



## **Request for Proposals - Public Health Stakeholder Outreach & Technical Expert Consultant**

### **Comprehensive Regional Pandemic Resilience Roadmap**

#### **Introduction**

The Pacific Northwest Economic Region (PNWER) received federal funding through the Economic Development Administration (EDA) to develop a Comprehensive Regional Pandemic Resilience Roadmap for the Puget Sound. This project will analyze the economic impact of COVID-19, identify best practices in mitigation, recovery and resilience, and provide overall recommendations for the region for the current COVID-19 recovery effort and to better prepare for future pandemics.

#### **Overall Purpose**

This project will enhance the capacity of the region to address the serious challenges of COVID-19 impacts and develop a roadmap or action plan toward pandemic resilience for the entire region. The project will provide a comprehensive actionable strategy (Resilience Roadmap) to address COVID-19 issues and challenges and make necessary improvements to address future pandemic events. The Comprehensive Pandemic Resilience Roadmap will incorporate lessons learned from COVID-19 pandemic and pandemic resilience best practices with a strong focus on economic resilience challenges in the context of health safety, the implications for preparedness, response, recovery, and mitigation, and identify needs and respective improvement actions. The Roadmap will help with the present pandemic and prepare the Central Puget Sound for future pandemics, while at the same time assisting in lessening future blows to the economic welfare of the region. Roadmap objectives include enhancing the capacity of local governments, economic development agencies, and business associations to be better prepared for safe operation and economic survival in a pandemic.

In 2010, PNWER was funded by the Department of Homeland Security (DHS) Office of Health Affairs after the H1N1 pandemic to initiate a series of workshops and exercises in the greater Puget Sound Region which culminated in the [Comprehensive Community Bio-Event Resilience Action Plan for the Puget Sound Region](#). This two-year effort working with over sixty-five public and private organizations helped to define gaps in the pandemic plans for the region. The current project will revise, update, and expand this work to address economic recovery and broader resilience challenges and needs based on COVID-19 lessons learned to assist public and

private sector decision-makers in the Puget Sound Region and across the nation to improve resilience for future global pandemics.

The COVID-19 pandemic has highlighted a host of additional complex issues and shortfalls, including unexpected, deleterious, and far-reaching repercussions for local and regional economies that demonstrate limited understanding of and capabilities to address competing interests and needs in the context of inter-related economic and health resilience demands. These challenges cut across the resilience mission areas of protection, preparedness, mitigation, response, and recovery and include an extensive range of new needs. Looking just at economic recovery, issues include healthcare and business supply chains; human resource considerations such as protecting staff, sick leave, emergency leave, flexible child-care arrangements, dealing with ill workers, telecommuting, insurance coverage, etc.; better-informed and coordinated decision-making across communities to address risks associated with business closure and restarts, quarantines and social distancing versus health impacts; and how to keep businesses and other entities in operation and attract new investments and economic development opportunities. An overarching challenge is how to address the impact of social media on public behavior, fears, and attitudes that have a direct bearing on economic recovery. Beyond this, communities and regions need to not only recover, but they need to have the resources, tools, and other capabilities to build and sustain pandemic resilience to thrive and grow.

### **Technical Assistance Required**

PNWER seeks a qualified consultant to provide technical assistance in the development of the Regional Roadmap with a primary focus on public health outreach. The consultant will work with PNWER staff and several other consultants working on economic impact and the overall drafting of the Roadmap and an accompanying Playbook. Consultants may apply for more than one RFP. Qualified consultants should have a background in economic analyses, public health, critical infrastructure interdependencies analyses, emergency management, pandemic planning, and/or development of relevant cross-sector disaster after-action reviews.

Outreach conducted by the consultant(s) will be incorporated into the Comprehensive Regional Pandemic Resilience Roadmap and Playbook for the Pacific Northwest, which will take a continuity of community approach to increasing pandemic and disaster resiliency.

### **Public Health Stakeholder Outreach & Technical Expert Consultant (Budget available \$50,000)**

PNWER seeks a seasoned public health professional with established contacts/relationships that can be leveraged for ongoing outreach to key leaders in public health, major employers, local government, and other relevant stakeholder groups to solicit input in the development of

the Roadmap. The consultant will work with PNWER to design workshops, conduct interviews, and solicit stakeholder input as well as provide their own public health expertise to the project and Roadmap.

While PNWER has pre-existing relationships with many major employers, elected officials, emergency management, and critical infrastructure providers from across the region, there is a need for a public health-focused consultant. This consultant will provide assistance with engaging the public health sector and leaders within related sectors to ensure the public health sector is represented within the development of the Roadmap.

It will be critical to have an extensive outreach effort to engage the public, private, and nonprofit sectors to participate in the project. Given that pandemic economic and health resilience are inextricably interconnected at the community and regional levels, these “key players” include entities with responsibilities across sectors: public health; health care; emergency management; emergency services; law enforcement; mass care and voluntary assistance; community planning; elected and appointed officials; local governance councils and community groups-including those focusing on social justice and equity which encompasses at-risk individuals and the economically disadvantaged; critical infrastructure owners and operators across all sectors, schools, universities, and other academic institutions; large businesses and business associations; economic development associations; chambers of commerce; older adult assistance and child care facilities; other special interest organizations; subject matter experts; and advocacy groups that focus on health and safety and the economy.

Private sector large employers- of which there are numerous national and international corporations headquartered in Seattle- will be invited to participate. PNWER has already established contacts with some of the largest companies in the region as well as DOD installations in the Puget Sound. PNWER also has close relationships with regional and local utilities as well as other critical infrastructures based on twenty years of focusing on infrastructure interdependencies. Additionally, recognizing that small businesses are the backbone of regional economies, PNWER will reach out to business associations that serve these businesses for their participation.

The primary focus of this project is to improve capacities of communities to economically survive and recover from a future pandemic based on identifying the gaps, understanding what needs to be improved, and the implementation of best practices and methods identified via the Roadmap process in a community with a cross-sector and multi-discipline approach. Shortening the period of maximum economic constraint while preventing negative health impacts can do much to limit serious economic consequences to individuals, families, and small businesses.

This effort will also provide valuable lessons learned that can be used immediately and shared with other metropolitan areas across the United States facing similar challenges.

**Tasks:**

- Assist PNWER in outreach to key stakeholders within public health and other sectors to solicit input on the project on how the region can be better prepared for future pandemics. Identify what went well, and what can be improved upon moving forward.
- Collect relevant best practices, recommendations, and input on resilience for future pandemics. This may include one-on-one conversations or interviews with relevant public health leaders.
- Engage relevant stakeholders for virtual and in person workshops and meetings listed in the timeline below
- Plan and facilitate two virtual meetings with PNWER staff assistance. One meeting with hospital representatives and one with public health representatives from central puget sound to discuss lessons learned and recommendations.
- Provide technical input to the Roadmap on public health-related topics
- Provide input on the development of workshops, surveys, and interviews
- Contribute to the development of the Roadmap and Playbook

**Timeline:**

The project is scheduled to be completed within 18 months (April 2021-Sept. 2022). PNWER will lead the following tasks. Consultants will provide technical assistance in the development of the Roadmap and provide needed support on relevant tasks.

- Task 1: Outreach to, and engagement of, regional partners representing the public and private sectors (within first 60 Days)
- Task 2: Identification and assessment of issues and needs that have emerged from the COVID-19 pandemic (90 days and ongoing)
- Task 3: Production of an updated and expanded draft detailed outline for the Roadmap based on the needs identified in Task 2 (60 days)
- Task 4: Identification of improvement actions in collaboration with stakeholder participants and advisory group (policies, research, technology, and tool development activities)
- Task 5: Midterm Stakeholder Review of Project, which will cover the work done to date and the initial draft Roadmap (50 days)
- Task 6: Develop and conduct a Regional Pandemic Resilience Roadmap tabletop exercise to evaluate the Roadmap, identify gaps in the Roadmap, and illuminate new ideas for solutions (60 days--some overlap with Task 3)

- Task 7: Finalization of the draft Roadmap based on the exercise outcomes and any other additional pandemic-related information gathered (90 days following the exercise)
- Task 8: Development of “Playbook” for the promulgation of the Roadmap to other regions in the nation (45 days)
- Task 9: Production of a short promotional brochure for the Roadmap in electronic and print form (including short video) and available online to accompany the Roadmap and Playbook explaining its genesis and how users can work with their respective stakeholders to tailor it to their needs (30 days)
- Task 10: Development and implementation of a Roadmap outreach strategy and campaign to key state, local, and private sector stakeholders across the nation to promote and explain the Roadmap and how to customize it and the Playbook for their regions (40 days for strategy development and 60 days for implementation)
- Task 11: Produce final report on the Project

**Task Timeline**

<u>Task #</u>	<u>Apr-21</u>	<u>May-21</u>	<u>Jun-21</u>	<u>July-21</u>	<u>Aug-21</u>	<u>Sep-21</u>	<u>Oct-21</u>	<u>Nov-21</u>	<u>Dec-21</u>	<u>Jan-22</u>	<u>Feb-22</u>	<u>Mar-22</u>	<u>Apr-22</u>	<u>May-22</u>	<u>Jun-22</u>	<u>Jul-22</u>	<u>Aug-22</u>
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**The following topics are envisioned as elements of the Framework:**

1. Executive Summary
2. Identification and high-level assessment of sector-specific issues that have emerged from the COVID-19 pandemic
3. Economic resilience analysis, best practices, and recommendations for the region

4. Strategies and best practices to consider in future pandemics to improved business and government continuity
5. Improvement Actions (policies, research, technology, and tool development)
6. Pandemic Playbook (guide for other regions to implement best practices)

**Qualifications and Proposal Submission Information:**

1. **Introductory letter (8.5x11 with 1 inch margins) identifying the position you are applying for, a detailed description of experience, and brief overview of your proposal (not to exceed two pages)**
2. **Proposal, including summary of the project team and their applicable background experience and the team's understanding of and proposed approach to completing the project. Please provide examples of past related or relevant work. (5 pages max, standard format 8.5x11 with 1 inch margins)**
3. **Project rates sheet or budget (1 page max)**
4. **A minimum of 2 references from past projects (1 page max)**
5. **Resumes of each member of the project team (no page limit)**

**Deadline**

Submissions will be accepted until **July 2 at 5pm Pacific Time**. Proposals will only be accepted by email. Late submissions will not be accepted. Please send proposals by email to Betz Mayer at [Betz.Mayer@pnwer.org](mailto:Betz.Mayer@pnwer.org).

Questions should be submitted by **June 18** in writing to Betz Mayer at [betz.mayer@pnwer.org](mailto:betz.mayer@pnwer.org). All interested consultants may obtain a copy of the questions and responses by submitting a written request by email.

**PNWER is an equal opportunity employer and will not discriminate against any employee or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.**

**Proposal Evaluation and Scoring**

A. Each proposal has a total possible score of 130 points with the points assigned as follows:

<b>Proposal Evaluation Criteria</b>	<b>Points</b>
Overall approach, including a demonstration of a clear understanding of the methodology and approach, project scope requirements, and objectives	<b>30</b>
Demonstrated experience directly related to consultant position criteria. Clear, innovative approach to achieving the four major points identified in Tasks section.	<b>30</b>
Demonstrated relevant experience working with partners. Demonstrated knowledge of and/or experience working with local government and industry partners.	<b>20</b>
Price proposal clearly stated consultant charges, including overhead, profit, and other relevant invoicing policies. Overall competitiveness of costs.	<b>10</b>
Ability to attend both online and in-person required meetings, and provide required input to PNWER	<b>5</b>
Overall proposal was complete, concise, clearly written, thorough, and followed instructions	<b>5</b>
<b>Total Possible Written</b>	<b>100</b>
Oral Interview Criteria (if required)	

Demonstrates knowledge and understanding in approach to accomplish work and address issues. Ability to elaborate on proposed project approach and respond to questions about potential aspects of the project.	<b>20</b>
Ability to clearly communicate orally and respond appropriately to questions. Level of knowledge about the topic.	<b>10</b>
<b>Total Evaluation (Written and Oral)</b>	<b>130</b>

A. Each criteria listed above will be given a weighted score from 0 to 5 based on the points listed above to determine their overall value. The 0 to 5 scores represent the following:

0 = 0% Did not provide a response to the requirement.

1 = 20% Far below expectations- a poor response that minimally meets the requirements.

2 = 40% Below expectations- a fair response that meets the requirements in an adequate manner. Demonstrates an ability to comply with guidelines, parameters, and requirements with no additional information put forth by the proposer.

3 = 60% Meets expectations- a good response that meets all the requirements and has demonstrated in a clear and concise manner a thorough knowledge and understanding of the subject matter. An average or slightly above average performance with no apparent deficiencies noted.

4 = 80% Exceeds expectations- a very good response that provides useful information, while showing experience and knowledge within the category. Proposal is well thought out and addresses all requirements set forth. The proposer provides insight into their expertise, knowledge, and understanding of the subject matter

5 = 100% Far exceeds expectations- a superior response that is a highly comprehensive, excellent reply that meets all requirements of the areas



within that category. Considered to be an excellent standard, demonstrating the proposer's authoritative knowledge and understanding of the project.

- B. Pricing will be scored as a percentage of the lowest proposed price. The lowest priced proposal will be awarded the maximum number of points. All other proposers will receive a percentage of the points as their proposed pricing compares to the lowest proposed price.