



Proposal Drafting Tips for Health & Human Services

The following guide will help you develop proposals that address the requirements evaluated in the Request for Proposal (RFP) procurement process.

Proposal Evaluation

The Evaluation, Negotiations, & Award Process section in an RFP outlines what will be scored and expectations during the negotiations & award process. Each proposal will be evaluated to determine the extent to which the proposal addresses each listed criterion. If a proposal is not in the competitive range, the County at its sole discretion may eliminate the proposal for further consideration. The Evaluation Committee may choose to conduct oral presentations, demonstrations, and/ or interviews with any proposer and upon completion may re-evaluate, re-score and/ or re-rank the proposals remaining in consideration.

Examples of Evaluation Criterion

1. Corporate & financial strength, experience, references, and reputation (including historical performance)
2. Ability to meet the Scope of Work (i.e., program, data collection, deliverables, staffing, organizational structure, and/or consultation) requirements
3. Budget
4. Staff/Facility/State regulatory licensure
5. Electronic Health Record capability
6. Local Preference (as funding source allows)

Proposal Drafting Tips

Address the RFP criteria clearly and directly in your proposal by answering the call of each question and providing specific examples and details to support your answers.

Responding to Experience	
DO	DON'T
DO mention your years of experience and mission in relation to the target population.	DON'T <u>focus solely on years of experience</u> without linking to the Department's requirements/needs and to strategies & solutions.
DO <u>answer the call of the question</u> (what is the question really asking for?) and provide examples and specifics to support your answer.	DON'T <u>copy and paste phrases</u> from prior answers and re-word. Redundant answers do not earn extra points.
DO list examples of each type of organization your agency collaborates with <u>and in what capacity</u> . <i>e.g., How would the proposed program leverage those partnerships and/or how would they be utilized in the program?</i>	DON'T forget to tie collaborations back to how they improved community relations and how the clients benefited (the call of the question).
DO give <u>concrete examples</u> and list <u>specific strategies</u> and <u>how they are effective</u> .	DON'T describe only the obstacles the target population faces without any solutions.
DO provide a detailed organizational staffing plans and <u>describe how it's geared towards supporting the target population</u> .	DON'T forget to provide evidence of existing client success rates (statistics, infographics, etc.).



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Responding to Service Needs	
DO	DON'T
DO recognize when a criterion asks for numbers and timelines.	DON'T forget to provide <u>statistics, dates, and realistic projections</u> grounded in facts.
DO recognize when a criterion asks for <u>descriptions</u> of processes and outcomes.	DON'T <u>skimp on details</u> when describing steps of a process and how outcomes are met. If additional information needs elaboration, consider using supplemental section to add attachments and/or reference documents.
DO provide specifics regarding the <u>linguistic/language capacity</u> of your staff.	DON'T forget to <u>address gaps in the SOW's required languages</u> that your organization is not currently able to provide. Ensure that department specific appendices addressing cultural/linguistic capacity are filled out.
DO describe in detail both the services and <u>how</u> they will be culturally and ethnically competent.	DON'T address only cultural and ethnic challenges, without <u>describing solutions</u> through your services as related to the SOW.
DO recognize when a criterion asks about <u>models, screenings, evidence-based practices, levels of service, and trainings</u> .	DON'T neglect to <u>name specific evidence-based or best practices, cultural practices, outreach, trainings, models, and screenings to be used, their frequency, and other relevant details</u> .
DO explain how your organization will specifically meet or exceed the requirements listed in the scope of work.	DON'T limit your response to the work outlined in the scope of work. The scope of work is a general guide that requires proposer's expertise to identify additional work and details to meet the County's objective.
DO include and detail all services you may currently provide under contract that are related to the RFP scope of work.	DON'T assume that as a contracted provider the evaluation committee would be ranking/scoring based on what you currently do.

Responding to Budget Requirements <i>(when provided and applicable)</i>	
DO	DON'T
DO understand the budget and narrative requirements for the RFP.	DON'T forget to provide <u>responses to all of the required evaluation criteria</u> , e.g., <i>if the RFP calls for a narrative be descriptive in discussing budget line items. Do they correlate to your proposed program? Does the RFP require explanation of rates or calculations?</i>
DO recognize that each Department has its own budget evaluation criteria that is dependent on the services required.	DON'T skip the <u>pre-proposal conference</u> if you need budget or budget proposal submission clarifications.