

Children's National Medical Center
Child Health Advocacy Institute

Request for Proposals

RFP No. 2008CNA-100
Pediatric Community Health Needs Assessment

April 7, 2008

Note: If this RFP was downloaded from the Children's National website (<http://www.childrensnational.org/RFP>) each applicant must provide contact information to the RFP contact person, Kimberle Searcy, in the event that changes to this RFP are made. Children's National will not be responsible for any missing addenda, attachments, or other information regarding the RFP if a proposal is submitted from an RFP that is incomplete.

April 7, 2008

REQUEST FOR PROPOSALS

**PEDIATRIC COMMUNITY HEALTH NEEDS ASSESSMENT
RFP No. 2008CNA-100**

Children's National is requesting proposals from companies with experience conducting and writing community health needs assessments for large hospital systems and/or nonprofit organizations. Past similar work experience in the Washington, DC area or similar cities is preferred. The contract term will begin in Children's National fiscal year 2008 and end at the conclusion of fiscal year 2009 (July 1, 2008-June 30, 2009).

Proposals shall be mailed and postmarked by the United States Postal Service on or before May 9, 2008, or hand delivered no later than 5pm, Eastern Daylight Time (EDT) on May 9, 2008 at the drop-off site designated on the Proposal Mail-in Delivery Information Sheet.

A letter of intent must be submitted by Monday, April 14, 2008 in order to be invited to the RFP orientation.

Children's National will conduct an orientation on April 18, 2008 from 1pm to 2pm EDT, at 8737 Colesville Road, Suite 400, Silver Spring, MD 20910. Questions for the orientation must be submitted in writing by 5pm (EDT) on Tuesday, April 15, 2008, and will be answered during the orientation. All prospective applicants are encouraged to attend. The deadline for submission of all written questions is 5pm (EDT) on April 23, 2008. All written questions will receive a written response from Children's National by April 30, 2008.

The Project Manager for this RFP is Ruth Fisher, MS, MBA, Child Health Advocacy Institute, Director of Advocacy and Community Affairs. Inquires regarding this RFP should be directed to the RFP contact person, Kimberle Searcy, MPH, Child Health Advocacy Institute, Advocacy and Community Affairs Department, 8737 Colesville Road, Suite 501, Silver Spring, MD 20910, telephone (202) 476-5412, fax (202) 476-3696, e-mail communitybenefit@cnmc.org.

PROPOSAL MAIL-IN AND DELIVERY INFORMATION SHEET

NUMBER OF COPIES TO BE SUBMITTED: ONE ORIGINAL AND 6 COPIES

ALL MAIL-INS MUST BE POSTMARKED BY UNITED STATES POSTAL SERVICE (USPS) NO LATER THAN MAY 9, 2008.

All Mail-Ins

Children's National Medical Center
Child Health Advocacy Institute
Department of Advocacy and Community Affairs
8737 Colesville Road, Suite 501
Silver Spring, Maryland 20910

Project Manager: Ruth Fisher, MS, MBA
RFP Contact: Kimberle Searcy, MPH
For further information or inquiries
Phone: 202-476-5412
Fax: 202-476-3696

ALL HAND DELIVERIES WILL BE ACCEPTED AT THE FOLLOWING SITE UNTIL 5:00 P.M., EDT, May 9, 2008.

Drop-off Site

Children's National Medical Center
Child Health Advocacy Institute
Department of Advocacy and Community Affairs
8737 Colesville Road, Suite 501
Silver Spring, Maryland 20910

BE ADVISED:

All mail-ins postmarked by USPS after midnight, May 9th, will be rejected. Hand deliveries will not be accepted after 5:00PM., EDT, May 9, 2008. Deliveries by private mail services (FEDEX, DHL, UPS, etc.) will be treated as hand deliveries and will not be accepted if received after 5:00 P.M., EDT, May 9, 2008.

RFP Table of Contents

Section I-Administrative Overview	Page Number
I. Authority.....	7
II. RFP Organization.....	7
III. Project Manager Office.....	7
IV. Procurement Timetable.....	8
V. Orientation.....	8
VI. Submission of Questions.....	8
VII. Submission of Proposals.....	9
VIII. Discussion with Applicants.....	10
IX. Opening of Proposals.....	10
X. Additional Materials and Documentation.....	10
XI. RFP Amendments.....	10
XII. Costs for Proposal Preparation.....	10
XIII. Rejection of Proposals.....	10
XIV. Notice of Award.....	11
XV. Availability of Funds.....	11
XVI. Monitoring and Evaluation.....	11
Section 2- Service Specifications	
I. Introduction.....	13
A. Overview, Purpose, or Need.....	13
B. Description of the Goals of the Service.....	13
C. Description of the Target Population to be Studied.....	14
D. Geographic Coverage of Service.....	14
E. Funding Source and Period of Availability.....	14
II. General Requirements.....	14
A. Specific Qualifications or Requirements.....	14
B. RFP Contact Person.....	14
III. Scope of Work.....	15
A. Service Activities.....	15
B. Management Requirements.....	15
IV. Facilities.....	16
Section 3- Proposal Application Instructions	
General Instructions for Completing Applications.....	18
I. Program/Project Overview.....	19
II. Experience and Capability.....	19
A. Necessary Skills.....	19
B. Experience.....	19
C. Quality Assurance and Evaluation.....	19

- D. Coordination of Services.....19
- E. Facilities.....19
- III. Project Organization and Staffing.....20
 - A. Staffing.....20
 - B. Project Organization.....20
- IV. Service Delivery.....20
- V. Financial: Budget and Pricing Structure.....20
- VI. Other: Litigation.....20

Section 4-Proposal Evaluation

- I. Introduction.....22
- II. Evaluation Process.....22
- III. Evaluation Criteria.....22
 - A. Phase 1-Evaluation of Proposal Requirements.....22
 - B. Phase 2-Evaluation of Proposal Application.....23
 - C. Phase 3-Recommendation for Award.....23

Section 5- Attachments

- Attachment A. Proposal Application Checklist.....25
- Attachment B. Proposal Application Table of Contents.....26

SECTION I
ADMINISTRATIVE OVERVIEW

Section I Administrative Overview

Applicants are suggested to read each section of this RFP in detail. While sections such as the administrative overview may seem similar among RFPs, Children's National may add additional information as applicable. It is the responsibility of the applicant to understand the requirements of the RFP.

I. Authority

This RFP is issued under the provisions of Children's National and its administrative rules. Potential applicants are required to understand and acknowledge all the requirements of the cited authorities. Submission of an official proposal by any potential applicant shall represent admission of such knowledge on the behalf of the applicant.

II. RFP Organization

This RFP is organized into five sections:

Section 1: Administrative Overview-Describes the procurement process to applicants.

Section 2: Service Specifications-Provides applicants with information on the tasks to be performed, outlines the applicant responsibilities, and defines deliverables.

Section 3: Proposal Application Instructions-Explains the required format and the content of the proposal application.

Section 4: Proposal Evaluation-Describes how the proposals will be evaluated by Children's National.

Section 5: Attachments-Provides additional information to complete the application.

III. Project Manager Office

The Children's National Project Manager Office is responsible for supervising the undertakings of the contract(s) resulting from this RFP, to include system operations, fiscal operations, and examining and analyzing the performance of the provider. The Project Manager Office is:

Children's National Medical Center
Child Health Advocacy Institute
Advocacy and Community Affairs Department
8737 Colesville Road, Suite 501
Silver Spring, MD 20910
Phone: (202) 476-5412 Fax: (202) 476-3696

IV. Procurement Timetable

Note that the following procurement timetable represents the best estimated schedule.

Contract start dates may be subject to the issuance of a notice to proceed.

Activity	Scheduled Date
Public notice announcing the RFP	April 7, 2008
Distribution of RFP	April 7, 2008-May 9, 2008
Closing date for letter of intent to attend orientation	April 14, 2008
Closing date for submission of questions for orientation	April 15, 2008
RFP Conference	April 18, 2008
Closing date for submission of written questions	April 23, 2008
Children's National response to applicants' written questions	April 30, 2008
Proposal submittal deadline	May 9, 2008
Evaluation period for proposal	May 19 th -May 23 rd , 2008
Provider Selection	May 26 th -May 30 th , 2008
Notice of selection of vendor	June 2 nd -June 6 th , 2008
Secure signed contract from vendor	June 23, 2008
Final Community Health Needs Assessment Report due to Children's National	June 30, 2009

V. Orientation

The RFP orientation for applicants that submitted a letter of intent and who received an invitation will be held as follows:

Date: April 18, 2008 **Time:** 1pm – 2pm
Location: 8737 Colesville Road, Suite 400, Silver Spring, MD 20910

Applicants are encouraged to submit written questions prior to the orientation. There will be an open floor portion of the conference in which you will be allowed to ask questions. However, answers provided at the orientation are only intended as general direction and may not represent Children's National position. Formal official responses will be provided in writing. To ensure a written response, any oral questions should be submitted in writing following the close of the orientation, but no later than the submittal deadline for written responses indicated in the next section.

For the orientation on Friday, April 18, 2008, submission of written questions must be received by 5pm on Tuesday, April 15, 2008.

VI. Submission of Questions

Applicants may submit questions to the RFP Contact Person via e-mail at communitybenefit@cnmc.org. All written questions will receive a written response from Children's National.

Deadline for submission of written questions:

Date: April 23, 2008 **Time:** 5pm

Children's National will provide responses to applicant written questions by:

Date: April 30, 2008

Written responses will be posted on <http://www.childrensnational.org/RFP> and e-mailed to all applicants that attended the RFP orientation.

VII. Submission of Proposals

A. Forms/Formats – Refer to the Proposal Application Checklist.

1. Proposal Application Identification – Provides identification of the proposal.

2. Proposal Application Checklist – Provides applicants with information on where to obtain the required forms; identification of program specific requirements; which forms are required and the order in which all components should be assembled and submitted to Children's National.

3. Table of Contents – A sample table of contents for proposals is located in Section 5: Attachments. This is a sample and will serve as a guide.

4. Proposal Application – Applicants shall submit comprehensive narratives that address all of the topics contained in the Proposal Application Instructions, including a cost proposal/budget.

5. Tax Clearance – A certified copy of a current valid tax clearance certificate issued by the District of Columbia, Maryland, or Virginia and the Internal Revenue Service (IRS) will be required either at the time of proposal submittal or upon notice of award at the discretion of Children's National.

B. Program Specific Requirements – Additional program specific requirements are included in Sections 2: Service Specifications and Section 3: Proposal Application & Instructions, as applicable.

C. Multiple or Alternate Proposals – Multiple and alternate proposals shall not be accepted unless requested by Children's National.

D. Proposal Submittal – Proposals must be postmarked by USPS or hand delivered no later than 5pm on May 9, 2008 (please see the Proposal Mail-In and Delivery Information Sheet). Any proposal postmarked or received after the designated date and time shall be rejected. Submit the original proposal and attachments and six (6) copies. Faxed proposals and/or submissions of proposals on diskettes/CD or transmission by e-mail or website or other electronic means are not permitted and will not be accepted.

E. Confidential Information – If an applicant believes that any portion of a proposal contains information that should be withheld as confidential, the applicant shall request in writing nondisclosure of designated proprietary data to be confidential and provide justification to support confidentiality. Such data shall accompany the proposal, be clearly marked, and shall be readily separable from the proposal to facilitate eventual public inspection of the non-confidential sections of the proposal.

Note that price is not considered confidential and will not be withheld.

VIII. Discussion with Applicants

A. Prior to Submittal Deadline – Discussions may be conducted with potential applicants to promote understanding of the requirements.

B. After Proposal Submittal Deadline – Discussions may be conducted with applicants whose proposals are determined to have reasonably met the award selection criteria. However, proposals may be considered without discussions at the discretion of Children’s National.

IX. Opening of Proposals

Upon receipt of proposals by Children’s National at the designated location, proposals, modification of proposals, and withdrawals of proposals shall be date-stamped, and when possible, time-stamped. All documents received shall be held in a secure place by Children’s National and not examined for evaluation purposes until the submittal deadline.

X. Additional Materials and Documentation

Upon request from Children’s National, each applicant shall submit any additional materials and documentation reasonably required by Children’s National in its evaluation of the proposals.

XI. RFP Amendments

Children’s National has the right to amend this RFP at any time prior to the closing submission date.

XII. Costs for Proposal Preparation

Any costs that may be incurred by potential applicants in preparing or submitting a proposal will be the sole responsibility of the applicant.

XIII. Rejection of Proposals

Children’s National reserves the right to consider as acceptable any proposal that addresses all requirements specified in this RFP along with articulated understanding of the expected deliverables and service specifications. Any proposal demonstrating deliverables and specifications inconsistent with the RFP will be rejected.

Proposals will be automatically rejected for any one of the following reasons:

- (1) Failure to cooperate or deal in good faith
- (2) Inadequate assurance of reliable accounting systems
- (3) Tardiness in submission
- (4) Insufficient response to the request for proposal

XIV. Notice of Award

The selected recipient will be notified by mail.

XV. Availability of Funds

The award of a contract and any allowed renewal or extension thereof is subject to the availability of funds.

XVI. Monitoring and Evaluation

The criteria by which the performance of the contract will be monitored and evaluated are:

- (1) Performance/Outcomes Deliverables
- (2) Output Measures
- (3) Quality of Services
- (4) Financial Management
- (5) Administrative Requirements

SECTION 2
SERVICE SPECIFICATIONS

Section 2 Service Specifications

I. Introduction

A. Overview, purpose, or need

As a 501(c)(3) tax-exempt organization, Children's National is required to provide community benefits to the children and families of the District of Columbia. A comprehensive community needs assessment will be conducted in order to provide the targeted approach needed to address and identify the unique health needs of the pediatric population living in Washington, DC. The findings from the community needs assessment will help Children's National drive decisions for infrastructure development and data collection priorities; health promotion and disease prevention program planning, development, and monitoring; budget justifications and allocation of advocacy funds; influence on public policy change; identification of advocacy-based research and education priorities; and baseline measures for outcomes and evaluation. Lastly, this community needs assessment will support the overall validity of the community benefit strategy which will be used to demonstrate Children's National's 501(c)(3) tax-exempt status.

B. Description of the goals of the service

This community health needs assessment will be used to assist Children's National in assessing the health status and barriers to health care faced by children in the District of Columbia.

Conditions, diseases and indicators to be studied in assessing health status should consist of, but not be limited to: asthma, obesity, diabetes, oral health, immunization compliance, injury burden and violence exposure, sickle cell anemia, HIV and sexually transmitted infections, chronic disorders to include those of congenital etiology, behavioral/emotional health, learning disabilities to include autism, child maltreatment, substance abuse, perinatal issues related to low birth weight and adolescent pregnancy, children with special health care needs, and exposure to environmental toxins including lead. Along with the quantitative assessment of population-based incidence and prevalence, qualitative analyses will need to be conducted to determine behavioral and social determinants (e.g. poverty, food insecurity, physical activity, access to health care, and family instability) impacting these health outcomes.

Access to Health Care issues to be analyzed should include, but not be limited to: Health Care Coverage, Prescription Coverage, Dental Coverage, Vision Coverage, Mental Health Coverage, Routine Care, Primary Care usage, Satisfaction of Last visit, Usual Source of Care, Treatment Delay, and Emergency Department Visits.

C. Description of the target population to be studied

Those to be studied in this community health needs assessment include children of 18 years and younger that live in the District of Columbia. The applicant should include a comprehensive quantitative and qualitative analysis of all wards of the city.

D. Geographic coverage of service

The services shall be provided in Washington, DC.

E. Funding Source and Period of Availability

Institutionally designated philanthropic funds are available during fiscal years 2008 and 2009. Budgets should include a menu of three service options ranging from \$300,000.00 to \$750,000.00 in costs. There is potential funding in phases beyond fiscal year 2009.

II. General Requirements

A. Specific Qualifications or Requirements

The contractor shall have experience conducting and writing community needs assessments for large hospital systems and/or nonprofit organizations. Past similar work experience in the Washington, DC area or similar cities is preferred. The contractor's project staff persons must be able to commute to Children's National or to satellite offices for meetings upon request.

B. RFP Contact Person

The individual listed below is the point of contact from the date of release of this RFP until the selection of the successful vendor. Written questions should be submitted to the RFP contact person and received on or before the day and time that is specified in the Procurement Timetable of this RFP.

Kimberle Searcy
Children's National Medical Center
Child Health Advocacy Institute
Advocacy and Community Affairs Department
8737 Colesville Road, Suite 501
Silver Spring, Maryland 20910
Phone: (202) 476-5412
Fax: (202) 476-3696
Email address: communitybenefit@cnmc.org

III. Scope of Work

The scope of work encompasses the following tasks and responsibilities:

A. Service Activities

(Minimum and /or mandatory tasks and responsibilities)

A community needs assessment (CNA) “is a structured process, usually conducted in collaboration with other community groups and organizations, for determining the health status and needs of community members and identifying community health improvement programs and services on which to focus.”¹ The contractor shall conduct a comprehensive pediatric community health needs assessment of Children’s National primary service areas in the District of Columbia. The contractor will submit a comprehensive narrative report of the assessment on a timely basis, in an approved format, and not later than the final due date.

The contents of the pediatric community health needs assessment shall consist of a detailed synopsis of the health status to include, but not be limited to:

1. Program title, overview, and description of target population
2. Extensive data collection and analysis inclusive of, but not limited to, the following data sources: District of Columbia Hospital Association (DCHA) hospital discharge data, data from Medicaid and Alliance enrollee claims, National Survey of Children’s Health, National Survey of Children with Special Health Care Needs
3. Conduction of primary data via focus groups, interviews and/or surveys
4. Ward-specific socio-economic, demographic, and medical data
5. The prevalence and incidence of the most common medical diagnoses of the population served by Children’s National presented by ward, zip code and census tract.
6. Independent assessment of pediatric urgent and emergency care use, then in comparison with pediatric primary care use
7. Strengths as well as gaps in receiving needed medical services/access to care
8. Indicators and benchmarks of the current health status in Washington, DC benchmarked against similar geographic populations stratified based on at least, but not limited to, age, sex, race, and gender
10. Policy Recommendation section

B. Management Requirements

(Minimum and/or mandatory requirements)

1. Personnel and Experience

The contractor must demonstrate adequate and competent personnel to conduct the scientific-based community needs assessment. The contractor must further demonstrate that the necessary experience related to the delivery of the scope of work is evident, with the submission of at least

¹ The Catholic Health Association of the United States. (2006). *A guide for planning and reporting community benefit*.

the following: (1) current Curriculum Vitae (CV), resumes, or biographies and (2) a list of verifiable and successful experience with similar projects or contracts within the last three years.

2. Administrative

The contractor shall adopt and implement policies and procedures to protect the confidentiality of all personal information and protected health information (PHI).

3. Quality Assurance and Evaluation Specifications

The contractor shall adopt and implement policies and procedures to ensure that all aspects of the assessment and submission of reports of assessment findings are valid, accurate, and timely.

Children's National will monitor service and service outcomes.

4. Output and performance/Outcome Measurements

The contractor will utilize scientific data outputs to include numbers, percentages, and statistically significant (when applicable) findings relative to the pediatric health needs assessment collection, analyses, and reporting. Proper statistical testing should take place based on the dependent variables. Univariate, bivariate, and multivariate analysis should occur when appropriate. Variables that may seem to be confounders or cause effect modification should be adjusted for properly.

5. Coordination of Services

The contractor may sub-contract services within the scope of work and if so, must ensure that the coordination of services are managed according to the same standards as the primary contractor.

6. Reporting Requirements for Program and Fiscal Data

All programmatic and fiscal data reports will be completed in a specified format and submitted in timely manner as determined by Children's National.

IV. Facilities

The contractor shall provide a description of the main facility and demonstrate its adequacy based on the proposed services. The contractor shall be able to implement community-based aspects of the scope of services, for example, focus groups, in the respective primary service areas of the District of Columbia. In addition, the contractor's facility and other facilities used must meet the American Disability Act (ADA) requirements, as applicable.

SECTION 3

PROPOSAL APPLICATION & INSTRUCTIONS

Section 3

Proposal Application Instructions

General instructions for completing applications:

- Proposal applications shall be submitted to Children’s National using the prescribed format outlined in this section.
- The numerical outline for the application, the title/subtitles, and the applicant organization on the top right hand corner of each page should be retained. The instructions for each section however may be omitted.
- Page numbering of the Proposal Application should be consecutive, beginning with page one and continuing through for each section. See sample Table of Contents.
- Proposals may be submitted in a three ring binder (optional).
- Tabbing of sections (required).
- Applicants must also include a Table of Contents with the Proposal Application. A sample format is reflected in Section 5 of this RFP.
- A written response is required for each item unless indicated otherwise. Failure to answer any of the items will impact upon an applicant’s score.
- Applicants are strongly encouraged to review evaluation criteria in Section 4: Proposal Evaluation when completing the proposal.
- This application is available on the Children’s National website <http://www.childrensnational.org/RFP>

The Proposal Application comprises the following sections:

- Proposal Application Identification Form
- Table of Contents
- Program Overview
- Experience and Capability
- Project Organization and Staffing
- Service Delivery
- Financial
- Other

I. Program Overview

Applicant shall provide a brief overview to orient evaluators to the program/services that will be offered.

II. Experience and Capability

A. Necessary Skills

The applicant shall demonstrate that the project staff have expert competency in the skills, abilities, and knowledge required to deliver the proposed services.

B. Experience

The applicant shall demonstrate that the entity has the necessary experience related to the delivery of the proposed services. The applicant shall submit the following at the minimum:

- 1) Current Curriculum Vitae (CV)
- 2) Resumes or biographies
- 3) A list of verifiable experience and success with similar projects or contracts within the last three years

C. Quality Assurance and Evaluation

The applicant shall describe its own plans for quality assurance and evaluation for the mentioned services to include methodology.

D. Coordination of Services

The contractor shall describe any sub-contract services and the plan for ensuring that the sub-contractor is managed according to the standards of the primary contractor.

E. Facilities

The contractor shall demonstrate that the main administrative facility is adequate to conduct the proposed services and identify community-based sites to implement community-based aspects of the scope of work. The contractor shall provide the following: (1) description of the main administrative facility, (2) assurance that the main administrative facility and other facilities, including community-based sites, are or will be American Disability Act (ADA) compliant, and (3) list of potential community-based sites in the District of Columbia.

III. Project Organization and Staffing

A. Staffing

Proposed Staffing and Qualifications – The applicant shall describe the proposed project staffing pattern, including the job descriptions, and the minimum qualifications and experience for the key project staff and project manager.

B. Project Organization and Staffing

- 1. Supervision and Training** – The applicant shall describe its ability to train, supervise, and provide management and strategic leadership direction relative to the delivery of the proposed services.
- 2. Organizational Chart** – The applicant shall demonstrate sound organizational structure by reflecting the organizational-wide and each project staff position and the relationship of responsibility/supervision (including position title, name, and full-time equivalent) in an organizational chart format. The two charts: (1) organizational-wide and (2) project shall be attached to the proposal application.

IV. Service Delivery

The applicant shall describe in detail the approach to the delivery of specified service activities and management requirements as explained in Section 2: III. Scope of Work, including a work plan of all service activities and tasks, related work assignments/responsibilities, and timelines/schedules to meet the deadline of the final report by June 30, 2009.

V. Financial: Budget and Pricing Structure

The applicant shall submit a budget to include a menu of three service options ranging from \$300,000.00 to \$750,000.00 in the contract period to provide all the specified services. This RFP seeks to purchase a service as a comprehensive project; therefore, the pricing structure of the final approved contract shall be valid throughout the project contract period.

VI. Other: Litigation

The applicant shall reveal any pending litigation to which they are a party, including the disclosure statement of any outstanding judgment. If applicable, please expound upon with further details.

SECTION 4
PROPOSAL EVALUATION

Section 4 Proposal Evaluation

I. Introduction

The evaluation of proposals received in response to this RFP will be conducted comprehensively, fairly, and in an unbiased manner. Structured quantitative scoring techniques will be utilized to ensure and maximize the objectivity of the evaluation.

Each applicant will be objectively scored based on three categories: (1) Experience and Capability, (2) Knowledge, and (3) the Ability to Meet the Criteria.

II. Evaluation Process

An evaluation committee of designated reviewers selected by Children’s National will review and evaluate proposals. The evaluation committee will be comprised of internal and external individuals to Children’s National with a background and knowledge of the RFP program responsibilities, program service, and financing.

The evaluation will be conducted in three phases as follows:

Phase 1-Evaluation of Proposal Requirements

Phase 2-Evaluation of Proposal Application

Phase 3-Recommendation for Award

Evaluation Categories and Thresholds

Evaluation Categories

Administrative Requirements

Proposal Application

Program Overview	0 points
Experience and Capability	30 points
Knowledge	30 points
Ability to meet the Criteria	40 points

Possible Points

Pass or Rejected

100 Points

TOTAL POSSIBLE POINTS

100 Points

III. Evaluation Criteria

A. Phase I-Evaluation of Proposal Requirements

1. Administrative Requirements

- Timeliness
- Application Checklist
- Tax Clearance Checklist

2. Proposal Application Requirements

Proposal Application Identification Form

Table of Contents

Program Overview

Experience and Capability
Project Organization and Staffing
Service Delivery
Financial (All required forms and documents)
Program Specific Requirements (as applicable)

B. Phase 2-Evaluation of Proposal Application (100 Points)

Program Overview: No points are assigned to the Program Overview. The purpose of this section is to allow the applicants to provide information to the evaluators as to the service(s) being offered.

1. Experience and Capability (30 Points)

Children's National will evaluate the applicant's experience along with the breadth and number of community needs assessments or similar projects that the applicant has conducted. Evaluation will also center around the experience and capability of proposed personnel that will be working on this RFP.

2. Knowledge (30 Points)

Children's National will evaluate the applicant's understanding of the health status and barriers to health among pediatric populations. Experience with working on population-based studies will also be considered. In addition, the applicant will be evaluated based on past experience working in the Washington, DC area or with other demographically similar cities.

3. Ability to Meet the Criteria (40 Points)

Children's National will evaluate the applicant's ability to meet the requirements of this RFP. The applicant should be able to:

- describe the specific approach and methodology that will be used to successfully fulfill the requirements of the RFP
- adhere to the budget and show ability to fulfill requirements within the budget
- use the proper means to provide thoroughness of data collection, evaluation, and analysis
- describe, in detail, the work plan to be used
- describe how their assessment will afford Children's National to better serve the needs of the pediatric population in Washington, DC

C. Phase 3-Recommendation for Award

A written notice shall be given to the organization selected for the award.

SECTION 5
ATTACHMENTS

Attachment A

Proposal Application Checklist

Applicant: _____ RFP No.: _____

The applicant’s proposal must contain the following components in the order shown below. This checklist must be signed, dated, and returned as part of the Proposal Application. Note: Proposal Applications should be submitted in either Times New Roman or Arial font in size 12 format.

Item	Reference in RFP	Required by Children’s National	Completed by Applicant
General:			
Proposal Application Identification Form	Section 1, RFP	X	
Proposal Application Checklist	Section 1, RFP	X	
Table of Contents	Section 5, RFP	X	
Proposal Application	Section 3, RFP	X	
Tax Clearance Certificate	Section 1, RFP	X	
Cost Proposal (Budget)	Section 3, RFP	X	

Authorized Signature

Date

Title

Attachment B

Proposal Application Table of Contents

I.	Program Overview	1
II.	Experience and Capability	1
	A. Necessary Skills	2
	B. Experience	4
	C. Quality Assurance and Evaluation	6
	D. Coordination of Services	8
	E. Facilities	8
III.	Project Organization and Staffing	9
	A. Staffing	9
	1. Proposed Staffing	9
	2. Staff Qualifications	10
	B. Project Organization	11
	1. Supervision and Training	11
	2. Organizational Chart (Program & Organization-wide)	
IV.	Service Delivery	13
V.	Financial.....	20
VI.	Litigation	22
VII.	Attachments	
	A. Cost Proposal	
	Proposal Budget	
	Budget Justification - Personnel: Salaries & Wages	
	Budget Justification - Personnel: Payroll Taxes and Assessments, and Fringe Benefits	
	B. Organizational Chart	
	C. Program Specific Requirement (if applicable)	