



**Public Health**  
Prevent. Promote. Protect.

# **GPHA Request for Proposal for Legislative Education Services**

submitted by

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GPHA Vice-President

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## I. Introduction & Background

The **Georgia Public Health Association, Inc.** (hereafter **GPHA**), a Georgia-based 501(c)3 non-profit corporation founded for the purpose of providing scientific, educational and charitable opportunities for members and the public, and acts as liaison to the General Assembly of the State of Georgia and other governmental agencies on major public health issues, is in need of **Legislative Education Services** and is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) to find a qualified source to provide **Legislative Education Services**. A successful candidate will be able to provide:

1. Legislative education to Georgia legislators of areas of public health significance.
2. Quarterly in-person reports to the GPGA Executive Board on legislative issues.
3. Consultation on GPHA involvement as an affiliate of other public health associations.
4. Assist in developing public health related policy statements.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to **GPHA**. While price is a significant factor, other criteria will form the basis of the award, as more fully described in the Evaluation Factors section of this Request for Proposal below.

## II. Submission Guidelines & Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

- Qualified individuals or firms with prior comparable experience should submit proposals.
- Responders must list at least **one (1)** previous project similar to the proposed scope of work, including references and examples.
- The technical proposal must be limited to no more than **ten (10)** pages. The technical proposal must provide an overview of proposed services, as well as resumes of key personnel that will be responsible for performing the work. In addition, the technical proposal must provide a proposed schedule and milestones, as applicable.
- A one-page cost proposal must be included in the proposal. The cost proposal should indicate a cost not to exceed for the services, as well as hourly rate(s) and an estimated total number of hours, should **GPHA** decide to award a contract on an hourly rate basis.
- Proposals must be signed by a representative authorized to commit bidder’s company.

- If you have a standard set of terms and conditions, submit them with the proposal. All terms and conditions will be subject to negotiation.
- Timeline and selection process:
  - a. Proposals are due to GPHA Vice-President Colin K. Smith, DrPH, MS, CPH no later than **11:59 PM on June 13, 2016** by email at [gpha.office@gmail.com](mailto:gpha.office@gmail.com)
  - b. Proposals must remain valid for a period of **thirty (30)** days.
  - c. **GPHA** anticipates selecting at least two individuals or firms for consideration and interviews with an award to one of the individuals or firms.

### III. Project Description

The purpose of this project is as follows:

- Provide **Legislative Education Services** for **GPHA** for FY2017 (July 1, 2016 – June 30, 2017) in accordance with the scope of services as defined below.

The description of the project is as follows:

- The successful candidate will be a registered lobbyist according to the laws of the state of Georgia and provide legislative education functions to Georgia Legislators (and other elected, appointed, and hired members of Georgia government) on behalf of GPHA.

### IV. Project Scope

The scope of the project includes, but is not limited to:

- Working to secure continued public health funding in Georgia.
- Working to pass, defeat, or amend public health related regulations and laws in Georgia.
- Assist GPHA in developing policy and position statements/papers.
- Provide a daily presence at the Georgia Capitol during the legislative session, and provide weekly (or more frequently) updated to the GPHA Executive Committee.
- Outside of the legislative session, monitor all study committees and other news relevant to the public health of Georgians.
- Attend the quarterly GPHA Executive Board Meeting to report to them on the status of the public health state budget, relevant public health legislative, and answer their questions.
- Be available by email and telephone to GPHA leadership to answer questions on developing public health legal issues.
- Enhance the public health competency of all those legislative and government agencies that they work with.

- Foster good will and raise the profile of GPHA with all groups and individuals that the candidate engages on behalf of GPHA.

The successful bidder will be responsible for all of the above activities for **GPHA**.

## V. Request for Proposal and Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance: **May 13, 2016**

Selection of Top Proposals and Notification to Unsuccessful Bidders: **June 13, 2016**

Initiate Negotiations: **June 13, 2016**

Contract Award and Notification to Unsuccessful Bidder: **June 27, 2016**

Contract Start Date: **July 1, 2016**

Contract End Date: **June 30, 2017**

## VI. Evaluation Factors

**The following factors will be used for the purpose of evaluating** proposals based on the following factors, including cost which is a significant factor.

- Responsiveness to the requirements set forth in this Request for Proposal
- Relevant past performance and related experience
- Samples of work
- Cost, including an assessment of total cost of ownership
- Technical expertise/experience of contractor, including staff assigned to GPHA

**GPHA** reserves the right to award to the responder that presents the best value to **GPHA**.