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RFP #15474
Grant Evaluation Services

I. Objective

Grant evaluation services, specifically for the HRSA Behavioral Health Workforce Education and Training (BHWET) grant are required by Horizon Behavioral Health, a political subdivision of the Commonwealth of Virginia.

II. Timeline

A. Proposal Issuance Date: 12/26/24

B. Question Deadline & Contact Information

Questions concerning this RFP should be directed, in writing by email to the Procurement office at Purchasing@horizonbh.org. no later than 5 business days prior to the closing date of the proposals. Any revisions to the solicitation will be made only by written addendum issued by the Procurement office.

C. Proposal Deadline: 1/9/25

D. Period of Contract

The duration of the grant

III. Background

Horizon Behavioral Health has facilities in Lynchburg and the surrounding area to provide services for Mental Health, Developmental Services, Substance Use and Prevention.

IV. Statement of Need

Program Evaluation

The project's program evaluation will adopt a multi-method approach grounded in Patton's (2015) Utilization-Focused Evaluation (UFE) model. Research indicates that this type of evaluation is based on the principle that its effectiveness should be judged by its utility and actual use. The evaluation plan will encompass three components: process evaluation (which examines how the program is implemented by focusing on factors such as participation rates, quality of delivery, and alignment with the intended design), outcome evaluation (which assesses the program's effectiveness in creating change), and impact evaluation (which evaluates the long-term effects of the program). To uphold the values of independence and objectivity, the organization will partner with an external entity specializing in research and program evaluation. This external partner is committed to delivering community-based program evaluations that yield significant insights and drive meaningful change within communities. Their evaluation processes are meticulously designed to be ethical and transparent, ensuring that all stakeholders can trust the findings and recommendations.

Evaluation Questions

Process Evaluation:

Are program activities being implemented as planned?

What challenges or barriers are encountered during implementation, and how are they addressed?

How effective are communication and collaboration among partners, stakeholders, and participants?

Outcome Evaluation:

To what extent has the program achieved its intended objectives?

Are participants proficient in key skills or competencies as defined by the program goals?

How has the program improved service capacity and outcomes for the target populations?

Impact Evaluation:

Has the program contributed to sustainable partnerships or organizational improvements?

How has the program influenced participant trajectories or outcomes?

What long-term impacts are observed in the targeted populations served by the program?

Evaluation Methods

The evaluation will use a multi-method approach, combining quantitative and qualitative methods to gather comprehensive data on program processes and outcomes. Quantitative methods will include pre- and post-program surveys to measure participant knowledge, skills, and confidence in meeting program goals. Program metrics, such as the number of participants engaged, completion rates, and performance outcomes, will be analyzed. Service delivery data, including the number of individuals served, types of services provided, and key outcomes, will also be tracked.

Qualitative methods will complement quantitative data through semi-structured interviews with participants, supervisors, and stakeholders to capture experiences, challenges, and recommendations for improvement. Focus groups with participants will assess their perceptions of the program's effectiveness and its impact on their goals. Case studies will highlight specific program successes or challenges to provide contextual insights.

Data to Be Collected

Data will include participant demographics, skill assessments, satisfaction surveys, and post-program outcomes. Program implementation data will document activities, training sessions, curriculum delivery, and stakeholder engagement. Impact data will include performance metrics, participant progress, and feedback on program effectiveness.

Timeline for Implementation

Phase 1: Evaluation tools (surveys, interview guides, and templates) will be developed, and data collection protocols established. Baseline data collection on participants, program activities, and relevant needs will begin, with Institutional Review Board (IRB) approval secured.

Phase 2: Ongoing data collection will occur alongside program implementation monitoring. Interim data will be analyzed, and quarterly updates will be provided to stakeholders.

Phase 3: In-depth interviews and focus groups with participants and stakeholders will be conducted. Comparative analysis of baseline and post-program data will be performed, culminating in an annual evaluation report.

Phase 4: Data collection and program monitoring will continue. A sustainability plan will be developed and shared with stakeholders.

Phase 5: Final data collection and program monitoring will occur, with the sustainability plan implemented. A summative evaluation report will be finalized and presented to stakeholders.

Deliverables

The evaluation team will produce quarterly progress updates summarizing interim findings and adjustments. An annual report will analyze program implementation and performance metrics, identify trends, and provide actionable recommendations to enhance program effectiveness. A final evaluation report will articulate outcomes achieved, lessons learned, and recommendations for future programming.

Evaluation Barriers and Mitigation Strategies

Data Collection Challenges: Inconsistent reporting or privacy concerns may limit data availability. To address this, standardized tools and protocols will ensure consistency, and training will emphasize accurate and timely reporting. De-identified data will protect confidentiality, and data management software will minimize errors.

Limited Stakeholder Engagement: Perceived burdens or misalignment with priorities may reduce participation. Clear communication on the value of evaluation, incentives for participation, and stakeholder feedback mechanisms will promote engagement.

Resource Constraints: Limited staff time may hinder evaluation efforts. Dedicated project staff and external evaluators will manage evaluation tasks, prioritizing critical performance metrics.

Longitudinal Time Constraints: Timelines may not align with outcome measurement. Interim data analysis and follow-up plans, such as post-program surveys, will ensure long-term impacts are tracked.

Complexity of Measuring Outcomes: Program outcomes are multifaceted and challenging to measure. Combining quantitative data with qualitative insights will provide a holistic picture of program effectiveness.

Evaluation Capacity

The evaluation team comprises experienced researchers specializing in program evaluation, qualitative research, and community program assessment. Their expertise spans health interventions, implementation science, and stakeholder engagement, as demonstrated by their contributions to peer-reviewed journals and program evaluations. This collaborative team integrates rigorous qualitative and quantitative methodologies to assess the program's impact effectively.

Dissemination Plan

Program results will be disseminated through annual reports, peer-reviewed publications, and presentations at professional conferences and webinars. Online platforms will provide accessible summaries of outcomes, case studies, and best practices. Stakeholder briefings will ensure transparency and engagement with relevant audiences. The effectiveness of dissemination efforts will be measured through audience engagement, stakeholder feedback, and evidence of uptake or replication of program findings.

Scope and Replication Potential

The program’s methods and findings will be transferable to similar settings, offering actionable insights for organizations addressing program implementation and workforce development. Evidence-based strategies and program models will be shared in accessible formats, such as case studies, step-by-step guides, and evaluation frameworks, facilitating adaptation and replication in diverse settings. Dissemination efforts will highlight the program’s successes and lessons learned, ensuring that findings contribute to systemic improvements and inform future initiatives.

Here is a rubric for evaluating the RFPs:

RFP Evaluation Rubric

The following rubric will be used to evaluate proposals submitted in response to this Request for Proposal (RFP). The rubric assigns weighted scores to key components of the proposal to ensure a transparent and consistent review process. Each section will be scored based on the criteria outlined below.

Evaluation Criteria

Criteria	Description	Points
Organizational Profile	Demonstrates the organization’s history, mission, and capacity to implement evidence-based programs effectively.	10
	Provides evidence of relevant experience in delivering similar programs or managing large-scale projects.	
Staffing and Infrastructure	Clearly identifies key personnel, including qualifications, roles, and responsibilities.	15
	Demonstrates infrastructure and administrative capacity to oversee program implementation.	
	Outlines experience managing federal, state, or local grants and ensuring compliance with reporting requirements.	
Program Implementation Plan	Provides a clear, detailed plan for implementing the program, including timelines, activities, and strategies to achieve objectives.	20
	Addresses potential barriers and outlines strategies to overcome challenges.	
	Describes collaboration strategies with stakeholders, partners, and community organizations.	
Evaluation and Data Collection	Proposes a robust evaluation plan, including data collection methods, tools, and analysis strategies to measure program outcomes and impact.	20
	Demonstrates the ability to track performance metrics, monitor progress, and provide evidence of program effectiveness.	
Budget and Sustainability	Includes a detailed and realistic budget that aligns with proposed activities and objectives.	15
	Describes a clear plan for long-term sustainability, including funding strategies beyond the grant period.	
Overall Proposal Quality	Demonstrates clarity, completeness, and alignment with the RFP requirements.	10
	Proposes innovative or evidence-based approaches that add value to the program goals.	

Scoring Guidelines

Each proposal will be evaluated based on the scoring guidelines below:

Score Description

- 5 *Excellent: Fully meets and exceeds the criteria. Provides clear, detailed, and compelling evidence.*
- 4 *Good: Meets the criteria with minor gaps or areas for improvement.*
- 3 *Satisfactory: Adequately addresses the criteria but lacks detail or clarity in some areas.*
- 2 *Fair: Partially meets the criteria but has significant gaps or weaknesses.*
- 1 *Poor: Does not adequately address the criteria or lacks supporting evidence.*

0 Not Addressed: The criterion is not addressed in the proposal.

Total Scoring

The maximum score for a proposal is **90 points**. Proposals will be ranked based on their total score, and a minimum score threshold may be applied to ensure quality proposals are selected for consideration.

Review Process

Proposals will be reviewed by an evaluation committee. Each member will score proposals independently using the rubric. Scores will be averaged, and the highest-ranking proposals will be selected for further consideration or awarded funding based on alignment with program goals and requirements.

Weighting of Criteria

For clarity, the following weights apply to each section:

- **Organizational Profile:** 10 points
- **Staffing and Infrastructure:** 15 points
- **Program Implementation Plan:** 20 points
- **Evaluation and Data Collection:** 20 points
- **Budget and Sustainability:** 15 points
- **Overall Proposal Quality:** 10 points

Total Possible Points: 90

This rubric provides a structured framework for evaluating proposals, ensuring fairness, consistency, and alignment with program objectives. Feedback may be provided to applicants to support continuous improvement and future opportunities.

The evaluation should examine processes and progress toward program goals, program objectives, and expected outcomes. Evaluations must follow the HHS Evaluation Policy, as well as the standards and best practices described in OMB Memorandum M-20-12. A robust evaluation plan will be submitted to the applicant organization. It will include the evaluation questions, methods, data to be collected, and timeline for implementation and the evaluation barriers and your plan to address them.

Please outline the evaluation capacity of your organization and staff. Include experience, skills, and knowledge. Note: the evaluator should have extensive skills in program evaluation, including qualitative and quantitative methodologies. The evaluator should have excellent oral and written communication skills, including academic writing and professional conference presentation skills. It is highly preferred that the evaluator have experience with evaluation of evidence-based practices. It is also preferred that the evaluator have a doctorate in psychology, counseling, social work, education, or a human services field with an emphasis on research.

Please discuss how you will disseminate results, how you will assess whether your dissemination plan is effective, whether the results are national in scope, and the extent of potential replication. It is expected that the evaluator will work closely with the grant project director to ensure that the project is progressing in accordance with its stated goals and objectives. The evaluator will complete all required reports in a timely manner.

V. Proposal Preparation and Submission Requirements

A. General Instructions

1. Proposals should not be extensive but should convey enough information for the Agency to evaluate the ability of your firm to provide the requested services. Proposals must contain the following, in this order:
 1. Letter of transmittal
 2. Table of contents
 3. Brief description of the firm(s)
 - History
 - Principals
 - Qualifications to undertake this project
 4. List of personnel who would be assigned to the project in terms of:
 - Related experience
 - Project team role and time commitment of each member
 5. Brief description of not more than 3 similar projects.
 6. Briefly describe your firm's general approach to providing like services (use exhibit if appropriate).
 7. Fees for Services
 - Itemized service fees
1. Proposals should not be accompanied by voluminous plans or reports as examples of the proposer's

previous work.

2. Proposals are to be returned to Procurement at, Horizon Behavioral Health, 2241 Langhorne Rd, 24501.
3. The original Request for Proposal must be returned with your proposal.

B. Specific Instructions

1. In order to be considered for selection, offerors shall submit a complete response to this RFP.
2. All proposals shall be returned in a sealed envelope marked **BHWET grant**. Proposals shall be signed by an authorized representative of the offeror. Courier and regular mail packages shall be clearly marked as to the contents.
3. Vendors that will be performing services at a HBH site must be able to present Certificates of Insurance stating a minimum of 1 million dollar General Liability and Workers Compensation in the statutory amount. Such certificates will only be required of the successful firm.

VI. Contract Award and Development

- A.** The Competitive negotiation method of selection will be used to determine the most qualified offeror among those submitting proposals. Proposals will be evaluated in accordance with the "proposal evaluation criteria" in the RFP.
- B.** The content of the RFP and the successful offeror's proposal will become an integral part of the contract, but may be modified by the provisions of the contract. Offerors must be amenable to inclusion in a contract of any information provided either in response to this RFP or subsequently during the selection/negotiation process. The information received will be considered contractual in nature and will be used in validation and evaluation of proposals and in subsequent contractual action.

VII. Proposal Evaluation Criteria & Selection Process

Proposals will be reviewed in accordance with the criteria outlined in section IV

The selection process will be in accordance with the Virginia Public Procurement Act, which stipulates that Request for Proposals be processed as follows:

HBH shall choose two or more offerors deemed fully qualified, responsible and suitable on the basis of initial responses and with emphasis on professional competence, to provide the required services. Informal interviews will be held to allow firms to elaborate on their qualifications and performance data or staff expertise pertinent to the audit. Estimates of man-hours or cost for services discussed during those interviews will be non-binding.

At the conclusion of the discussions, on the basis of the selection criteria listed in this Request for Proposals and all information developed in the selection process to this point, HBH shall select in order of preference two or more offerors whose professional qualifications and proposed services are deemed most meritorious. Negotiations shall then be conducted, with the offerors we rank based upon our weights. If a contract is satisfactory and advantageous to HBH that can be negotiated at a price considered fair and reasonable, the award shall be made to that offeror. If not, we will elect to cancel the RFP and re-solicit at a future date if we deem necessary. *Note that the award does not need to be made to the Offeror with the lowest price, as long as it is determined to have the "best" overall proposal that meets/exceeds our requirements.*

Should HBH determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified and suitable than the others under consideration, a contract may be negotiated and awarded to that offeror.

VIII. General Terms and Conditions

- A.** Offerors who submit a bid in response to this RFP may be required to give an oral presentation of their bid to the agency. This will provide an opportunity for the offeror to clarify or elaborate on the bid. The agency will schedule the time and location of these presentations. Oral presentations are an option of the agency and may not be conducted. Therefore, proposals should be complete.
- B.** No member of the governing body, officer, or employee of HBH during his/her tenure or for one (1) year thereafter shall have any interest, direct or indirect, in this contract or the proceeds thereof.
- C.** The agency reserves the right to accept any bid or to reject any or all proposals.

- D.** HBH may make such reasonable investigations as deemed proper and necessary to determine the ability of the offeror to perform the work, and the offeror shall furnish to the agency all such information and data for this purpose as may be requested. The agency reserves the right to inspect offeror's physical facility prior to award to satisfy questions regarding the offeror's capabilities. The agency further reserves the right to reject any offer if the evidence submitted by, or investigations of, such offeror fails to satisfy the agency that such offeror is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein.
- E.** All proposals submitted under the RFP will become the property of the HBH and will not be returned. In accordance with the Virginia Public Procurement Act: "Trade secrets or proprietary information submitted by a bidder, offeror, or contractor in connection with a procurement transaction shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the bidder, offeror or contractor must invoke the protections of this section prior to or upon submission of the data or other materials, and must identify the data or other materials to be protected and state the reasons why protection is necessary."
- F.** HBH will not be responsible for any expenses incurred by a potential offeror in preparing and submitting a bid.
- G.** Proposals received after the date and time stated will not be considered. It is the responsibility of the offeror to see that his/her bid is received in the Purchasing Office by the specified time and date. Date of postmark is not considered. Telephone, telegraph, emails, and facsimile proposals are not acceptable.
- H.** It is understood and agreed between the parties herein that the agency shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
- I.** By submitting a Bid, the Offeror covenants and agrees that he has satisfied himself, from his/her own investigation of the conditions to be met, that he fully understands his/her obligation and that he will not make any claim for, or have right to cancellation or relief from the contract because of any misunderstanding or lack of information.
- J.** Payment shall be made upon 30 days receipt of accurate and complete monthly statements.
- K.** By signature on this solicitation, bidder certifies that it does not and will not during the performance of the Contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986.
- L.** By written notice to the Contractor, HBH may from time to time make changes, within the general scope of the Contract, in the services provided by the Contractor. The Contractor shall promptly comply with the notice and shall perform services in conformity to the notice. If any such change causes an increase or decrease in the Contractor's cost of performance, an equitable adjustment in the payment rate shall be negotiated and the contract modified accordingly by written supplemental agreement.
- M.** The Contractor shall adhere to the rules and regulations proclaimed by the Purchasing Agency regarding the confidentiality of client related information during and after the term of the contract.
- N.** If the Contract involves patient care, the contractor will adhere to the standards set by the Purchasing Agency regarding quality assurance and participate with the Purchasing Agency in the systematic and ongoing monitoring and evaluation of patient care.
- O.** Failure to submit a Bid on the form provided for that purpose shall be a cause for rejection of the Bid. Return of the complete document is required. Modification of or additions to any portion of the solicitation may be cause for rejection of the Bid; however, HBH reserves the right to decide, on a case-by-case basis, at its sole discretion, whether or not to reject such a Bid as nonresponsive.
- P.** HBH reserves the right to conduct any inspection it may assume advisable to assure supplies and services conform to the specifications.
- Q.** Any payment terms requiring payment in less than thirty (30) days will be regarded as requiring payment thirty (30) days after invoice or delivery, whichever occurs last. However, this shall not affect offers of discounts for payment in less than thirty (30) days.
- R.** In case of failure to deliver services in accordance with the contract terms and conditions, HBH, after due oral or written notice, may procure them from other sources and hold the Contractor responsible for any resulting additional purchase and administrative costs.

- S.** A contract shall not be assignable by the Contractor in whole or in part without the written consent of the Chief Executive Officer of HBH.
- T.** By submitting their proposals, all Offerors certify that their proposals are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other offeror, supplier, manufacturer or subcontractor in connection with their Bid, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.
- U.** The agency reserves the right to cancel any subsequent contract at any time the agency, at its sole discretion, deems it to be in the agency's best interest to do so by giving the contractor 30 days written notice. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver or perform on all outstanding orders issued prior to the effective date of cancellation.
- V.** By submitting their proposal, all bidders and offerors certify to HBH that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians with Disabilities Act, The Americans with Disabilities Act, Section 11-51 of the Virginia Public Procurement Act, and the Lynchburg Procurement Ordinance.

1. During the performance of this contract, the contractor agrees as follows:
 - a. The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex or national origin, except where religion, sex or national origin is a bona fide occupational qualification reasonable necessary to the normal operation of the contractor. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - b. The contractor, in all solicitations or advertisements for employees placed by or on behalf of the contractor, will state that such contractor is an equal opportunity employer.
 - c. Notices, advertisements and solicitations placed in accordance with Federal Law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
2. The contractor will include the provisions of the foregoing paragraphs a, b and c in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

IN COMPLIANCE WITH THIS REQUEST FOR PROPOSAL AND TO ALL THE CONDITIONS IMPOSED HEREIN, THE UNDERSIGNED OFFERS AND AGREES TO FURNISH THE SERVICES IN ACCORDANCE WITH THE ATTACHED SIGNED PROPOSAL OR AS MUTUALLY AGREED UPON IN WRITING BY SUBSEQUENT NEGOTIATION.

Company Name and Address:

Date: _____

Name: _____

Signature in Ink

ZIP _____

Title: _____

Telephone: _____

Print Name: _____

Fax: _____