



Charles County
Department
of
Health



Charles County Department of Health
a unit of the
Maryland Department of Health

**REQUEST FOR PROPOSALS
FOR STRATEGIC PLANNING FACILITATION**

CCDOH-2025-01

Key Information Summary Page
Charles County Department of Health Strategic Planning

Issue Date: 06/07/2025

RFP: CCDOH-2025-01

Purpose

The Charles County Department of Health seeks proposals from highly qualified consultants with a proven track record in helping organizations prioritize goals and strategies, create a strategic plan, and facilitate implementation. The goal is to establish a contract for the 2025 fiscal year to support initiatives and create a framework for the next three to five years as we pursue accreditation by the Public Health Accreditation Board (PHAB).

Qualifications of Bidders:

Applicant must meet all of the below-listed eligibility criteria to be considered:

- a. The applicant should have experience and expertise in strategic planning for a local health department or similar health organization.
- b. Two (2) references are required. Include samples from these references.

Contract Terms: The project term will be July 15, 2024 through May 30, 2025.

Issuing Office: Charles County Department of Health

Issuing Office Point of Contact: Kerry-Ann Williams
Accreditation Coordinator
4545 Crain Highway
White Plains, MD 20695
301-609-6873
kerry-ann.williams1@maryland.gov

Contract Monitor: Linda Fenlon, LCSW-C
Deputy Health Officer

Deadline for receipt of proposals: Jun 25, 2024

Proposals Received via email: kerry-ann.williams1@maryland.gov

STANDARD SOLICITATION:
COMPETITIVE PROPOSAL

Charles County Department of Health
Strategic Planning Facilitation

PART I - SOLICITATION INFORMATION AND INSTRUCTIONS

General:

The Charles County Department of Health, a Maryland Department of Health unit, desires competitive proposals to obtain the service (s) described in **PART II** of this solicitation.

Charles County Department of Health reserves the right to accept or reject any proposal, annul the bidding process, and reject all proposals before the contract is awarded without incurring any liability to the bidders.

ATTENTION: Proposals should be typewritten and one-sided. All proposals should be labeled with the solicitation title and number.

Proposal Due Date and Time:

Proposals will be received via email to kerry-ann.williams1@maryland.gov until 5:00 PM, Jun 25, 2024(local time -Eastern Daylight Savings Time). Proposals received after this date and time will not be considered for review.

Delivery of Proposals :

Proposal must be submitted via email to Kerry-ann.Williams1@maryland.gov and include a cover page, application narrative, and any applicable supporting documentation with the subject line " Response to RFP CCDOH-2025-01

Compensation and Method Payment.

The total compensation for the services to be rendered by the contractor shall be at most \$38,000.00. Compensation will be dispersed throughout the award period based on an agreed upon schedule at time of contracting, with final payment of no less than 10% of full contract amount disbursed at the end of the contract based on full performance.

Financial Officer:

Karen L Waldbauer -MDH-A
Director of Administration/Fiscal Officer
4545 Crain Highway
White Plains, MD 20695
301-609-6906
karenl.waldbauer@maryland.gov

PART II

Proposal Format:

The proposal must include the following.

Proposal Submission Cover Page

All proposals must include a cover page to include firm name, contact person, title of contact person, email address, phone number, and mailing address.

Description of Consultant/Organization

Provide the consultant's background, citing information demonstrating the ability to meet the eligibility requirements outlined in the Bidders' key Information Summary Page of Qualifications.

Consultant Experience

The consultant must submit an outline of their experience and work history in strategic planning in the past three to five years. Include references for two individuals/organizations worked with in the past and a description of expertise or experience working with similar organizations.

Proposals Narrative

The proposal narrative must: describe the proposed approach to manage the strategic planning process; describe how the PHAB standards will be incorporated into the process; include the names and relevant details about key team members who will work on the project.

Budget

Funds may not be carried over beyond the term of the contract; therefore, the budget shall include only expenses that will be incurred by 5/30/2025.

Insurance Requirements:

Successful contractor will procure and maintain in effect during the term of contract appropriate insurance coverage and shall furnish, at CCDOH request, certificate(s) of insurance evidencing workers compensation and professional liability insurance for each Agency Professional employed under this Agreement.

- General Liability Insurance : Single Limit \$1,000,000
- Workers Compensation Insurance: As Required by State Law
- Professional Liability Insurance: \$1,000,000 per occurrence; \$3,000,000 per Aggregate
- Additional coverage will be provided as required by state or individual clients request to meet the individual clients needs

Background Of Charles County Department of Health

The Charles County Department of Health's mission is to protect, promote, and improve the health, safety, and environment of Charles County residents. Under the direction of the Health Officer, we provide public health services and administer and enforce State and local health laws and regulations within Charles County. Programs meet the community's public health

needs and provide services not offered by the private sector (Code Health-General Article, secs. 3-101 through 3-202). Appointed by the Secretary of Health, the Health Officer is the executive officer and secretary of the County Board of Health (Code Health-General Article, secs. 3-301 through 3-310).

The Board of County Commissioners in Charles County constitutes the Board of Health. Each year, the Board meets in May and October and at any other time it deems necessary (Code Health-General Article, secs. 3-101 through 3-202).

The Health Department offers services to all county residents through its eight divisions: Administrative Services, Behavioral Health, Disease Prevention and Health Promotion, Community Health and Evaluation, Disability Services, Environmental Health, Local Behavioral Health Authority, and Nursing and Community Health.

As we pursue accreditation through the Public Health Accreditation Board (PHAB), we are committed to providing a high-quality standard of service to all in a respectful, culturally competent manner.

Scope of Work

The Charles County Department of Health is seeking a highly qualified consultant with a proven track record in working with local health departments, helping organizations set strategic direction, prioritize goals and strategies, create a strategic plan, and facilitate implementation. The consultant will work directly with the Strategic Planning team, which consists of health department division directors, program managers and supervisors, and the accreditation coordinator. The Accreditation Coordinator will be your main point of contact during the strategic planning sessions. The strategic objectives must be included in the final document presented to the strategic planning team for approval.

Objectives - The focus of this project should align with the Public Health Accreditation Standards and measures.

1. Review the agency's mission, vision, and cultural competency value statement.
2. Assess our health department's strengths, weaknesses, opportunities, and threats.
3. Conduct focus groups using community engagement surveys, retreats, and workshops to include staff, stakeholders, clients, and others with a vested interest in the Charles County residents and Health Department.

3.1 The Consultant is responsible for collecting data. Data collection must remain anonymous and is the property of the consultant to protect confidentiality and ensure respondents' openness and honesty.

4. Compile relevant information using community engagement techniques.

5. Analyze results from data collection and select strategic priorities with the strategic planning team.
6. Facilitate planning sessions with the CCDOH strategic planning team
7. Develop a five-year strategic plan that focuses on strategic plan implementation, quality improvement, program work plans, and individualized employee performance plans.

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Anticipated Timeline - This timeline is meant to be a general guide only and should be adjusted as necessary to complete all proposed activities.

Activity	Description	Dates
Publish RFP	Publish on multiple sites	Jun 7, 2024
Deadline for submission of Proposal	Proposal submitted to AC via email by 5 pm EST	Jun 25, 2024
Proposal Selection and Notification	The committee will select based on metrics	Jun 30, 2024
Contract Terms Begins	Project start date	TBD
Strategic Planning Session Kick-Off	Consultants meet with the Strategic Planning team	No later than August 1
Focus Groups	Conduct focus groups with health department staff, community members, other stakeholders	August - November (may be necessary to hold focus group activity with Partnership for a Healthier Charles County Coalition in December)
Surveys	Conduct surveys of all health department staff	August - October
Retreat 1	Retreat with health department supervisors to review mission, vision, competency values, and strategic priorities.	November
Data Compilation and Analysis	Data Compilation and Analysis	November - December
Retreat 2	Retreat with the health department strategic planning team to identify strategic goals and objectives.	January
Checkin-In Meetings	Progress update meeting	TBD
Strategic Plan	Finalize Strategic Plan for FY 2025 - 2030	April 30, 2025
Implementation of Plan	Implementation of Plan	May 15, 2025

Evaluation Metrics: MAX 100 POINTS

Proposals will be evaluated in accordance with COMAR 21.05.03 by a committee established for that purpose based on the evaluation criteria outlined in our scope of work. The Evaluation Committee will review proposals, participate in the Offeror's oral presentations and discussions as deemed necessary, and provide input to the Fiscal Manager. The Charles County Department of Health reserves the right to seek advice and assistance from individuals outside the established Evaluation Committee, as deemed appropriate.

Competency: (max: 20 points)

The consulting firm should demonstrate its ability to provide qualified personnel for the required services based on the individuals' experience, training, education, or certification. The bidder is required to submit resumes, curriculum vitae, or other documentation detailing the expertise and qualifications of the personnel who will be assigned to the project.

Past Performance : (max 25)

Applicants must have a track record of completing similar projects, especially with other health departments or healthcare organizations. They should be able to provide examples of strategic plans and a minimum of two references familiar with their expertise and whom our evaluation committee can contact if deemed necessary. Extra consideration will be given to consultants who have worked with a PHAB-accredited health department and are familiar with the NACCHO strategic plan framework.

Proposal Narrative: (max 25)

Provide a comprehensive outline or narrative description of your plan design to fully develop strategies that meet the objectives listed in the scope of work. The plan must include a detailed overview of the steps to complete the design, implementation, data collection and utilization, community engagement, and reporting metrics for success. The contractor must use the elements listed in the PHAB guidance and directives from our Strategic Planning team. The plan narrative must also encompass expected barriers, limitations, and any other information needed from the Charles County Department of Health to initiate the project.

Proposed Budget: (max 20 points)

The proposal must contain a detailed breakdown of all fees for the services offered. The cost must be reasonable and consistent given the timeline, scope of work, travel cost, and all other elements required to complete the project.

Availability : (max:10 points) Must be willing to travel to Charles County Department of Health and any other designated worksite to facilitate focus group and strategic planning sessions. Travel costs must be included in the proposal.

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