



## Request for Proposals

For

### **Collective Action Framework Implementation Partner for Reducing Infant Mortality in Guilford County**

**Bid Number: 20333 (REBID #1)**

Commodity Code(s):

91820, 91821, 91832, 94807, 94852, 95348, 97138

Guilford County Purchasing Department  
Truist Building  
201 West Market Street, Suite 304  
Greensboro, NC 27401

## PROPOSAL SCHEDULE

(Note: The dates below are subject to change)

Request for Proposal  
for  
**Collective Action Framework Implementation Partner  
For  
Reducing Infant Mortality in Guilford County**

**Bid Number 20333 (REBID #1)**

|                                               |                                               |
|-----------------------------------------------|-----------------------------------------------|
| Advertisement Date                            | October 6, 2026                               |
| Non-Mandatory<br>Pre-Proposal ZoomGov Meeting | October 13, 2026, at 10:00 A.M., Eastern Time |
| Last Day for Questions                        | October 19, 2026, at 2:00 P.M., Eastern Time  |
| Proposal Due Date                             | October 29, 2026, at 2:00 P.M., Eastern Time  |

## **I. Introduction**

The Guilford County Purchasing Department is soliciting proposals from qualified firms to provide the Guilford County Health and Human Services Agency – Department of Public Health capacity building support for implementation of Years 6-10 (2027 – 2031) of a collective action framework for reducing infant mortality in Guilford County. The County invites all interested and qualified firms who meet the requirements below to submit a response to this RFP.

## **II. General Information**

**A Non-Mandatory Pre-Proposal ZoomGov Meeting will be held on October 13, 2026, at 10:00 A.M., as instructed below. You may join the ZoomGov Meeting from your computer, tablet or smartphone**

**For best results, use Chrome as your web Brower:**

<https://www.zoomgov.com/j/1655655469?pwd=5yMxhTPICrJ0xRtXBTb7PGYyaZWKVT.1>

Meeting ID: 165 565 5469

Passcode: 292869

One tap mobile

+16692545252,,1655655469# US (San Jose)

+16469641167,,1655655469# US (US Spanish Line)

Dial by your location

- +1 669 254 5252 US (San Jose)

- +1 646 964 1167 US (US Spanish Line)

- +1 646 828 7666 US (New York)

- +1 669 216 1590 US (San Jose)

- +1 415 449 4000 US (US Spanish Line)

- +1 551 285 1373 US (New Jersey)

Meeting ID: 165 565 5469

Find your local number: <https://www.zoomgov.com/u/aeHrp8DklI>

Join by SIP

- [1655655469@sip.zoomgov.com](mailto:1655655469@sip.zoomgov.com)

Join by H.323

- 166.108.98.42 (US West)

- 166.108.66.42 (US East)

### **Terms of Contract**

The selected Provider will enter into a contract with the County as outlined in this RFP. The initial contract will be for one (1) year with the option to renew for three (3) additional one (1) year renewals for a total contract period of up to four (4) years.

#### **A. Causes for Cancellation and/or Termination**

1. That the contract was secured by a fraudulent act, statement or material fact or that a fact concerning the firm was not disclosed at the time of the contract award, if known and would have caused the refusal to enter into a contract by the County.

2. The Provider has not complied with all the provisions and requirements set forth in the Request for Proposal or the contract with the County. If non-compliance occurs, the contract may be revoked and will not be reinstated during the current contract cycle
3. The Provider has violated any of the regulations established by the Federal and State laws.
4. Either party may terminate the agreement for any reason without penalty upon thirty (30) days written notice to the other party.

**B. No bid deposit or performance bonds are required**

**III. Bid Requirements for Electronic Events**

1. All Respondents who plan to submit a proposal must register in the Guilford County's Vendor Self Service (VSS) System. Instructions to register as a Vendor, update registration and submitting bids are available at:  
<https://www.guilfordcountync.gov/government/departments-and-agencies/finance/purchasing>
2. Electronic responses should be made through Guilford County's Vendor Self Service automated bidding system at: <https://guilfordcountync.munisselfservice.com>. **For the best results, use Chrome as your web Browser.** Click on Vendor Self Service and use the arrow button in the top righthand corner to Login and submit your bid response. Click on the Bid Number to open it, then Click on Create Bid and follow the instructions for each tab. All responses must be submitted electronically by the event date and closing time. There will be **NO EXCEPTIONS**. The system cannot accept late submittals.
3. All questions pertaining to this RFP must emailed to the Guilford County Purchasing Department at [DG\\_Purchasing@guilfordcountync.gov](mailto:DG_Purchasing@guilfordcountync.gov) in accordance with this event schedule. The bid number and title of the project must be referenced in the email. Each question asked will be answered for all Respondents to view by way of an Addendum and posted in the automated bidding system. No question will be considered after the Q&A close date and time. **NO EXCEPTIONS**. Please note it is the Respondent's responsibility to review all questions, answers and attachments prior to submitting their response.
4. During the bidding process, from the release of advertisement on September 14, 2026, through the date in which a contract for this solicitation has been awarded and fully executed, please ensure that all communications, including questions, concerns, or request for clarification are directed exclusively to Guilford County Purchasing Department at [DG\\_Purchasing@guilfordcountync.gov](mailto:DG_Purchasing@guilfordcountync.gov). We recognize that you may have established professional relationships with other departments or county personnel through prior work or contracts. However, to preserve the integrity of the procurement process and to ensure a fair, transparent and unbiased evaluation for all participants, all communication must follow this established channel through the duration of this solicitation.
5. Respondents are strongly encouraged to submit their proposal with all required documentation at least twenty-four (24) hours in advance. The County will not be responsible for any technical difficulties that may arise and result in the inability to submit.

6. Respondents are responsible for checking the event for any addendums prior to completion and submission of their response. Addendum acknowledgement and requirements, if any, must be included in each submittal.
7. To complete the items portion of a submittal in Vendor Self Service, open the items tab to enter pricing for each line. Use the provided line description, unit of measure and quantity to complete the entries for each line. Upload all additional documentation required in the RFP document as an attachment(s) to your response.
8. To complete an electronic submittal, be **sure to click the “Submit Bid” button**. Your response will not be part of the submitted responses until submitted via the “Submit Bid” button.
9. To receive future notification, you must be registered as a Vendor in the Guilford County’s Vendor Self Service System under Commodity Code 91820, 91821, 91832, 94807, 94852, 95348 & 97138. Please note, Vendors registered under the selected commodity code prior to the opening of this event will receive electronic notification(s) of the activity regarding changes made to the event; however, it is your responsibility to view the event for changes and updates.

#### **IV. Evaluation and Selection Process**

An Evaluation Committee will have responsibility for reviewing and evaluating all proposals and required documents submitted in response to this RFP. All proposals properly submitted and received will be evaluated against the award criteria outlined in this RFP. The absence of required information may result in exclusion of the proposal from further analysis or evaluation.

The County reserves the right to reject all proposals or waive technicalities in order to award a contract, which may be determined to be in the best interest of the County. The County also reserves the right to make the award in whole or part. The County reserves the right to include outside consultants to assist in the evaluation process.

#### **VI. Award Criteria**

It is the intent of Guilford County to make an award to a single Provider deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in this RFP. Price shall be considered but shall not be the sole determining factor. Once the proposals are ranked and the most qualified Provider(s) are determined, the County may conduct further negotiations, and/or request presentations from Provider(s) to further assist in the clarification of information and selection process. ***An award of a bid is not an acceptance of contract terms provided by Vendor unless expressly accepted by County.***

The Evaluation Committee will be guided by the following point system, which has 100 points as the maximum total:

| Category                             | Points     |
|--------------------------------------|------------|
| Experience/Qualifications/References | 0 to 30    |
| Technical/Work Requirements          | 0 to 30    |
| Cost Proposal/Pricing                | 0 to 20    |
| Staffing Requirements                | 0 to 10    |
| Financial Stability                  | Pass/Fail  |
| Certificate of Insurance (COI)       | Pass/Fail  |
| <b>Possible Total</b>                | <b>100</b> |

## **COLLECTIVE ACTION FRAMEWORK IMPLEMENTATION PARTNER FOR REDUCING INFANT MORTALITY IN GUILFORD COUNTY SCOPE OF WORK**

This Bid and Scope of Work cover the requirements for services to be performed and will become an integral part of the contract between Guilford County and the Provider. The Provider must comply with the Scope of Work as outlined. All services shall be provided in a competent, workmanlike and professional manner acceptable to the County.

1.0 **Purpose:** The purpose and intent of the Request for Proposal (RFP) is to solicit proposals from qualified firms to provide capacity building support for implementation of Years 6-10 of a collective action framework for reducing infant mortality in Guilford County. The Guilford County Health and Human Services Agency, Department of Public Health (Guilford County Public Health) launched a collective action strategic plan in 2021, using the following four goals:

1. Improving maternal and infant health outcomes by strengthening quality, consistency, and responsiveness across the continuum of care.
2. Engaging community members and partners in developing collaborative solutions that reflect local needs and priorities.
3. Strengthening the continuum of care of reproductive life planning – from preconception to prenatal, to interconception care for access to quality care.
4. Promoting infant wellness and positive child development.

2.0 **Background:**

2.1 **The Issue**

The infant mortality rate in Guilford County is one of the highest in North Carolina. For several decades, Guilford County's infant mortality rates, along with other leading contributors to infant death—including late or no prenatal care, preterm birth, and low birthweight—have remained higher than state and national rates, affecting some families and communities more than others. These rates have shown little change over many years. In 2024, 83% of the 41 infant deaths in Guilford County occurred among Black (27), Hispanic (2), Native American, Asian, and multiracial infants (5) (State Center for Health Statistics). In response, Guilford County continues to implement collaborative strategies that strengthen maternal and infant health, improve access to quality care and support services, and reduce infant mortality across the community. A new five-year strategic plan outlines coordinated actions among community partners to improve outcomes for all mothers, infants, and families. Our collective work, partnerships, outreach and contracting, is implemented in accordance with state and federal law and County policy.

2.2 **The Opportunity and Goals**

Guilford County has created a collective action movement to build collaborative solutions that center the community (people, parents, children, and families) and working together with community members, community-based caregivers and birth workers, healthcare systems, civic and government leaders, faith-based organizations, and city and county officials so that Guilford County can improve maternal and infant health outcomes across the community.

In five years, Guilford County intends to improve health outcomes in the following health areas:

- Increase the number of pregnant individuals who receive prenatal care before the 2nd trimester
- Increase healthy births by reducing preterm births and low birthweight
- Increase the number of Guilford babies who make it to their first birthday by reducing infant mortality

Guilford County collectively aims to reduce infant mortality through coordinated, sustainable, system-level solutions.

### 3.0 **Work Requirements:**

Provider needs to have a proven track record of strong project management skills and program design to achieve goals, as well as experience working in collective action/community impact framework(s). Provider will specifically work with Guilford County Department of Public Health with the following work requirements:

#### 3.1 **Support the backbone organization structure by:**

- Align internal staffing model with strategic priorities and interventions
- Align existing programming with strategic priorities and interventions
- Prioritize and align strategies and activities with cross-sector partners
- Support infrastructure for partnership cultivation and management
- Collaborate with PR/Marketing partner to develop communication plan and products
- Support connections with similarly focused collectives for learning and collaboration
- Support resource development plan with leadership and partners
- Co-facilitate and manage convenings and other community engagement activities to share progress and foster learning and improvement
- Develop annual work plan, with leadership, that aligns with strategic priorities and interventions
- Review and establish reporting requirements and processes across all funders

#### 3.2 **Support partnerships and community engagement by managing core implementation partnerships and advisory groups.**

- Support reporting and relationship needs
- Co-design and implement community convenings and other engagement activities to share progress, deepen relationships, and advance goals and intended impact.

#### 3.3 **Design, pilot, and assist with management of implementation of interventions.**

- Manage infrastructure with partnerships and a community advisory group to align existing interventions
- Support multi-dimensional community engagement approach
- Support continuous communications protocols
- Provide coordination and facilitation support and capacity building for staff (i.e. facilitation guides/templates, organizational documents, key reflection guides, and creation of advisory group work plans)

#### 3.4 **Develop Performance Measurement Process: Working with an evaluation partner, establish performance measurement protocols and systems and share accountability for outcomes.**

- Support the evaluation and learning plan that includes establishing a community dashboard and developing performance measurement system and processes
- Determine external participatory evaluation needs and identify partners and resources
- Incorporate shared accountability protocols as determined in advisory groups, action teams, and partnership agreements.

3.5 Deliverables to include:

- Core Partnership Agreements & any other supporting partnership documents completion
- Update Theory of Change
- Shared accountability & continuous communication protocols
- Annual Progress Report created with Department of Public Health
- Performance measurement system
- Annual Work Plan

4.0 **Schedules/Timelines:**

Service will begin upon award of a contract through June 2027 with the option to renew for three (3) additional one (1) year renewals for a total of four (4) years of capacity building support.

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## **QUALIFICATIONS AND SUBMISSION REQUIREMENTS**

In order to facilitate the analysis of responses to this RFP, all Respondents are required to prepare their proposals in accordance with the instructions outlined in this section. To be considered for selection, upload your proposed package into the County's Vendor Self Service System and submit all required supplemental information electronically. Proposals should be prepared as simple as possible and provide a straightforward, concise description of the Respondents' capabilities to satisfy the requirements of the RFP. All pages in your response shall be properly formatted and provide the following basic information:

**Failure to provide all required information, documents, and attachments as outlined under Qualification and Submission Requirements, may result in the Provider being deemed non-responsive.** Providers are responsible for reviewing each requirement carefully and submitting all required information and documentation. Where a form or template is provided as an attachment, the Provider must complete and return the applicable attachment. Where a standalone document is required, the Provider must prepare and submit the requested document in accordance with the requirements of the solicitation. All required signatures and notarizations must be completed where indicated.

### **Tab 1: Cost Proposal and Attachments**

To complete the Items portion of a submittal in Vendor Self Service, open the Items tab to enter pricing for each line. In addition, be sure to download and complete the **Cost Proposal Form - Attachment 1** back in the system to your online response. Should there be any discrepancy between the Cost Proposal Form-Attachment 1 and the submission of pricing entered in the items portion of Guilford County's Vendor Self Service automated bidding system, the online submission of pricing shall prevail and control. Therefore, please review your pricing information carefully prior to submission.

### **Tab 2: Executive Summary**

This section of the response to the RFP should be limited to a brief narrative highlighting the Provider's proposal. Within this section, the Provider should highlight briefly their abilities and inabilities upon the requirements requested. This section should be submitted as a standalone document (No form provided).

### **Tab 3: Provider's Qualifications**

Complete the **Provider Qualifications Form - Attachment 2** to provide specific information as requested and upload as an attachment to your response. **Please under this tab provide a copy of your Certificate of Insurance (COI)**

### **Tab 4: Proposed Services to be Provided**

The Provider shall present, in detail, features and capabilities of their proposed services to be provided. The Provider should state what implementation services will be provided, processes, control points and time frames for the on-going services. In addition, please describe all the services that their company provides. If other ancillary services are available that may be deemed pertinent to the process, please describe them in full detail. This section should be submitted as a standalone document (no form provided).

### **Tab 5: References**

Utilize the **References Form – Attachment 3** to provide a listing of references to include phone numbers and contact names.

## Tab 6: Other Bid Event Forms

Please download to complete, sign and date the attached forms. Be sure to upload the forms back in the system to your online response.

- **W-9 Form - Attachment 4**
- **Addendum Acknowledgement Form - Attachment 5**  
Respondents are required to acknowledge all addenda received and include the completed form with their submission. If no Addendum was issued, please indicate N/A for Not Applicable on the Addendum form.
- **Non-Collusion Affidavit - Attachment 6**  
The non-collusion affidavit is required to certify that the respondent's submission was prepared independently and without collusion, fraud, or any agreement with other respondents that could restrict or eliminate competition. The affidavit helps preserve the integrity of the procurement process by promoting fair and open competition.
- **Affidavit of Compliance (E-Verify) - Attachment 7**  
The E-Verify Affidavit is required to document the Respondent's compliance with applicable North Carolina laws regarding employment eligibility verification. By executing the affidavit, the respondent certifies, as applicable under North Carolina law, its participation in the E-Verify program and compliance with the legal requirements for verifying the work authorization of newly hired employees.

## Tab 7: Other Attachments

Please refer to the following attachments for information purposes only:

- **Basic Insurance Requirements**  
Basic insurance requirements are provided for informational purposes only to assist respondents in understanding the minimum insurance coverage that may be required under any resulting contract. The awarded respondent will be required to furnish acceptable certificates of insurance (COI). Final insurance requirements are subject to the terms and conditions of the executed contract.
- **Sample Contract**  
The attached contract is provided for informational purposes only to familiarize respondents with general terms and conditions that may apply to any resulting agreement. The award of a proposal does not constitute acceptance or execution of the attached contract. The final contract will be negotiated, reviewed and executed between the County and the successful respondents and may be modified as necessary to reflect the final scope of services, negotiated terms and applicable legal requirements.
- **RFP Proposal Checklist**  
This checklist is intended to help identify the forms, certifications, and supporting documentation required as part of the solicitation package. The checklist is provided for convenience only. Respondents remain solely responsible for submitting a complete and compliance response.