

REQUEST FOR PROPOSAL

Tri-County Health Department
Communities Putting Prevention to Work
Initiative
cppw@tchd.org

DATE RELEASED: December 10, 2011

RFP Title: **Communities Putting Prevention to Work: Healthy Eating,
Physical Activity Initiative**

RFP Number: **CPPW2011**

Due Date: **December 23, 2011**

Contact: cppw@tchd.org

Proposals are to be submitted electronically to:

cppw@tchd.org

**SUBMITTERS MUST COMPLETE AND INCLUDE THIS INFORMATION
IN THE BODY OF YOUR EMAIL.**

**Your completion of this page and submission of a proposal constitute agreement with
subsequent contracting requirements and with conditions of participation in the CPPW grant.**

Agency/Institution Name		
Address		City/State/Zip Code
E-mail	Authorized Representative / Title (Please Print Name and Title)	
Phone	Fax	
Federal Taxpayer ID Number		

TCHD-CPPW2011

**Tri-County Health Department
Communities Putting Prevention to Work Initiative**

**Media Campaign Evaluation
December 10, 2011**

Request for Proposal (RFP)

Background

In March 2010, Tri-County Health Department (TCHD) received funds from the Centers for Disease Control and Prevention (CDC) for the Communities Putting Prevention to Work (CPPW) Initiative. This initiative is part of the American Recovery and Reinvestment Act of 2009 (ARRA), also known as federal stimulus funds. The CPPW Initiative focuses on increasing healthy eating and physical activity.

The goal of TCHD's CPPW Initiative is to increase opportunities for residents of Adams, Arapahoe, and Douglas Counties to make healthy choices related to food and physical activity by making sustainable policy, systems, and environmental changes in schools and communities. TCHD is launching a mass media campaign as part of the Initiative. The media campaign will be evaluated using a post/pre campaign survey.

Purpose of the Request for Proposals

The purpose of this RFP is to recruit a professional organization familiar with TCHD's jurisdiction to conduct the a post/pre media campaign survey with parents of children between the ages of 5 and 12 who live in Adams, Arapahoe, or Douglas County. The survey will be administered by telephone. The survey has already been developed. We anticipate an average length of survey administration to English-speaking respondents at 17 minutes. The telephone survey needs to be translated into Spanish. This project requires 500 completed surveys.

The survey telephone calls will begin at the conclusion of the campaign, approximately February 15, 2012, and must be completed by March 30, 2011. Cleaned data will be provided to TCHD and TCHD staff will analyze the data.

The deliverables for this RFP include the following items:

- 500 completed surveys: The surveys should be completed in proportion to the distribution of the population in each county (approximately 22% from Douglas County, 44% from Arapahoe County and 34 % from Adams County). The race/ethnicity of survey respondents should also be representative of Tri-County's population according to the 2010 census, which showed that approximately 65% of our population is white/Caucasian, 23% is Hispanic, 6% African American and 6 % is of another race.
- Cleaned, weighted, data file in SAS format
- Data dictionary

- Codebook
- Complete methodology
- Data manipulations
- Output construction
- Final response rates

Contractor Expectations

The applicant that receives CPPW funds (Contractor) must be able to conduct the work described in this RFP and have the fiscal and contracting capacity to manage a CPPW award. Contractor must establish and maintain accounting and administrative controls to effectively manage this award. Requirements include financial stability, fiscal solvency, separate reporting of CPPW funds, and staff to oversee the scope of work and comply with the contract.

Contract Amount

Proposed budgets will be evaluated for appropriateness and efficiencies.

Proposal Preparation Instructions

All applicants must submit a proposal that addresses the stated purpose and deliverables in this Request for Proposal. A TCHD review committee will review the proposals using the selected criteria. Please use the following format for the proposal.

Section I: Proposal Narrative

1. Cover Sheet

Complete and submit in the body of your email the Cover Sheet Form on page 4 of this RFP. In lieu of a written signature, this form will be considered the official signature. Please see that the email is sent by the person authorized to approve the final contract for this project.

2. Organizational Description

Include a brief history of your organization, and indicate how this project is currently consistent with your organization's goals and objectives. Describe your administrative structure and staff capacity to effectively complete the deliverables for CPPW funds. Include key relationships with other agencies or institutions, if any that support the proposed project.

3. Proposed Methodology

Please include all information below in the order listed and with headings.

- Sampling – Provide a rationale for the proposed sampling strategy. Include land-line telephones and cell phones in the proposal. Describe the sampling design and how the sample will be generated.

- Spanish Language Translation and Interviews – Describe the qualifications of the translators and phone interviewers, and the procedures the organization will follow for translating and interviewing.
- Pilot-testing and Monitoring of interview – Describe the procedures for pilot-testing the survey and for monitoring while in the field.
- Data Collection Methodology: Describe how the interviewing will be conducted and the organization’s strategies for minimizing non-response.
- Procedures for weighting –Describe weighting adjustments that will be made for the proposed sampling strategy. If weighting adjustment is not required for the proposed sampling strategy, state that explicitly.

4. Project Work Plan and Timeline

Using the template below, provide a work plan outlining the activities to be carried out in the proposal to implement the survey. Include the descriptions of the activities necessary to carry out the survey, parties responsible for completing the activity and an estimate of when the activity will be completed.

Activity Description	Responsible Party (ies)	Estimated Completion Date

Section II: Proposed Budget and Justification

Please submit a line item budget with detailed justification for each line item.

Financial Guidelines

- The acceptable use of funds includes, but is not limited to: personnel, office operations and materials.
- Funds cannot be used for new construction or renovation, lobbying, political or religious purposes.
- All applicants must verify in writing that CPPW funds will be accounted for separately throughout the contract period.
- Payment will be made upon receipt of the final report with invoice.
- Staff benefits may not exceed 25% of staff salaries
- Agency indirect costs may not exceed 1) negotiated rate or 2) 10% of overall contract, whichever is less.
- If any services are subcontracted out, indirect cost does not apply.
- Submit the full proposal by email to cppw@tchd.org by December 23, 2011.

Review Criteria

Proposals will be reviewed and evaluated on the basis of the following criteria:

- Completeness of the proposal
- Evidence of knowledge, skills and capacity to complete the survey within the required timeframe
- Appropriateness of proposed budget

Duration of Contract

The duration of the contract will be for the time period January 1, 2012 – June 29, 2012. Tri-County Health Department may terminate the contract at any time prior to June 29, 2012, if, in TCHD's judgment, the contractor becomes unable to carry out the goals of the grant.

Reporting Requirements

The contractor must submit progress reports as outlined in the Scope of Work of the contract when awarded. The report form will be included as an exhibit in the contract. Tri-County Health Department maintains the right to withhold payments or terminate the contract if reporting requirements are not met in a timely fashion. Progress reports will be included in CPPW reporting to Centers for Disease Control and Prevention (CDC).

Project Timeline

December 10, 2011	RFP released
December 23, 2011	Proposals due to TCHD
January 6, 2011	Contract award announced

**Tri-County Health Department
CPPW RFP
Media Campaign Evaluation
Proposal Cover Sheet**

Name of Contractor:

Address:

Phone number:

Fax number:

Contact person:

Email address:

Total amount of grant request:

Project time period:

Name of authorized officer (please print)

Signature of authorized officer

Title

**Tri-county Health Department
CPPW RFP
Budget**

Contractor name: _____

Budget Category	Support	Applicant Support	Total
PERSONNEL (job titles)			
Fringe benefits (limited to 25% of total salary)			
Subtotal Personnel			
OPERATIONS (list line items)			
TOTAL BUDGET			