

REQUEST FOR PROPOSAL (RFP)

Program Evaluation Support

Background

The Wellness Coalition seeks an individual or organization to provide professional program evaluation services supporting the REACH Cooperative Agreement with the Centers for Disease Control and Prevention (CDC). The selected entity will provide program evaluation support, working with the lead evaluator in evaluating the REACH program interventions that aim to (1) improve nutrition, (2) promote physical activity, (3) improve breastfeeding rates, and (4) increase access to adult vaccination programs in the priority population in REACH-identified census tracts in Autauga, Lowndes, Macon and Montgomery Counties in Alabama.

Scope of Professional Services Being Requested

Provide Program Evaluator Support services in the following aspects of program evaluation. Services being sought include but are not limited to:

1. Planning and designing program evaluation strategies and methodology
2. Data analysis and interpretation
3. Developing program evaluation reports
4. Preparation of articles for publication
5. Participation in conference calls, webinars, site visits, or other meetings as requested by CDC and/or The Wellness Coalition
6. Get a Unique Entity Identifier on www.SAM.gov (if an organization). This Unique Entity Identifier is used to start doing business with the federal government.

Required Timeline of Lead Evaluation Services:

October 1, 2023 to September 29, 2024.

Required Content of Proposals to Provide Program Evaluation Support Services:

Interested respondents are invited to submit proposals that contain the following information. Respondents should number and letter responses precisely as the questions are presented.

- I. Introduction (transmittal letter)**
 - II. Background and Experience**
 - III. Specialized Knowledge**
 - IV. Personnel Assignments, Work Plan, and Professional Qualifications**
 - V. Proposed fee for services rendered between 10/1/2023 and 9/29/2024**
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I. Introduction (transmittal letter)

1. Name of Respondent
2. Respondent address
3. Respondent telephone number
4. Respondent's federal tax identification number and UEI number
5. Name, title address, phone number, and email address of contact person authorized to obligate the Respondent contractually. This person should also sign the letter.

II. Background and Experience / Capacity

1. Describe any prior engagements in which Respondent's firm assisted in delivering program evaluation services as part of grant projects. Respondent should include references with current contact information from previous clients.
2. Describe the firm's current capacity to accomplish the work in the required timeframe.

III. Specialized Knowledge

1. Describe the knowledge and experience of the firm with items listed in the Scope of Professional Services Being Requested.

IV. Personnel Assignments and Professional Qualifications

1. Identify staff members who would be assigned to provide the services described in the Scope of Services and the functions to be performed by each of the staff members.
2. Include resumes or curriculum vitae of each staff member designated above, including name, position, telephone number, and email address.

V. Proposed Fee for Services to be rendered – Please provide a proposed budget for providing the requested services. Provide an hourly rate and number of hours proposed, including all costs (fringe, etc.) for each employee you propose to utilize on this project. Please include any other costs for supplies or other necessary expenses and provide a total proposed fee.

Selection Criteria:

Background and Experience	20 Points
Specialized Knowledge	20 Points
Personnel Assignments, Work Plan & Professional Qualifications	40 Points
Proposed Fee for Services	20 Points

If needed, oral interviews may be held and used to determine which firm will be selected to enter into contract negotiations. Unsuccessful firms will be notified as soon as possible.

Questions about this RFP should be addressed to Belkys Gomez at 334-293-6502 or bgomez@thewellnesscoalition.org.

Three (3) copies of your response to this RFP should be **hand-delivered or mailed to** the Programs Assistant at the Wellness Coalition, 2nd Floor of the Montgomery County Health Department at 3060 Mobile Highway, Montgomery, AL 36108, or e-mailed to admin@thewellnesscoalition.org. We can be reached at 334-293-6502.

Responses to this RFP must be received **no later than 2:00 P.M. on Friday, November 3, 2023.**