REQUEST FOR PROPOSALS (RFP)
Program Evaluation Contractors

I. Summary Information

**Purpose:** To secure master service agreements with up to four (4) program evaluation contractors to provide services on an as-needed basis.

**Proposal Due Date and Time:** Wednesday, March 6, 2024, 5 p.m. ET

**Selection Announcement Date:** Wednesday, March 13, 2024

**Maximum Funding Amount:** Funding amounts will vary based on project activities to be determined on an ad-hoc basis.

**Estimated Period of Performance and Final Report Date:** March 13, 2024 – November 30, 2027

**Bidder Informational Conference Call:** Thursday, Feb. 29, 2024 3 p.m. ET

**Eligibility:** All consultants eligible to receive federal funding, registered with the federal System for Award Management (SAM), and in good standing with the Association of State and Territorial Health Officials (ASTHO) may apply.

**ASTHO Point of Contact:** Please send any questions and submit proposals to evaluation@astho.org.

II. Description of RFP

**Purpose**
ASTHO is pleased to announce a funding opportunity for up to four (4) program evaluation consultants to support evaluation efforts on an ad-hoc basis, including activities related to evaluation framework development and implementation. ASTHO aims to secure support for both new and existing programs by establishing master service agreements with program evaluation contractors.

**Background**
ASTHO supports state and territorial health agencies to advance health equity and optimal health for all. ASTHO’s primary functions are to develop strong and effective public health leaders, improve public health through capacity building and technical assistance, and advocate for resources and policies that improve the public’s health and well-being.

ASTHO evaluates all its programs to support learning, storytelling, and accountability. ASTHO has an existing organizational evaluation framework and is looking to enhance capacity with program evaluation support on an as-needed basis for some of its large-scale or time-intensive evaluation activities. The contractor(s) will work closely with ASTHO’s Evaluation team to design and implement activities that fulfill ASTHO’s individual program needs.

**Project Activities**
The selected applicant(s) will be responsible for completing project activities that include but are not limited to...

A. Developing evaluation plans, evaluation questions, logic models, data collection instruments, quantitative and qualitative analyses, and written presentation of evaluation findings as well as facilitating interviews or focus groups.
B. Serving as the project manager by facilitating evaluation-related meetings as well as supporting stakeholder coordination and communication depending on the project type.

**Expected Outcomes/Expectations and Deliverables**
The outcomes/expectations and deliverables associated with this RFP will be determined based on the project activities.

**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. ASTHO encourages applicants to address health inequities within the context of proposed activities.

**Availability of Funds**
ASTHO intends to award master service agreements for up to four (4) contractors to provide support for activities to be determined on an ad-hoc basis in the period from March 13, 2024 – Nov. 30, 2027. All applications must be received by Wednesday, March 6, 2024 at 5 p.m. ET.

Selected applicant(s) will be notified by March 13, 2024. Awards will be made by fixed price agreement.

**Evaluators**
Each application will be reviewed by members of the ASTHO Evaluation Team.

**III. Requirements for Financial Award**

**Allowable Expenses**
There are no allowable expenses for this award.

**Required Grant Activities to be Covered by Award**

n/a

**Period of Performance**
The contract is scheduled to begin on March 13, 2024 and will end on Nov. 30, 2027.

**Reporting Requirements**
Reporting requirements will vary based on project needs. Examples may include project notes, final evaluation tools, reports, etc.

**IV. Required Proposal Content and Selection Criteria**
Proposals may not exceed five (5) pages in length, excluding CVs and budget, and should be single-spaced in 11-point font. Work samples and/or references do not count against the five-page limit.
Required Sections: Cover Letter(s); Prior Experience and Performance; Organization Capacity; Budget & Budget Narrative; Response to Draft Contract Terms & Conditions; Inclusion of Health Equity; Status as Women-, Minority-, Disadvantaged-, Veteran-Owned, and/or Small Business; and References.

A. **Cover Letter (20 points):** Include the names of the lead programmatic and fiscal/contractual contacts (name, address, e-mail, telephone number).

B. **Prior Experience and Performance (20 points):** Describe experience and quality of performance on recent work completed with similar scope. Applicants with experience in/familiarity with public health may be strongly considered. Include information about familiarity with and understanding of the topic.

C. **Organization Capacity (10 points):** Include information about the company and address ability and capacity to perform the services required within the specified timeframe. Describe staff qualifications and provide a CV for key personnel/staff lead.

D. **Budget & Budget Narrative (10 points):** Provide a detailed hourly pay structure for regular program evaluation work. A fixed price budget should include a cost break-down per task and a proposed payment schedule. Applicants may use their own budget and budget narrative template as a guide to inform development of the proposed budget. A budget narrative must accompany the budget and indicate the costs associated with each type of activity.

E. **Response to ASTHO Contract Terms and Conditions (10 points):** ASTHO and selected applicant(s) will enter into a fixed price agreement. A copy of ASTHO’s general contract terms and conditions is available in Attachment A. **Applicants must review the terms and conditions with their legal team or contracts officer and confirm that if selected, they will enter into this agreement.** Any proposed changes to the terms and conditions must be identified and submitted with one’s 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.

F. **Inclusion of Health Equity (10 points):** Throughout the proposal, incorporate the following: (1) describe the extent to which health disparities are evident within the health focus of the application, (2) describe how evaluation activities will include a lens toward equity, and (3) demonstrate how proposed activities 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.

G. **Status as Women-, Minority-, Disadvantaged-, Veteran-Owned, and/or Small Business (10 points):** Applicants who classify as, or partner with businesses under any of these statuses, or 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 may be strongly considered.

H. References (10 points): Attach at least two examples of recent (within the last three years) work completed of similar scope and three current references we may contact.

V. Submission Information

Application Procedure
Application deadline and process. ASTHO must receive applications by 5 p.m. ET on Wednesday, March 6. Please submit an electronic copy of the application to evaluation@astho.org. Please use the email subject “Program Evaluation Contractor Funding Opportunity.” Incomplete applications or applications received after the deadline will not be considered.

Timeline (all dates subject to change)
- Feb. 21, 2024: RFP released.
- Feb. 29, 2024 at 3 p.m. ET: Bidder Informational Conference Call.
- March 6, 2024 at 5 p.m. ET: Deadline for submission of grant proposals.
- March 13, 2024: Contract award announced.
- March 13, 2024: Contract period commences.
- Nov. 30, 2027: Performance period ends

Applicant Questions and Guidance
ASTHO will address specific questions via e-mail at evaluation@astho.org.

Disclaimer Notice:
This RFP 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 RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. 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 RFP.