



Serving Jefferson County Since 1917

Hazel L. Collins
Purchasing Agent

JEFFERSON COUNTY DEPARTMENT OF HEALTH

1400 6th Avenue South, Birmingham, AL 35233
(205) 930-1961/Fax (205) 930-1060

October 2, 2024
RFP #25-10-01
REQUEST FOR PROPOSAL

The Jefferson County Board of Health (the “Board”) and the Jefferson County Department of Health (the “Department”) (collectively, “JCDH”) will be accepting sealed proposals for **RFP# 25-10-01, “Community Engagement in Health Equity”** which will be received by:

Purchasing Agent, Jefferson County Department of Health, General Service Annex,
401 14th Street South, Birmingham, AL 35233,

until 10:00 am CST, Wednesday, October 23, 2024, (the “Proposal Period”) at which time and place they will be publicly opened and read. The Project is subject to competitive procurement provisions of the Alabama Bid Law, Ala. Code 41-16-50 et seq.

A. SCOPE OF WORK AND MATERIALS

Prospective offerors may download the complete solicitation including the specifications and proposal forms via the internet at <https://jcdh.org/SitePages/About/Bids.aspx> , or by visiting the Purchasing Office at the address shown above, or by calling (205) 930-1961, fax (205) 930-1060 and requesting a copy be mailed to you. Any addenda will be available on the JCDH website.

Offeror is responsible for checking for addenda until proposal opening date. Addenda will be mailed only to those vendors who were provided a copy in person or by mail. **Offerors are strongly encouraged to read the entire solicitation.**

B. PROPOSALS

All proposals must be submitted on Proposal Form in a sealed envelope indicating **“SEALED BID – RFP #25-10-01, “Community Engagement in Health Equity”** with opening date and bid/proposal number printed on outside of envelope.

All offerors must complete and provide the following:

- The notarized State of Alabama disclosure form included in the bid/proposal package;
- The Addendum to Bid/Proposal Agreement Contract;
- A copy of their E-verify certificate with the assigned number from the U.S. Department of Homeland Security;
- A W-9 Form;
- Business License (City of Birmingham/Jefferson County)
- The Beason-Hammon Alabama Taxpayer and Citizen Protection Act Supplemental Form; and
- All other documents listed in the enclosure.

C. BONDING

If the proposal exceeds \$10,000.00, the offeror is required to submit with their proposal a certified check, a cashier's check or a proposal bond payable to the Jefferson County Department of Health in the amount of \$500.00. For any proposal award to be considered that exceeds \$10,000, it must be accompanied by an acceptable proposal bond or check. Proposal bonds will be returned to all unsuccessful offerors after the formal award is made and to the successful offeror after acceptance of the award. Should the successful offeror fail to accept the award, the bond or check shall be forfeited.

D. OTHER PROPOSAL REGULATIONS AND REQUIREMENTS

- No proposal may be withdrawn for a period of sixty (60) days after the date of the proposal opening.
- JCDH reserves the right to reject proposals if such action is determined to be in the best interest of JCDH.
- JCDH reserves the right to reject any or all proposals or parts of proposals and to make the award either "all or none" or per line item on the merit and/or feature of method and quality, delivery, and service availability as the best interest of JCDH appears.
- JCDH is exempt from all tax. This statement in no way is to be construed as relieving a seller or contractor from paying any tax assessed to him as a seller or contractor.
- JCDH reserves the right to require documentation that each offeror is an established business and is abiding by the ordinances, regulations, and laws of their community and the State of Alabama.
- If you are required by any regulatory agency to maintain professional license or certification to provide any product and/or service solicited under this Request for Proposals, JCDH reserves the right to require documentation of current license and/or certification before considering and awarding the proposal.

E. COMMUNICATION DURING PROPOSAL EVALUATION

There shall be no communication during the evaluation period between any vendor and JCDH agency requisitioning the good or service to be procured. Any communications, written, oral, or electronic between the vendor and the requisition agency must come through the Division of Purchasing Buyer administering the RFP.

F. QUESTION/INQUIRY

Telephone inquiries with questions regarding clarification of all specifications of the RFP will not be accepted. All questions concerning the proposal product and/or service specifications must be e-mailed to Hazel Collins at hazel.collins@jcdh.org and Glenda Smith at glenda.smith@jcdh.org. Please reference the RFP number and Question/Inquiry in the e-mail subject.

G. LETTER OF NOTIFICATION

All offerors of this RFP are requested to reply via email to Notification of Intent indicating that they intend to submit a proposal. Only those offerors submitting the Notification of Intent will be advised of any clarifications, addendum, and answers to inquiries and/or questions pertaining to this RFP. The email of Notification of Intent can be emailed to hazel.collins@jcdh.org and glenda.smith@jcdh.org. Please reference the RFP number and Notification of Intent in the e-mail subject.

H. PROJECTED SCHEDULE OF EVENTS

Jefferson County Department of Health reserves the right to adjust the following schedule of events where needed to benefit the County

Announcement of RFP	October 2, 2024
Deadline for Offeror’s Questions	October 10, 2024 at 4:00 pm CST
Deadline for Notification of Intent	October 10, 2024 at 4:00 pm CST
Deadline for Offeror’s Answers	October 15, 2024 at 4:00 pm CST
RFP due Date & Public Opening	October 23, 2024 at 10:00 am CST

Hazel L. Collins
Hazel L. Collins, CPP, CPPM
Purchasing Agent

HC/gs

AM: 10-05-24

Enclosures

REQUEST FOR PROPOSAL

A. STATEMENT OF PURPOSE

The Jefferson County Department of Health (JCDH) is currently soliciting sealed RFPs from consultants to conduct research and evaluate public health models for health equity work and to develop a framework for health equity work at JCDH based on Social Determinants of Health, (i.e., the conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks).

Offerors must not be on the U.S. General Services Administration lists of Parties Excluded from Federal Procurement or Non-Procurement Programs. Proposals should include pricing for labor and materials, software licenses, services, and integration, and the performance of all work. The successful offerors will be notified of RFP award via the Jefferson County Department of Health's Notice of Award letter and the approved Standard Addendum to Bid/Proposal Agreement Contract.

No proposal will be considered unless the Offeror, whether resident or non-resident of Alabama, is qualified to submit a proposal. The Jefferson County Department of Health reserves the right to reject any and all Proposals and to waive any formalities in the solicitation process, and to be the final authority in any conflict.

The Jefferson County Department of Health (JCDH) is seeking to enhance its Community Engagement in Health Equity through a geo-targeted health disparities campaign funded by a United States Centers for Disease Control and Prevention passthrough grant via the Alabama Department of Public Health, Grant Number CDC-RFA-OT21-2103. As part of this grant, funds have been allocated to JCDH to contract with a vendor that is committed to our vision of enhancing community health access by understanding how social determinants of health play a role in care. This approach allows us to hear from all members of the community, enables us to better bridge gaps in health outcomes, collaborate with community partners and create strategic change. Grant deadline date is May 31, 2025.

B. OBJECTIVES

1. Community Survey (by municipality, zip code, etc.) to measure equity outreach by neighborhood.
2. Access hard to reach residents in an ongoing manner to get feedback around initiatives.
3. Better understand how health disparities impact access to healthcare.
4. Research and evaluate existing public health models that focus on health equity. For example, access to care, social determinants of health, etc. Identify best practices and successful strategies that can be adapted to local government.
5. Develop and implement methods to measure the effectiveness of our health equity programs in reaching residents across different neighborhoods. This includes identifying geographic areas with varying levels of engagement and pinpointing barriers to participation.

6. Design and execute strategies to engage hard-to-reach populations. This involves both initial outreach efforts and ongoing engagement to ensure continuous feedback and involvement in health initiatives.
7. Establish a system for regularly obtaining feedback from residents about existing and proposed health equity initiatives. Utilize this feedback to adjust and improve program delivery and effectiveness.
8. Conduct in-depth analysis to understand how health disparities affect access to care.
9. Identify specific factors contributing to these disparities and propose actionable solutions to mitigate them.
10. The dashboard/platform created is consistent with JCDH data collection requirements, which are to “collect, curate, protect, and distribute data as a strategic asset for operations, programs, and community decisions.”

ABOUT JCDH

Based in Birmingham, AL, JCDH is an independent, semi-autonomous local health department. Jefferson County is the most populous county in Alabama serving approximately 665,000 residents. JCDH’s mission is to prevent disease and assure access to quality healthcare, *promote* a healthy lifestyle and a healthy environment, and *protect* against public health threats. We envision a healthier Jefferson County for all. The strategic plan of the Jefferson County Department of Health is developed with intentional focus on health equity. To us, health equity means that everyone has the opportunities needed to attain their highest level of health.

11. OFFEROR CONTRACTS

Successful firm will be the only contract. Proposals will not be accepted from vendors that sub-contract their work.

12. AWARD

JCDH will develop an evaluation team to evaluate this RFP by a scoring methodology. The evaluation criteria listed in the proposal shall include, but is not limited to, the scope of work defined in the RFP. JCDH shall evaluate and make the award on the proposal that is determined to be in the best interest of JCDH.

13. TERMINATION

The contractual agreement or addendum associated with any proposal may be terminated by JCDH with a thirty (30) day written notice of cancelation to the other party regardless of reason.

Any violation of the agreement or addendum associated with any proposal shall constitute a breach and default of this agreement. Such termination shall not relieve the contractor of any liability to JCDH for damages sustained by virtue of a breach by the contractor.

14. PRICE

The total proposal price, including all line item prices, will remain firm for the entire duration of the Proposal Period. Price is to include all related fees. Invoice(s) must be itemized and billed after delivery/completion.

15. FREIGHT

Prices are to include transportation, fuel, handling, service, freight charges and deliveries/pick-up as specified. JCDH will pay no additional fees unless previously agreed to in writing.

16. TAX

JCDH is exempt from all tax. Offeror shall be responsible for any tax that may be levied or assessed by reason of this transaction.

17. PRE-PAY

No pre-payments will be made.

18. ADDITIONS TO CONTRACT

JCDH has attempted to list all aspects of the Project that will be required during the term of the Agreement. However, JCDH reserves the right to purchase additional quantities and/or related items from the successful offeror.

19. PROPOSAL EVALUATION CRITERIA

The scoring methodology will consist of factors weighted in accordance with its importance to JCDH. However, the following factors will include but not limited to these items when making a final recommendation.

Criteria	Description	Maximum Score
Functional*	This criterion considers the ability of the proposed solution to meet JCDH’s service request as specified. Overall meets requirements/qualifications.	35
Approach*	This criterion considers the Offeror’s understanding of the scope of work and the quality and clarity of the Offeror’s written methodology and description of the proposed approach to accomplish the work. Description of the project team, including roles and responsibilities.	25
Experience*	This criterion considers the Offeror’s experience in providing the services solicited by this RFP as set forth in the Offeror’s response and as learned from references.	20
Cost*	This criterion considers the price of the solution solicited by this RFP. Offerors will be evaluated on their pricing scheme as well as on their price in comparison to the other Offerors that meets all requirements and specifications requirements as listed.	20
TOTAL	Maximum score	100

20. INTERPRETATIONS

No modification, deviation, substitution, or other such changes will be made without the prior written approval of JCDH. JCDH reserves the right to reject any or all proposals submitted and to make the award in the best interest of the Health Department.

21. INSURANCE

Offeror shall furnish to the Board upon execution of this Agreement, a certificate of insurance as evidence of adequate professional and public liability insurance insuring vendor, the Board and Board's agents, servants, and employees as additional insured.

22. OTHER PROPOSAL TERMS AND CONDITIONS

- Proposals will be rejected if there is reason to believe that collusion exists among the offerors. No participants in such collusion will be considered in future proposals for the same work.
- Offeror must have all necessary business licenses as required by the State of Alabama, Jefferson County and the City of Birmingham.
- All items must conform strictly to the specifications and shall be subjected to evaluation upon acceptance. In the event that any item is deemed unacceptable or not in conformity with the specifications, such items will be rejected, and items of proper quality as set forth in the specifications shall be furnished in place thereof at the expense of the successful offeror.
- Failure to comply in accordance with the awarded proposal as submitted, including promised delivery, will constitute sufficient grounds for cancelation of the order and the Contract at the option of JCDH.
- Use of specific names and numbers is not intended to restrict the proposal of any offeror, seller and/or manufacturer but is solely for the purpose of indicating the type, size and quality, material, service, or equipment considered best adapted to the JCDH's intended use.
- Offeror will furnish a minimum of three (3) references. References will be accepted only from companies that provide similar type of scope of work as requested herein.
- No offeror shall be allowed to offer more than one proposal for the said project. If said offeror should submit more than one proposal for the said project described therein those proposals shall be rejected.
- No offeror shall be allowed to offer more than one price on each line item. If said offeror should submit more than one price per line item, then ALL prices for that line item shall be rejected.

23. INCURRING COSTS

The Jefferson County Department of Health will not be liable for any costs incurred in preparing proposals/bid responses.

24. TABLE OF CONTENTS

A table of contents should be provided and allow for easy access to all proposal components.

25. NUMBER OF PROPOSALS

One (1) signed original AND two (2) copies must be submitted with proposal package. Proposals shall be prepared in accordance with the Proposal Format in the "How to Apply" section. Proposals not complying with this format may be considered non-responsive and may be removed from consideration on this basis.

26. PROPOSALS

Proposals should be structured in such a way to address the ability to answer all objectives of the **Community Engagement in Health Equity**.

27. APPLICABLE LAW

A contract entered into as a result of this proposal shall be governed and interpreted under the laws of the State of Alabama. The contract shall be on a standard JCDH form as modified for this particular transaction. As JCDH is a public agency, its standard contract contains provisions required by Alabama law and regulations. Those provisions include, but are not limited to, the following topics.

Ala. Code 41-4-142 provides that every proposal/bid submitted and contract executed shall contain a certification that the vendor, contractor, and all of its affiliates that make sales for delivery into Alabama, or leases for use in Alabama, are registered, collecting, and remitting Alabama state and local sales, use, and/or lease tax on all taxable sales and leases into Alabama. **BY SUBMITTING THIS PROPOSAL, THE FIRM IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ALABAMA LAW, THEY ARE NOT BARRED FROM SUBMITTING PROPOSALS OR ENTERING INTO A CONTRACT PURSUANT TO ALA. CODE 41-4-142, AND ACKNOWLEDGE THAT THE AWARDING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.**

Ala. Code 31-13-9(k) provides the following language must be included in every public contract bid in Alabama: "By signing the Agreement and this Addendum, the Board and the Contractor affirm, for the duration of this Agreement, that they will not violate federal immigration law or knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama. Furthermore, any Contracting Party found to be in violation of this provision shall be deemed in breach of this Agreement and shall be responsible for all damages resulting therefrom."

In addition, any Contractor that employs one or more employees in the State of Alabama must provide evidence of their participation in the federal E-Verify program.

Acceptance of standard JCDH contract terms and execution of the contract are essential elements of the award. Failure to enter into the contract will result in forfeiture of the award. A copy of the form "Addendum to Proposal" may be obtained upon request from the Purchasing Agent.

28. GUARANTEE

Offeror certifies by submitting a proposal that offeror is fully aware of the conditions of service and purpose for which item(s) included in this proposal are to be purchased, and that their offering will meet these requirements of service and purpose to the satisfaction of the Jefferson County Department of Health and its Agent.

29. SCOPE OF WORK/REQUIREMENTS:

The consultant shall perform the following:

1. Community Survey (by municipality, zip code, etc.) to measure equity outreach by neighborhood.
2. Access hard to reach residents in an ongoing manner to get feedback around initiatives.
3. Better understand how health disparities impact access to healthcare.
4. Research and evaluate existing public health models that focus on health equity. For example, access to care, social determinants of health, etc. Identify best practices and successful strategies that can be adapted to local government.
5. Develop and implement methods to measure the effectiveness of our health equity programs in reaching residents across different neighborhoods. This includes identifying geographic areas with varying levels of engagement and pinpointing barriers to participation.
6. Design and execute strategies to engage hard-to-reach populations. This involves both initial outreach efforts and ongoing engagement to ensure continuous feedback and involvement in health initiatives.
7. Establish a system for regularly obtaining feedback from residents about existing and proposed health equity initiatives. Utilize this feedback to adjust and improve program delivery and effectiveness.
8. Conduct in-depth analysis to understand how health disparities affect access to care.
9. Identify specific factors contributing to these disparities and propose actionable solutions to mitigate them.
10. The dashboard/platform created is consistent with JCDH data collection requirements, which are to “collect, curate, protect, and distribute data as a strategic asset for operations, programs, and community decisions.”

11. QUALIFICATIONS

The following factors will include, but not be limited to, these items when making a final decision:

- a) Offeror has a wide knowledge and comprehensive Community Engagement in Health Equity Assessment experience and understands how to implement a plan, identify deficiencies, establish target goals for the desired goal as listed in the scope of work;
- b) Offeror has experience in conducting systematic reports and consultations.
- c) Offeror has excellent writing skills, with the ability to produce written documents to a very high standard;

- d) Offeror can translate technical information into practical and accessible information and recommendations;
- e) Offeror has strong conceptualization and analytical skills in collecting and interpreting data;
- f) Offeror has strong verbal communication skills.

12. DELIVERABLES/PROPOSAL SUBMISSION REQUIREMENTS

Interested Offeror must submit proposals that include the following:

- a) Company profile, including relevant experience and qualifications.
- b) Proposed approach and methodology for conducting the assessment.
- c) Detailed timeline and project plan.
- d) Team composition and qualifications.
- e) Cost estimate, including all expenses and fees.

NOTE: All work product, materials, and written productions (collectively “Productions”) created pursuant to the Proposal are and shall be the sole property of the Jefferson County Department of Health (JCDH), confidential, and Offeror shall not use such Productions at any time or for any other purpose not expressly authorized in writing by JCDH.

X. ACTIVITY AND TIMELINE

The study duration will be **60 days** from the date of signing of the contract. The proposal submitted by the contracted agency must encompass all activities identified within the Scope of Work and be completed within the established timeline.

Y. HOW TO APPLY

Your proposal should not exceed ten pages (including appendices) and should address the following:

- a) Summary: An overview of the proposal
- b) Company profile, including relevant experience and qualifications.
- c) Methodology: A description of your approach and methods to be used in achieving the scope of work.
- d) Work Plan and Time: A detailed work plan outlining key activities, deliverables and timelines.

Please include the following as appendices to your narrative:

- a) Budget: Provide an estimated detailed budget, inclusive of all fees.
- b) Work sample: Please provide one to two work samples that reflects your relevant experience.
- c) References: Provide three references who can provide insights into your relevant previous experience and work. Please list the company’s name, address, contact name and number. The reference sheet is listed on page **12**.

**PROPOSAL FORM FOR RFP #25-10-01
DUE: Wednesday, October 23, 2024
TIME: 10:00 a.m.**

**Hazel Collins
Purchasing Agent
Jefferson County Department of Health
General Service Annex
401 14th Street South
Birmingham, AL 35233**

**Submitted below is my firm proposal for as specified in accordance with your RFP #25-10-01.
ATTACH THIS SHEET AS COVER SHEET TO YOUR PROPOSAL**

SECTION I: PRICING CATEGORY

DESCRIPTION	TOTAL PRICE
Community Engagement in Health Equity Solution to include total price as specified	

THE FOLLOWING ARE REQUIRED WITH THE PROPOSAL FORM SUBMISSION:
Provide a detailed estimated budget, inclusive of all fees to equal the total price listed above.

Name of Company _____

REFERENCES

Offeror will list a minimum of three (3) references. References will be accepted only from companies that provide a similar type of scope of work as requested herein.

Contact Person _____

Company _____

Address _____

Telephone _____

Contact Person _____

Company _____

Address _____

Telephone _____

Contact Person _____

Company _____

Address _____

Telephone _____

Name of Company _____

Please enclose your business card with your proposal.

*Offeror acknowledges receipt of _____ addenda. This page must be returned with proposal.
(addenda numbers)*

Date of Proposal

Name (print legibly or type)

Company

Title

Street Address

Signature

City State Zip

Tax ID Number

Post Office Box (Zip if different from street address)

E-mail Address

Telephone Number

Fax Number

Terms of Payment

Delivery Date

Alabama Law (Section 41-4-142, Code of Alabama 1975) provides that every proposal/bid submitted and contract executed shall contain a certification that the vendor, contractor, and all of its affiliates that make sales for delivery into Alabama, or leases for use in Alabama, are registered, collecting, and remitting Alabama state and local sales, use, and/or lease tax on all taxable sales and leases into Alabama.

BY SUBMITTING THIS PROPOSAL/BID, THE OFFEROR IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ALABAMA LAW, THEY ARE NOT BARRED FROM BIDDING OR ENTERING INTO A CONTRACT PURSUANT TO 41-4-142, AND ACKNOWLEDGE THAT THE AWARDDING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.