COMPETITIVE BID

Training Module Development to Enhance State and Territorial Preparedness Workforce

I. Summary Information

Purpose: To identify and select a contractor or firm to develop two training modules that will be included as part of an evergreen orientation program for state/territorial preparedness directors during the early years of their role.

Proposal Due Date and Time: 4/22/2022 at 5:00 pm EST
Selection Announcement Date: 5/6/2022
Maximum Funding Amount: $70,000
Estimated Period of Performance and Final Report Date: 05/16/22-7/31/22*

*Contingent upon approval of a no-cost extension from CDC, this project will be extended through July 31, 2023."

Eligibility: All contractors or firms in good standing with ASTHO are eligible to apply.

ASTHO Point of Contact: Lisa Peterson, lpetersen@astho.org

II. Description of Bid

Purpose: The Association of State and Territorial Health Officials (ASTHO), in conjunction with the Centers for Disease Control and Prevention (CDC), is seeking the services of a highly qualified Contractor or Firm to develop two orientation modules that will be included as part of an evergreen orientation program for awardee state/territorial preparedness directors during the early years of their role.

Background: The contractor will support the development of two orientation modules that will be included in the ASTHO Directors of Public Health Preparedness (DPHP) Orientation Program. This program will support objectives identified by ASTHO and CDC DSLR, including the Program Implementation Branch. The contractor will develop content for the Programs and Operations sections of the orientation framework. The contractor will work with lead staff members to develop a project timeline, scalable framework including modules and curriculum objectives, and content for the sections on Programs and Operations. This contractor should have subject-matter expertise in adult learning and experience in developing and implementing curriculum on public health topics (preferably emergency preparedness). It is expected that the work of this contractor will help build a program that captures the unique characteristics of a preparedness director role, provides continuity of program knowledge, and supports a more resilient workforce early in their tenure.

Project activities
The selected applicant(s) will be responsible for completing the following project activities:
A. Meet with the project lead as needed (monthly, bi-weekly) to discuss the project timeline and progress on objectives and key tasks.
These meetings will provide a regular opportunity for the contractor and ASTHO staff to have general discussions about the overall project and session content, and to address any new issues, questions, or requirements that might arise.

B. Engagement with cross-cutting ASTHO teams and relevant Federal and non-federal partners
Work with ASTHO staff from across the organization (Health Security, Government Affairs, State Health Policy, Public Relations, Evaluation and Learning Strategy) to build a robust orientation framework for adult learning that is aligned with ASTHO values. This contractor will have a primary role in finalizing the modules and curriculum objectives for the programs and operations orientation section.

C. Engagement with DPHP Orientation Workgroup, relevant federal and non-federal partners, and module Development
Use established mechanisms to collect stakeholder feedback from directors of public health preparedness and relevant federal and non-federal stakeholders to build the two orientation sections on Programs and Operations. Each module should contain at least four sections, and include information in a variety of formats, such as articles, videos, self-reflection, and writing prompts. The orientation sessions should be rooted in adult learning theories to promote learning at varying participant paces.

D. Develop an orientation facilitation guide.
This facilitation guide should cover the sections of programs and operations and give facilitators the necessary information to host uniform sessions throughout the cohort’s completion of the orientation.

E. Assist in the development of an orientation evaluation
In collaboration with ASTHO’s R&E team, the evaluation should assess individuals’ completion of the orientation and measure if the orientation met desired objectives.

Technical Support/Technical Assistance: ASTHO is available to provide information to the grantee at no additional cost. ASTHO will provide any necessary technical support during the convenings (e.g., access to Directors of Public Health Preparedness, access to relevant federal and non-federal partners, Zoom platform, etc.).

Inclusion of Health Equity:
ASTHO is committed to the promotion of health equity and the elimination of health inequities. Health inequities are reflected by disproportionately high rates of disease, premature death, and a lower quality of life. Health inequities are avoidable and state, federal, and locally funded activities play a key role in helping to solve this problem. Applicants are encouraged to address health inequities within the context of proposed activities.

Funding
The maximum award amount is $70,000. Only one award will be given to the selected consultant or contracting firm.
Evaluators
Each proposal will be reviewed by a panel of CDC and ASTHO staff with subject matter expertise in adult learning, curriculum development and public health.

III. Requirements for Financial Award

Allowable Expenses
Funds may not be used for equipment purchases. Per HHS requirements, funds awarded under this Competitive Bid are prohibited from being used to pay the direct salary of an individual at a rate over the federal Executive Schedule Level II (currently $203,700).

Period of Performance
The contract is scheduled to begin 04/01/2022 and end 7/31/2022*
* Contingent upon approval of a no-cost extension from CDC, this project will be extended through July 31, 2023.”

Reporting Requirements
The selected applicant will be required to participate in monthly conference calls to report on project activities, submit progress reports and produce final deliverables by 7/31/2022*
Contingent upon approval of a no-cost extension from CDC, this project will be extended through July 31, 2023.”.

IV. Required Proposal Content and Selection Criteria
Proposals must include the following content areas and meet the following criteria. Proposals should not exceed 5 pages in length, excluding CVs and budget, and should be single-spaced in 11-point font.

A. Cover Letter (5 points): Include points of contact details for the programmatic and financial/contract leads (name, title, mailing address, e-mail, and telephone number). Not to exceed one page, but does not count toward the proposal page limit.

B. Proposed Approach (30 points): Provide a brief outline of the approach and strategy to accomplishing the requested project activities. Detail a work plan which includes activities, timeline, goals, and milestones to achieve the deliverables and meet the expectations noted above.

C. Prior Experience and Performance (10 points): Describe experience and quality of performance on recent work completed with similar scope. Include information about familiarity with and understanding of the topic. Describe ability to represent ASTHO well in interactions with state and territorial health agency staff and other governmental, private sector, and/or non-profit stakeholders.

D. Organization Capacity (10 points): Include information about the company and address the ability and capacity to perform the services required within the specified timeframe. Describe staff qualifications and provide a CV for key personnel/staff lead.
E. **Budget & Budget Narrative (10 points):** Provide a detailed fixed price per deliverable budget, including detailed projected costs for the completion of the project. The fixed price budget should include a cost break-down per task and a proposed payment schedule. Maximum award is $70,000. *Attachment A* outlines the general format in which the budget should be presented. Applicants may use Attachment A as a template or simply as a guide to inform development of the project budget. A budget narrative must accompany the budget and indicate the costs associated with each proposed activity.

F. **Response to ASTHO Contract Terms and Conditions (10 points):** ASTHO and selected applicant(s) will enter into a fixed price per deliverable contractual agreement. A copy of ASTHO’s general contract terms and conditions is available in *Attachment B*. Applicants must review the terms and conditions with their legal team or contracts officer and confirm that if selected, you will enter into this agreement. Any proposed changes to the terms and conditions must be identified and submitted with your proposal application for negotiations. Proposed changes submitted after the application period has ended and/or submitted during the contracting stage may not be accepted. ASTHO reserves the right to accept or decline any proposed changes to the terms and conditions. Significant proposed changes, which could affect the agreement’s timely execution, may impact your selection as a successful applicant.

G. **Inclusion of Health Equity (15 points):** Throughout the proposal, incorporate the following: (1) describe the extent to which potential health disparities are evident within the health focus of the application, (2) identify the specific group(s) which could experience a potential disproportionate burden of the health condition, and (3) demonstrate how proposed activities could address health inequities (this also includes identifying social and/or environmental conditions which are the root causes of health disparities). The root causes of health inequities are sometimes referred to as social determinants of health. All information regarding health inequities must be supported with data.

H. **Status as Women-, Minority-, Disadvantaged-, Veteran-Owned, and/or Small Business (10 points):** Consideration will be given to applicants who demonstrate successful work with historically underserved and underrepresented entities (minority-, women-, disadvantaged-, and veteran-owned businesses or “MWDVBEs” and black, indigenous, people of color or “BIPOC”) in addressing health disparities. Bidders who classify as or partner with these businesses may be strongly considered.

V. **Submission Information**

**Application Procedure**

*Application deadline and process.*

ASTHO must receive applications in response to this Competitive Bid by 5:00 PM Eastern Standard Time on April 22, 2022. Please submit an electronic copy of the application and all attachments to Lisa Peterson at lpetersen@astho.org. Incomplete applications or applications received after the deadline will not be considered.
Applicant Questions and Guidance
ASTHO will support interested applicants to offer guidance and address specific questions about the Competitive Bid. Interested parties may contact ASTHO staff via e-mail (Lisa Peterson at lpeterson@astho.org).

Disclaimer Notice:
This Competitive Bid is not binding on ASTHO, nor does it constitute a contractual offer. Without limiting the foregoing, ASTHO reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the Competitive Bid; to waive any deviation from the Competitive Bid; to negotiate regarding any proposal, and to negotiate final terms and conditions that may differ from those stated in the Competitive Bid. Under no circumstances shall ASTHO be liable for any costs incurred by any person in connection with the preparation and submission of a response to this Competitive Bid.