



**TRANSYLVANIA**  
— COUNTY —  
N O R T H C A R O L I N A

**REQUEST FOR QUALIFICATIONS**

**To conduct**

**A REGIONAL PUBLIC HEALTH STRATEGIC PLANNING PROCESS**

**For**

**TRANSYLVANIA COUNTY PUBLIC HEALTH  
106 EAST MORGAN STREET  
BREVARD, NORTH CAROLINA 28712**

**TODAY'S DATE: Tuesday, July 9<sup>th</sup>, 2024**

**REQUEST DUE DATE: 5:00 PM Monday, August 26th, 2024 EST**

**Request for Qualifications**  
**Regional Public Health Strategic Planning Process**  
**July, 9<sup>th</sup>, 2024**

**I. Introduction**

Transylvania Public Health (TPH) is soliciting proposals for the implementation of a regional Public Health Strategic Planning process. These implementation services consist of 1) meeting design and facilitation 2) compilation of existing data, plans, and analysis 3) development of a primary data collection strategy based on gaps in existing data 4) development of a Gaps and Opportunities Analysis 5) draft and finalize Network Strategic Plan, and 6) ongoing technical assistance to Project Director and Health Directors. These services will help the NC Public Health Directors in Region 1 strengthen cross-county collaboration and enhance care coordination.

Firms shall include a Statement of Qualifications of both the firm and person(s) directly responsible for the work.

Transylvania County reserves the right to reject any and all submittals.

**II. Qualifications**

- Minimal Qualifications: The contracted firm will designate project responsibilities to a staff member with relevant abilities and experience. The position will require a Master's degree or equivalent experience, two or more years of experience in the field of public health strategic planning, and proven ability to conduct large scale data collection and strategic planning efforts.

**III. Duties**

The duties and responsibilities for this contract are part of an approved work plan under the Health Resources and Services Administration (HRSA), Rural Network Development Planning Program.

**Essential duties include:**

- Meeting design and facilitation; *Work with Project Director to co-design and facilitate strategic planning meetings of the Region 1*

*Public Health Directors (topics could include data collection, goal setting, action planning, etc.)*

- *Compilation of existing data, plans, and analysis; Review existing analyses, plans, resource lists, and other previously collected data identified by Health Directors and other partners and present findings back to the Health Directors*
- *Development of a primary data collection strategy; based on findings from the compilation of existing data, the contractor will help facilitate a primary data collection strategy based on gaps in existing data (primary data could include key informant interviews, surveys, listening sessions, etc.)*
- *Development of a Gaps and Opportunities Analysis; Implement data collection strategy mentioned above and present findings in a report back to the group*
- *Draft and finalize Network Strategic Plan; draft and finalize Network Strategic Plan based on data collection and strategic planning efforts*
- *Provide ongoing technical assistance to Project Director and Health Directors; participate in planning meetings and technical assistance as needed through the process*

**Timeline for program deliverables:**

- Strategic planning process and deliverables should be conducted September 2024 -June 2025

**IV. Contents of Proposal**

Proposal shall be submitted on 8 ½" x 11" paper. Two (2) copies must be submitted with an envelope marked Regional Communications Campaign. A digital copy shall also be submitted through email.

Proposal shall include:

- Firm name, address, telephone number, fax number, e-mail address and contact person(s).
- Year in which the firm was established and any former names under which the firm operated.
- Office location of personnel who would be providing services to TPH.
- Statement of Qualifications for the Firm and its key personnel who would provide services to TPH. This would include the following:

1. Name of the Person(s);
  2. Relevant degrees (or equivalent experience)
  3. List the number of years of experience in public health communications
  4. List any qualifications that you and your firm possess that meet the minimal and preferred qualifications stated.
- List of previous clients for similar work. Include name and location of client, brief description and client references' telephone numbers.

Questions regarding the Request for Proposal should be directed to Jennifer Galloway, Transylvania County Purchasing Coordinator at 828-884-3104 during normal business hours (8:30 a.m. – 5:00 p.m.), or by e-mail at [jennifer.galloway@transylvaniacounty.org](mailto:jennifer.galloway@transylvaniacounty.org). Questions will be accepted up until 4:00 pm on Monday, August 5<sup>th</sup> 2024, EST.