

Citrus County Community Charitable Foundation Inc.

Community Health Needs Assessment/  
Community Health Assessment

RFP

<b>RFP Release Date</b>	May 09, 2022
<b>Optional Applicant Technical Assistance Contact Information</b>	<p>Questions regarding the application materials or selection process should be directed to Crystal Barton at and received no later than <b>Friday May 27, 2022, 5:00pm EST:</b></p> <p>Phone: 352-201-6142</p> <p>Email: <a href="mailto:executivedirector@ccccf.us">executivedirector@ccccf.us</a></p>
<b>Proposals Due</b>	<p>Proposals and application materials should be emailed to:</p> <p>Citrus County Community Charitable Foundation Inc.  <a href="mailto:executivedirector@ccccf.us">executivedirector@ccccf.us</a> with a subject line of  “CHNA_RFP_Application_organizationname”  no later than <b>Friday June 10, 2022, 5:00pm EST</b></p>
<b>Contract Period</b>	<b>July 01, 2022 – June 31, 2023</b>
<b>Notification of Selection</b>	<b>July 01, 2022</b>

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## Statement of Purpose

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As the Citrus County Community Charitable Foundation Inc. (The Foundation), working with Florida Department of Health in Citrus County (DOH-Citrus) and its partners, prepare for the 2022 cycle of the Community Health Needs Assessment / Community Health Assessment (CHNA), we are issuing a request for proposals (RFP) for assistance in conducting this health needs assessment for Citrus County, Florida.

## Background Information

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### **The Citrus County Community Charitable Foundation Inc.**

The Foundation is a non-profit 501(C)(3) entity whose purpose is to award grants to groups and organizations that establish programs, research, or initiatives that promote the health or satisfy the medical needs of the residents of Citrus County.

### **Community Health Needs Assessments/Community Health Assessments**

It is a state requirement for Florida County Health Departments (CHDs) to be accredited through the Public Health Accreditation Board (PHAB), an organization that measures health departments' performance against a set of nationally recognized, practice-focused, and evidenced-based standards. As a part of the accreditation/reaccreditation process, DOH-Citrus is required to complete a community health assessment under Domain 1, which includes a collaborative process, reliable and valid data, identifying trends in health, and providing results and recommendations through an improvement plan.

The Citrus Health Improvement Partnership creates the Citrus County Community Health Improvement Plan, which addresses priorities identified in the CHNA. Through collaboration, education, and advocacy, Citrus Health Improvement Partnership is dedicated to ensuring everyone has the opportunity to be healthy. We have a vision to leverage the CHNA data to shape the community health strategies in our region to drive health equity. The outcome is to convene and align the region's collective efforts to improve health by focusing our actions on policy, systems, and environmental strategies, health related social needs, and the social determinants of health. For more information on these requirements, visit <https://phaboard.org/>.

### **Our Approach**

For this collaborative CHNA process, DOH-Citrus utilizes the Mobilizing for Action through Planning and Partnerships (MAPP) process by following the six phases: organizing for success, visioning, the four assessments, identifying strategic issues, goals and strategies, and action. This collaborative effort is grounded in seven guiding principles including systems thinking, dialogue, shared vision, data, partnership, strategic thinking, and celebration of successes. MAPP is a community-driven strategic planning process for improving community health. Facilitated by and centering public health leaders in local health departments, this framework helps communities apply strategic thinking to prioritize public health issues and identify resources to address them.

“MAPP is not an agency-focused assessment process; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems.” For more information on the MAPP process, visit <https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp>. Throughout the process, The Foundation’s designated Project Manager will have final say over the process, methodology, and report.

## Our Team and Partners

The central teams to this work include a CHNA Steering Committee, made up of The Foundation, DOH-Citrus, The Florida Wellcare Alliance, Jessie’s Place, Pregnancy Family Life Center, Citrus County Board of County Commissioners, Community Services Director, Citrus County Chamber of Commerce, Anti-Drug Coalition of Citrus County/Community Alliance of Citrus County, WellFlorida Council local representatives, and LifeStream Behavioral Center.

The partnership model, Circles of Involvement, is central to our collaborative process. Within this framework we have the Core Circle: those doing the workday to day, Circle of Engagement: those who are committed to the plan and execution of the work, Circle of Champions: those who are in positions of leadership and can support and promote the work and methods, and Circle of Information and Awareness: those who are able, because of their positions and roles, *to lend support to the effort*. Across our region, this partnership model includes, but is not limited to, the following entities:

- Hospitals and Health Systems
- Local Health Department
- Local City and County Government
- Academia and Universities
- Behavioral Health Organizations
- Social Service and Health Related Needs Agencies (e.g. food, transportation, housing, etc.)
- Community Organizations/Coalitions
- Essential Public Health Services

Throughout the continuation of this process, this partnership model should seek to build relationships of those within each of the four circles listed above, and the fifth level, Circle of Possibility: *those people and organizations who might be related to or crucial to implementation of the plans in the future*.

## Our Region

Our geographic region is Citrus County, FL. It has two hospitals: Citrus Memorial Hospital in Inverness, and Bayfront Health Seven Rivers north of Crystal River. There is a federally qualified health center with multiple offices, plus the county health department. For reference, review the 2015 and 2018 CHNA reports and technical appendices at the WellFlorida Council website: <https://www.wellflorida.org/reports/>.

## Scope of Services

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### A. Performance Standards

- a. This project requires a cooperative relationship between the vendor, The Foundation, and the CHNA Steering Committee. This includes working in collaboration with community partners and academic institutions.

Ensure community members, including those within a broad based racial/ethnic/cultural/gender identity/sexual orientation/veteran status and linguistic minority group, are primary participants in the need's assessment survey process. In addition, the CHNA Steering Committee, DOH-Citrus staff, as well as educators, health-related professionals, local government, human service and community-based organizations, institutes of higher learning, and the private sector will be engaged at some level of the survey process. The survey process shall include stakeholder interviews and focus groups, as well as written survey responses. In addition, the vendor must provide quality control and day-to-day oversight, meeting preparation and facilitation, and creation of products for dissemination of the results to the community at large. The point of contact throughout the project will be The Foundation Project Manager, Crystal Barton who can be reached at [executivedirector@cccfc.us](mailto:executivedirector@cccfc.us).

## **B. Data Collection and Analysis**

- a. Data analysis involves the identification and collection of primary and secondary data sources that will yield important information about the community's health. The shared responsibilities for data analysis include: collection, synthesis, and statistical analysis (means, percentages, etc.), comparison of local data to state benchmarks, oversampling of underrepresented population, commitment to stratified sampling (efforts to avoid city-centric assessment and include rural and urban assessment), focus group facilitation, survey data collection, recruitment and direction of students, key informant interviews, and identification of health and healthcare disparities.

## **C. Deliverables**

- a. The community health needs assessment final document should be produced **no later than May 31, 2023**. This final document must meet the requirements of the IRS and PHAB for hospitals and local health departments. The deliverables include but are not limited to the following: a comprehensive CHNA (sections might include executive summary, introduction/background, assessment methodology, sub-county profiles, social determinants of health, etc.). Additionally, the vendor will work with the CHNA Steering Committee to make edits to the document as needed. An edited version of the CHNA will be provided to the CHNA Steering Committee no later than **March 31, 2023**.
- b. Dissemination of results will be presented at a multitude of stakeholder meetings and will be conducted by The Foundation and DOH-Citrus after approval by the CHNA Steering Committee and stakeholders.

#### D. Scope of Work Timeline

<b>MAPP Phase</b>	<b>Description</b>	<b>Category</b>	<b>Anticipated Timeline</b>
MAPP General Methodology	Finalize Contract, Data Sources, Partnership Model	Performance Standards	July 2022 – August 2022
Phase 3 - Assessment	Community Health Status Assessment	Secondary Data Collection & Synthesis	Outlined in RFP timeline/workplan
	Forces of Change Assessment	Primary Data Collection & Analysis	Outlined in RFP timeline/workplan
	Community Themes and Strengths Assessment	Primary Data Collection & Analysis	Outlined in RFP timeline/workplan
	Local Public Health System Assessment – Health Equity Capacity Assessment	Primary Data Collection & Analysis	Outlined in RFP timeline/workplan
	Write CHNA Sections	Deliverables	Outlined in RFP timeline/workplan
MAPP Phase 4 – Identification of Strategic Issues	Targeted Universalism Approach, Sub-committees/Workgroups Meet	Performance Standards and Deliverables	Outlined in RFP timeline/workplan
MAPP Phase 5 – Develop Goals and Strategies	Targeted Universalism Approach, Sub-committees/Workgroups Meet	Performance Standards and Deliverables	Outlined in RFP timeline/workplan
MAPP Phase 6 – Action Cycle	Product Creation for Dissemination of Results	Deliverables	March 31, 2023 – May 31, 2023

## Application Requirements

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Proposals should include the following sections (A-E). Descriptions of the sections are listed below:

### A. Cover Page (1 page)

The cover page should be the first page of your proposal and should include the following information: the name of the applying organization, email, and phone number of the primary contact. This contact information should be the individual responsible for communication between your organization and The Foundation's CHNA Project Manager.

### B. Proposal Narrative (5 pages)

The proposal narrative should not exceed 5 pages. Narratives should include the following information:

1. **Qualifications and Expertise of Organization:** Describe your organization's expertise in providing the services as listed in Scope of Services (*including but not limited to secondary data source identification for the geographic region, secondary data synthesis, primary data collection (recruitment and engagement methods), scientific writing, presentation and dissemination, public speaking*). Include an explanation of projects of similar size, or projects that demonstrate your organization's ability to conduct complex data analyses and retrieve up-to-date data from reliable and relevant sources with a focus on urban, and rural communities, at-risk populations, and data that encompasses both cities' and counties' needs. Describe your approach and experience in working with large organizations and multisector partnership models (e.g. government/local health department entities; private entities, community groups, social service organizations, healthcare institutions, etc.). Provide detail on how you plan to meet the anticipated timeline for the CHNA methods and deliverables.
2. **Key Staff:** Provide list of proposed staff for this work. Include resumes (no longer than 2 pages) for each identified staff member. If necessary, include an organizational chart.
3. **Collaboration:** Describe how your organization has successfully worked with other organizations toward a universal goal and your approach to collaborative projects. Be sure to include information on any models or frameworks you have used in the past, and how you will choose and utilize collaborative strategies for this CHNA.
4. **Commitment to Equity:** The Foundation and DOH-Citrus define health equity as *"everyone has a fair opportunity to achieve their highest potential for health. Health equity is accomplished by removing obstacles that prevent individuals and communities from attaining optimal health, which includes access to quality, affordable healthcare and eliminating socioeconomic barriers limiting access to healthy food, housing, and transportation."* Describe how your organization has displayed a commitment in establishing and sustaining equity, and how you plan to center equity in your work on this CHNA.

**C. Detailed Work Plan with Timeline and Milestones (2 Pages)**

Include proposed start and end dates and contingencies.

**D. Proposal Budget (2 pages)**

Describe your proposed budget, including project fees and expenses, broken down by phase/deliverable, and a narrative justification for each budget item.

**E. Additional Documents**

Additional documents to include:

- a. a list of references submitted on a single page, with contact names, emails, and phone numbers for a maximum of three references.
- b. resumes of key staff (as described in B2 above)
- c. relevant work examples that demonstrate your experience and/or expertise to this process.

**General formatting guidelines and submission conditions:**

Proposals should be submitted:

- as a PDF
- single-spaced
- 1-inch margins on all sides
- using 12-point Times New Roman font
- not exceeding 11 pages (excluding additional documents)
- to [executivedirector@cccfc.us](mailto:executivedirector@cccfc.us) with a subject line of "CHNA\_RFP\_Application\_organizationname"

All responses will be kept private from other vendors. The Foundation reserves the right to modify this RFP at any time and reserves the right to reject any and all responses to this RFP, in whole or in part, at any time. This RFP does not commit The Foundation or any of its participants to award a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. The Foundation reserves the right to accept or reject any or all proposals received as a result of the request, to negotiate with any firm, and to cancel or change the RFP.

## Selection Criteria and Award Process

### Evaluation

For evaluation of applications, the CHNA Steering Committee will review proposals based on qualifications, completeness, cost-effectiveness, experience, and comprehensiveness of proposal.

This is a negotiated procurement and as such, award will not necessarily be made to the Vendor submitting the lowest priced proposal. Award will be made to the Vendor submitting the most responsive proposal satisfying The Foundation's requirements, as determined by The Foundation's Board, including consideration of price and other indicated factors.

### Award Process

**All proposals are due to The Foundation by Friday May 06, 2022, 5:00pm EST.** An internal review process will result in the recommendation to The Foundation's board.

**The selected applicant will receive a letter of intent on behalf of The Foundation by July 01, 2022** to enter into a negotiation of a contract by July 28, 2022.

Small, Woman, Veteran and/or Minority-Owned Business: Efforts will be made by The Foundation to utilize small, woman, veteran, and/or minority-owned businesses, with the consideration that the primary threshold is the most favorable return to The Foundation, members, and the community. A Vendor qualifies as a small business firm if it meets the definition of "small business" as established by the Small Business Administration (13 CFR 121.201).

Proposals will be scored using the following point values:

Organizational Qualifications and Experience	30 points
Work Plans	40 points
Budget	30 points