

REQUEST FOR PROPOSALS

A. Purpose

The National Association of Chronic Disease Directors (NACDD) seeks proposals to conduct an evaluation for the NACDD Vision and Eye Health Program. As part of the scope of work, the evaluator will develop an evaluation plan and evaluation tool(s), implement the evaluation plan and develop an evaluation report.

B. Background

Since 2015, the Centers for Disease Control and Prevention (CDC) Vision Health Initiative ([VHI](#)) has provided funding to NACDD to support the NACDD Vision and Eye Health Program. The purpose of the Vision and Eye Health Program is to assist state, tribal, local, and territorial (STLT) public health agencies and their partners to improve vision and eye health by assessing the level of vision impairment in their communities, building effective partnerships, and implementing effective and sustainable interventions.

Over the past several years, the Vision and Eye Health Program has provided financial support and technical assistance to eight STLT public health agencies and/or their partners, hosted an annual grantee meeting, and developed capacity-building resources for STLT agencies and their partners. These capacity building resources include a [toolkit](#) for public health agencies and their partners, [profiles](#) describing the burden of vision impairment in each state, a series of [fact sheets and issue briefs](#), and a national online [resource center](#) for vision and eye health. For further information on the NACDD Vision and Eye Health Program, visit the NACDD [National Resource Center for Vision and Eye Health](#).

Currently, an evaluation is being planned as a way to assess the effectiveness of the program and identify program strengths and opportunities for improvement. The results of the evaluation will be used by NACDD and CDC to inform the strategic direction of the program over the coming years.

C. Project Period and Available Funding

The project must be completed within a 12-month period, beginning in August of 2022 and ending in July 2023. For this particular project, there will NOT be a possibility of a contract extension or no-cost-extension. Therefore, the project must be successfully completed by July 31, 2023.

NACDD will award the evaluation sub-contract in two phases. Phase 1 will cover the evaluation activities through the development of an evaluation plan approved by NACDD and CDC. Phase 2 will cover the remaining evaluation activities, including the implementation of the plan and the development of a final report approved by NACDD and CDC.

NACDD will fund one entity for up to \$150,000, with a maximum allowable budget of \$75,000 for each of the two phases. The initial contract will be developed for the first phase of the evaluation work and a second (or amended) contract will be developed for the second phase based on contractor performance and satisfactory completion of the first phase deliverable (e.g., the evaluation plan).

Disbursed funds are federal grant funds so contracted bidder must be in “good standing.” Please note that NACDD cannot reimburse applicants for any incurred costs associated with proposal development in response to this RFP.

D. Evaluation Scope of Work and Deliverable/Outputs

The evaluator will conduct activities that lead to the production of key evaluation deliverables/outputs – evaluation plan, evaluation tool(s) and evaluation report. The evaluation should apply steps of [CDC's Framework for Program Evaluation](#). The evaluator will be responsible for the following activities:

- Meeting bi-weekly with the NACDD Vision and Eye Health Program point of contact
- Reviewing supportive project documentation and literature to inform the evaluation
- Maintaining an organized online folder of evaluation files
- Refining evaluation questions
- Preparing an evaluation plan
- Developing evaluation tool(s) (e.g., interview guides, questionnaires)
- Scheduling and planning data collection activities (e.g., key informant interviews with up to 12 key informants/partners)
- Conducting data analysis theming and synthesis
- Writing an evaluation report that summarizes evaluation findings and provides actionable recommendations
- Making presentations and facilitating discussions with NACDD and CDC to share the results of the evaluation on 1-2 virtual meeting(s), as appropriate

The evaluator is expected to work closely with the NACDD Vision and Eye Health point of contact to refine the evaluation questions, which are likely to include - but not be limited to - the following:

- a) Has the program addressed “capacity building” in a meaningful and effective way?
- b) How do grantees and other key stakeholders perceive the program?
- c) What are the strengths of the program?
- d) What are the opportunities to improve the program?
- e) To what extent has the program been effective in building capacity of STLT agencies and their partners to improve vision and eye health?
- f) In what way(s) does the program compliment or support the missions of the CDC VHI and NACDD?

Key Evaluation Deliverables/Outputs: Evaluation plan, Evaluation tool(s), and Evaluation report that summarizes evaluation findings and provides actionable recommendations. The final evaluation report is expected to have a concise, practically meaningful design for use by NACDD and CDC.

E. Eligible Applicants and Submission Process

Eligible applicants include 501(c)(3) organizations, for-profit companies, and individuals with demonstrated evaluation expertise.

Applications must be submitted via a single PDF document as an email attachment to NACDD by Monday, August 15, 2022 at 5:00 p.m. PT | 8:00 p.m. ET – send to: Carol McPhillips-Tangum, Public Health Consultant at ctangum_ic@chronicdisease.org. Hard copy and fax applications will not be accepted. Successful applicants will be contacted/informed of selection by August 22, 2022.

For any questions about this application, contact Carol McPhillips-Tangum at ctangum_ic@chronicdisease.org.

F. Application Instructions and Content Requirements

Please submit application in at least 11-point font and single line spacing. The application's total number of pages inclusive of cover page (excluding evaluation samples, bios, and budget) is not to exceed eight (8) pages and must include the following:

1. Cover page that includes:

- a. Name of the applicant organization, firm, or individual consultant
- b. Name and contact information for project lead
- c. Name and contact information for fiscal agent lead
- d. Name and contact information of organization/entity that will act as fiscal agent
- e. Name and contact information for the organization's signatory (even if the same as above)
- f. FEIN
- g. DUNS#

2. Capacity, Experience, and Relevant Expertise

Rationale for why you would be a good fit to conduct this evaluation as described above, providing information on your background evaluation experiences and capabilities. Please highlight the following, as applicable:

- a. Evaluation experience of national and/or state level public health projects
- b. Experience related to the evaluation of programs focused on chronic disease prevention and management and/or disabilities
- c. Previous experience with NACDD and/or CDC in an evaluation capacity

3. Proposed Workplan and Timeline

The timeframe of the project is August 2022 through July 2023. The evaluation plan developed in collaboration with NACDD must be completed by October 31, 2022, for subsequent CDC review/approval. Please break out the timeline into two phases, with the first phase culminating in an evaluation plan and the second phase culminating in an evaluation report approved by NACDD and CDC by July 31, 2023.

4. Budget with Budget Justification

Please submit the budget in two phases: 1) the first budget phase should reflect the period from contract initiation (late August 2022) through approval of the evaluation plan by NACDD and CDC; and 2) the second budget phase should reflect the period in which the evaluation will be implemented and the evaluation report will be approved by NACDD and CDC (no later than July 31, 2023). The budget for each phase should not exceed \$75,000 and the total for both phases must not exceed \$150,000. Please note that funds remaining in the contract after the completion of Phase 1 will be allowed to carryover to Phase 2. The proposal should include all fees associated with the project and detail key evaluation deliverables/outputs – evaluation plan, evaluation tool(s), and evaluation report. All activities will be conducted remotely and utilize virtual platforms. Therefore, no travel costs should be included in the budget.

5. Additional required information:

- a. Up to three work samples or links to samples (e.g., peer-reviewed publication, white paper, evaluation summary, etc.) that demonstrate a depth of critical thinking, data analysis, and writing skills
- b. Bio of person who will serve as the lead and primary point of contact for the evaluation
- c. Bios of any additional staff/consultant(s) who will play a significant role contributing to the evaluation
- d. List of 2-3 references from clients of completed projects and their contact information.

Additional application items beyond those listed above will not be reviewed. Late applications (electronically stamped by the sender after Monday, August 15, 2022 at 5:00 p.m. PT | 8:00 p.m. ET) will not be reviewed.