Organization information • Cover letter includes contact information and shows interest in opportunity 	5%
Capacity Statement	<ul style="list-style-type: none"> • Demonstrated relevant work experience and capacity to complete the work outlined in the RFP • CVs/Resumes show professional experience and education that reflects knowledge and ability in subject matter expertise 	40%
Proposed Narrative	<ul style="list-style-type: none"> • The appropriateness and quality of the proposed approach • The appropriateness of the timeline for implementation • Demonstrated subject matter expertise provided through work examples 	40%
Budget & Budget Narrative	<ul style="list-style-type: none"> • Reasonableness of proposed rate and total amount • Budget should be detailed and justifiable 	15%

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.

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.

5.5 Timeline

Date	Description
October 17, 2024	RFP Release
October 31, 2024	RFP Question Submission Deadline
November 4, 2024	RFP Supplemental Q&A Posted
November 15, 2024 @ 5:00 pm ET	Proposal Submission Deadline
December 2-6, 2024	Interviews (subject to change)
December 9, 2024	Anticipated Selection Notification
January 6, 2025	Contract kickoff

6. NOTIFICATION

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. If you are selected for an interview, you will receive an email request directly from the CDC Foundation contract contact, Audi Ritchie.

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. The CDC Foundation reserves the right to conduct a pre-award risk assessment and may request additional financial and/or organizational information for the purpose of conducting the assessment. Review findings may impact eligibility and/or award structure.