



Request for Proposals

Content Management of Vaccine Resource Hub

Date Issued: August 17, 2021

Date Due: September 7, 2021

CDC FOUNDATION CONTACT:

Infectious Diseases Federal Team

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SECTION I: FUNDING OPPORTUNITY DESCRIPTION

About the CDC Foundation

The CDC Foundation helps the U.S. 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 to learn more.

Background

In 2020, the CDC launched a grant program, now named [*Partnering for Vaccine Equity*](#), 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 and influenza vaccine awareness, access, and confidence activities among vulnerable communities in the United States. The CDC Foundation received a five-year cooperative agreement (Award# 1- NH23IP922652-01-00) that runs through April 29, 2026, that is currently funded at \$25,660,048 for Year 1. One of the major components of the CDC Foundation's award is for the development and management of a new Vaccine Resource Hub.

The Resource Hub is currently being designed and developed as a space to share and find partner-produced educational materials, information, tools, strategies, and other helpful vaccine-related resources. Most of the content on the Resource Hub will be provided by organizations that make up the *Partnering for Vaccine Equity's* Learning Community, which is comprised of about 400 organizations funded by the CDC, many of which are CBOs. Urban Institute manages a newly launched membership-restricted website for Learning Community members to collaborate, connect with subject matter experts and discover upcoming learning events. Organizations in the Learning Community will also have access to the Resource Hub once it launches in late August. Partners will be encouraged to share a wide variety of materials designed to support immunization efforts. These materials will need to be continually collected, vetted, tagged and uploaded to the Resource Hub to ensure that partners are able to easily access new, accurate, and well-organized content. The CDC Foundation has developed content review tools in collaboration with a group of external subject matter experts (See Attachment A). The CDC Foundation is currently reviewing, selecting and tagging about 300 pieces of content that have been provided by Learning Community partners. This initial batch of materials was solicited through an online survey to some of the earlier partners to the program. Once the Resource Hub launches, partners will be able to submit content through the website for possible inclusion on the website.

Funding Opportunity

This Request for Proposals (RFP) seeks to secure the services of a subcontractor to solicit, receive, evaluate, tag and upload vaccine-related assets to the Partnering for Vaccine Equity's Resource Hub that will launch in late August 2021 for Learning Community partners. The CDC Foundation will partner with an organization that has a proven track record of successfully curating high quality public health content for the Internet. The Content Manager will demonstrate extensive knowledge of public health,

information science, and the expertise to manage content. The successful applicant will also have a deep understanding of vaccine-related activities and the resource needs of the CBO community -- the core contributors and users of the Resource Hub.

The Content Manager will be responsible for three distinct roles:

- Solicitation, Collection and Curation of Content
- Quality Maintenance and Improvements
- Evaluation and Reporting

Solicitation, Collection and Curation of Content:

The Content Manager will be responsible for updating and/or creating content selection criteria, standards and processes for soliciting, collecting and selecting content. The Content Manager will aim to ensure that all materials selected for inclusion on the site are accurate, relevant, current, and appropriate for its intended use and audiences. In order to guarantee these standards, the Content Manager will work with the CDC Foundation, Urban Institute, CDC, the website developer Insomniac Design and an existing committee of Subject Matter Experts (SMEs) to review and revise, as needed, existing guiding principles, selection criteria and tagging categories.

The Content Manager will be responsible for:

1. Developing processes and strategies for content to be sought and received from Learning Community members. It will be important to communicate with Learning Community members on what types of materials to submit (infographics, surveys, health communication strategies, etc.) and which ones will not be included on the Resource Hub (pictures, outdated information/events, inappropriate language, etc.).
2. Utilizing existing or revised selection criteria to determine whether content should be published to the site or rejected.
3. Reviewing and updating existing evaluation forms that will be used to document the review and selection decisions. (See Attachment A for the current evaluation forms)
4. Reviewing and updating an existing coding system to tag content, as well as directly tagging materials using keywords to maximize searchability on the Resource Hub. (See Attachment B for the current list of tags)
5. Drafting brief summary descriptions that will accompany all published content – these descriptions will function within the User Experience (UE) design of the Resource Hub and are intended to give Users a sense of what the material is during the search process.
6. Developing a process to receive feedback and address any contested material or questions from website Users. Managing the website email inbox to field any questions from Users and handle any customer service issues.
7. Working collaboratively with Urban Institute and CDC Foundation to encourage content submissions from Learning Community partners and help highlighting new content available on the Resource Hub.
8. Developing a procedure for periodically reviewing published Resource Hub content and removing outdated materials (more about this process under Quality Maintenance and Improvement).

These organizational systems should ensure that the Resource Hub content is well vetted, high quality and easily searchable.

Quality Maintenance and Improvement:

The Resource Hub is intended to be useful across a diverse array of communities, populations, and languages. Materials should be available in English and non-English languages. Content should be presented in an accessible format for those with vision and hearing differences. The content should also be easily understood by a range of audiences, including those with low literacy and those with different learning, cognitive or sensory abilities.

The Content Manager will be tasked with identifying any gaps in information and seeking out additional materials from participating CBOs and potentially non-partner sources. It is envisioned that initially the Resource Hub will be accessible only to registered Learning Community partners funded through the Partnering for Vaccine Equity program, but eventually the site will be opened to the general public. The Content Manager will help oversee the transition of the website from a password-protected site to a resource that is visible to the general public as soon as possible in 2021. The selected Content Manager will collaborate with the website developer Insomniac Design to streamline processes and make any improvements to the website.

Applicants should propose a process for regularly reviewing existing Resource Hub content that includes the removal of material that is no longer up-to-date and/or accurate given the rapidly evolving science surrounding Covid-19 and vaccines. Additionally, material that is well-suited to current public health needs or events should be promoted and featured. In order to facilitate this essential process, all material should be clearly marked with a date of creation stamp when it is tied to current public health guidance or scientific information – all other materials may be coded as “evergreen.” Applicants may also consider creating a feedback loop that will notify contributors of publication or the decision to not publish materials with constructive feedback on why it was not uploaded to the site.

The Content Manager may assist with expanding the reach of some key materials by making them ADA compliant or translating them into other languages as available funding permits. Applicants should budget at least **\$100,000 for making high-utility materials more accessible and for translating such materials to other languages**. The Resource Hub website has been designed to be ADA compliant, however not all content uploaded to the website will be ADA compliant. Materials will be tagged to help Users more easily search for materials that are ADA compliant. The Content Manager may identify useful materials that should be translated or made ADA compliant to expand their reach. Applicants should also describe how they will coordinate quality maintenance and improvement efforts with the CDC Foundation, Urban Institute, Insomniac Design, CBOs and other project partners, and with CDC’s [State and Community Media Health Center](#). In addition, the Content Manager will be expected to attend and participate in meetings with the external SME Committee to seek their input on improving and expanding the Resource Hub. The CDC Foundation will manage this Committee and facilitate meetings at least twice a year.

Evaluation and Reporting:

The Content Manager will report on Resource Hub workflow, reach and efficacy by tracking performance indicators that include:

- Turnaround time between submission of materials and review by an evaluator
- Overall number of materials submitted, reviewed, and uploaded to the site
- Frequency of new submissions from Learning Community partners
- Number of solicitations/campaigns to promote and encourage partners to submit content

- Basic metrics of website use and traffic including monthly page views, searches, session duration, number of files downloaded from the site, etc.
- Number of categories of content available on the Resource Hub
- Number and frequency of Resource Hub reviews to remove outdated materials and identify gaps
- Number of exemplary materials flagged by Contractor to highlight with the Learning Community
- Number of materials downloaded by Resource Hub users – in order to determine the effectiveness and reach of content
- Number of Contractor reviews of frequently downloaded content to ensure continued accuracy and accessibility of popular material
- Number of materials translated or rendered ADA compliant

Additional performance indicators may be requested. It is anticipated that a quarterly report will be required by CDC and the Content Manager will provide data and updates on progress/challenges for this reoccurring reports.

Project Outcomes

The management of content to be housed on the 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 Content Manager will contribute to the following 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 and other program partners will benefit from the curated content on the Resource Hub, as well as the recently launched Learning Community website, to build their capabilities to respond to the needs in their target communities. Over the long-term, we anticipate that this program’s efforts will help increase the proportion of persons who are vaccinated annually against COVID and seasonal influenza.

Deliverables

The Content Manager 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 your Deliverables Schedule (Attachment C).

Solicitation, Collection and Curation of Content

- Produce updated or new selection criteria, evaluation tools and tagging guidance for reviewing, selecting and tagging content. Please see Attachment A for the current, evaluation forms developed by the CDC Foundation and reviewed by the SME Committee.
- Provide a written workflow process for the evaluation and selection of CBO content that includes partner outreach, content collection, evaluation, and tagging of content.
- Conduct an outreach campaign to encourage Learning Community partners to submit new content through the Resource Hub platform.

Quality Maintenance/Improvement

- Provide a plan for the systematic review of material hosted on the Resource Hub. The plan should include details on how and when the inventory will be routinely assessed and out-of-date materials removed. The plan should also include how gaps in content will be identified and addressed.
- Attend two SME Committee meetings to receive feedback on the Vaccine Resource Hub and utilize their expertise to initiate improvements. CDC Foundation will coordinate all SME meetings.
- Develop a Yr2 proposal plan and budget to continue activities for an additional year. Future funding is contingent on successful performance and the availability of funding.

Evaluation and Reporting

- Provide a brief monthly and quarterly narrative progress reports that include agreed upon performance indicators such as the number and types of materials received, reviewed, and hosted on the Resource Hub.
- Participate in regularly scheduled conference calls with the CDC Foundation, CDC, partners and subject matter experts to share progress on activities and discuss lessons learned.

Timeline

August 17, 2021	RFP Released
August 27, 2021	Question Submission Deadline
September 7, 2021	Proposal Submission Deadline
September 17, 2021	Selection Notification
October 1, 2021	Project Implementation Start Date
April 29, 2022	Yr1 Budget Period End Date

**Please note that the timeline is subject to change*

Funds Available

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

The expected award may range from **\$900,000 to \$1.25 million** for a **seven month implementation period**. The scope of work and budget provided should fall within the stated cost range.

CDC Foundation anticipates paying the selected contractor on a fixed price/deliverable basis but reserves the right to change the method of payment. The resulting award will be supported, entirely or in part, by federal funding. We anticipate 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.

SECTION II: ELIGIBILITY INFORMATION

Eligible Applicants

Both for profit and nonprofit organizations are invited to apply. Eligible applicants are organizations and/or companies that:

- have been in existence for a minimum of 5 years; and
- have experience creating and managing public health content for the Internet; and,
- have experience conducting research on public health topics; and,
- have an established methodology for evaluating the accuracy and relevance of content; and,
- have a proven track record of promoting health equity in content curation and publication

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

<p>If small business, select all that apply. For more information refer to the U.S. Small Business Administration website (www.sba.gov)</p>	<ul style="list-style-type: none"> <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
<p>If minority-owned business, please specify:</p>	<ul style="list-style-type: none"> <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
<p>Are you a current vendor to the CDC Foundation? If so, in what capacity.</p>	

Section 2: Proposal

The application will be submitted by uploading the following required attachments to the online form: Proposal Narrative, Deliverables Schedule, and Budget. The Proposal Narrative should be no more than 12 pages, single spaced, 11-point font and should address the below points. In addition to these three attachments, Applicants may also include an optional fourth attachment with previous, relevant work samples.

Attachments / Sections	Content
<p>Proposal Narrative</p>	<p>Description of company's experience, capacity, and plan for implementing the work. The proposal narrative should be</p> <p>Proposal Narrative should include:</p> <ul style="list-style-type: none"> • Past experience managing content for a website. Experience engaging with community stakeholders. • Capacity to provide the services identified in this RFP, in terms of staffing, management, and technical expertise. Has identified staff (number and type(s)) readily available to deliver services. Key staff experienced in areas identified in this RFP. Organizational financial and project management capacity to assure services are delivered on time, within budget, and at high quality.

	<ul style="list-style-type: none"> • Description of organization’s proposed approach to the work, including project planning, execution, monitoring, evaluation and closure. • Realistic but manageable challenges/barriers to meeting deliverables and ways to address these challenges.
Deliverables	Please use the Deliverables Schedule Template provided in Attachment C to complete this portion. We anticipate that you will include the deliverables listed in the RFP as well as additional ones planned in your unique proposal, along with a timeline for completion and proposed percentage of payment that will be triggered by the completion of the deliverable.
Budget	<p>The proposed budget should be broken down by the following areas as applicable and submitted in Excel:</p> <ul style="list-style-type: none"> • Personnel • Supplies • Travel • Subcontractors/Consultants • Overhead/Indirect • Other <p>To include:</p> <ul style="list-style-type: none"> • Person/Item name • Description • Units • Time (Days/months) • Unit Cost (salary/price)

Communications during the RFP Period

All questions regarding this RFP must be submitted in writing via email to CMRFPquestions@cdcfoundation.org by **5:00pm ET on Friday, August 27, 2021**.

CDCF will compile and answer submitted questions on a weekly basis. The Q&A document will be posted to the CDC Foundation RFP website by **5:00pm ET, August 24, 2021**, to respond to questions received by Friday, August 20th. An updated Q&A document will be released by **5:00pm ET, August 31, 2021**, for any additional questions received by Friday, August 27th. All prospective applicant inquiries will receive a direct email response and those responses will appear in the weekly Q&A document. There will not be a Prospective Applicant conference call.

Submitting a Proposal

Application materials should be submitted by **12:00pm ET (noon) on Tuesday, September 7, 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
<p>Company Information and Past Experience (10%)</p>	<p>Evaluation to be based on the requested information being filled out completely as well as past experience included in the proposal narrative:</p> <p>Name, Address, Website</p> <p>Data Universal Number System (DUNS) number</p> <ul style="list-style-type: none"> • To request a DUNS number visit www.dnb.com/duns-number/get-a-duns.html • Registered in SAM (Y/N); Expiration Data <p>Organization Type (University, Non-Profit, Industry/For-profit, other)</p> <p>Year established</p> <p>Point of contact</p> <ul style="list-style-type: none"> ○ Name ○ Phone ○ Title ○ Email 	<p>10 Points</p>
<p>Proposal Narrative (50%)</p>	<p>Evaluation to be based on:</p> <ul style="list-style-type: none"> • Capable of providing the services identified in this RFP, in terms of staffing, management, and technical expertise. • Has identified staff (number and type(s)) readily available to deliver services. • Key staff are experienced in areas identified in this RFP. • 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. • Realistic but manageable challenges/barriers to meeting deliverables and ways to address these challenges. 	<p>50 Points</p>

Deliverables (25%)	Proposed project activities should be specific, measurable, and reflective of the deliverables outlined in this RFP. <i>Please use the Deliverable Schedule form in Attachment C to detail in chronological order the specific deliverables/outputs that will be achieved and the timeline for the deliverable completion.</i>	25 points
Budget (15%)	Evaluation will be based on: <ul style="list-style-type: none"> ○ Providing all requested details in an Excel spreadsheet ○ Budget aligned to deliverables and activities in project narrative ○ Budget within time and cost stated in RFP 	15 points
Applicants may also choose to submit examples of previous content management work as an optional attachment to the application.		100 points

Review and Selection Process

Completed eligible applications submitted by the **September 7, 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. The CDC Foundation will notify all applicants of funding decisions and provide limited feedback on proposals that were not selected.

Attachments to the RFP

Attachment A: Content Reviewer Guide

Attachment B: Content Tagging Guide

Attachment C: Deliverables Schedule Template