



City of Brownsville

RFP # 17083/HEALTH CONSULTANT

July 07, 2017

CALL FOR PROPOSALS

SEEKING: CONSULTING SERVICES TO DIRECT STRATEGIC PLANNING PROCESS FOR ACCESS TO HEALTH IN HAYWOOD COUNTY, TENNESSEE

PURPOSE: To conduct a community-based process which will result in a shared vision, goals, strategies and inventory of resources to address the medical, dental and mental / behavioral health needs (through prevention, wellness, and treatment services) of Haywood County citizens, leading to a healthier and more prosperous community.

FUNDING: 1 contract award of up to \$20,000, with contract funding allocated by the TN Department of Economic and Community Development and managed by the City of Brownsville.

ELIGIBLE APPLICANTS:

- For-Profit Companies incorporated in the State of Tennessee. Disadvantaged small businesses (owned by minorities, women, veterans and / or individuals with disabilities) are encouraged to bid.
- Not-for-Profit organizations incorporated in the State of Tennessee, including 501c(3) charitable organizations, 501c(4) member associations and institutions of higher education.
- Preference will be given to applicants located in the west Tennessee region.

PROPOSAL SUBMISSION:

Proposals must be submitted electronically in **.pdf format** to wrawls@brownsvilletn.gov no later than **11:59 pm Central Daylight Time on Friday, July 28, 2017**. Proposals which are received after this time, or which do not include the necessary information required for each section as described below, will not be considered.

PROJECT TIMELINE:

- July 07 2017: Call for Proposals Issued
- July 28, 2017: Proposal Submission Deadline
- Aug 04, 2017: Notification of Award / Contract Execution
- Aug 07, 2017: Project Kickoff Meeting



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Dec. 20, 2017: Contract Closeout

PROJECT DESCRIPTION: The City of Brownsville will serve as fiscal agent to contract for services from a qualified provider of consulting services and a steering team comprised of local health and community leaders, to conduct a participatory, asset-based planning process in August – December 2017. The process will increase awareness of the needs, opportunities and resources to maintain and improve the health of Haywood County’s residents, increase overall health literacy and empower individuals and communities to lead healthier lives while ensuring access to health services. Through a combination of surveys, focus groups, and public meetings, the project will collect, analyze and report both quantitative and qualitative data, and will produce and disseminate a 5-year strategic business plan and a more detailed operational plan for year 1. The project will inventory current and potential resources, identifying strategies to address gaps and achieve the shared vision and objectives, and will define metrics and a process for communicating, reporting and sustaining progress.

PROPOSAL EVALUATION:

Local steering team members will evaluate proposals and make recommendations to the City of Brownsville, based on how well proposals demonstrate the following:

- understanding of the project’s purpose, scope and desired outcomes (20%)
- feasibility of the proposed approach and project plan (40%)
- bidder’s relevant qualifications and experience with similar projects (30%)
- reasonableness of estimated budget and other resource requirements (10%)

PROPOSAL OUTLINE AND REQUIRED INFORMATION:

- I. **Cover Page** (1 page)
 - A. Bidder Organization’s Name, Website, EIN / SSN, Authorizing Individual
 - B. Lead Point of Contact, Title, Address, Phone, Email
- II. **Proposal Narrative** (8 numbered pages maximum, 12-point font)
 - A. Understanding of the Project Purpose, Background and Scope
 - B. Proposed Approach to Define Shared Visions, Targeted Goals, 3-5 year Strategic Plan and 1st year Operational Plan
 - Governance and Leadership
 - Community Engagement and Collaboration



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- Environmental Scan (priority health issues and disparities, current assets, gap analysis)
- Strategic Planning process to define shared vision, priority goals and strategies, targeted objectives and measures
- Resource Development and Sustainability (anticipated resource needs for targeted objectives, cost / benefit analysis)
- Communications Plan (internal and external)
- Project Evaluation
- C. Anticipated Work Products / Deliverables
 - Detailed project plan for planning process (Aug – Dec 2017)
 - Communications plan (key audiences, messaging, dissemination)
 - Environmental Scan (needs assessment based on quantitative and qualitative data, inventory of current resources, gap analysis)
 - 5-year Strategic Business plan (vision, goals, strategies, objectives, measures, governance model, business model for sustainability)
 - 1-year action plan (milestones, resources, responsibilities)
 - Project evaluation
 - Meeting documents (schedule, notices, agendas, minutes, etc.)
 - Monthly and final reports
- III. **Bidder Qualifications** (2 pages maximum, 12-point font)
 - A. Organizational experience with similar projects
 - B. Qualifications of key personnel
 - C. Roles / responsibilities of partners / subcontractors (if relevant)
- IV. **High-level Work Plan** (1 page)
 - A. Timeline and responsibilities for milestones and deliverables
- V. **Budget**
 - A. Budgeted expenses (cash and in-kind)
- VI. **Attachments**
 - A. Standard forms (terms of payment, sample contract, assurances, etc.)