Request for Proposals

Public Health Legal Information Portal Visualization Platform (PHLIP 3.0)

Date of release: Friday, March 6, 2020

Applications are due by 5:00 pm ET on Friday, April 3, 2020

Purpose

The National Association of County and City Health Officials (NACCHO) is seeking a consultant to develop and launch a legal and policy data translation and visualization platform deriving from CDC's Public Health Law Information Portal (PHLIP). This opportunity is funded by CDC Cooperative Agreement NU38OT000306-02-01.

Background and Overview

NACCHO is a membership association representing the over 2,800 local health departments across the United States. NACCHO's vision is health, equity, and security for all people in their communities through public health policies and services. NACCHO's mission is to be a leader, partner, catalyst, and voice for local health departments in order to ensure the conditions that promote health and equity, combat disease, and improve the quality and length of all lives. For more information on NACCHO, please visit www.naccho.org.

CDC's Public Health Law Program (CDC PHLP) has helped develop the field of Legal Epidemiology, the scientific study of law as a factor in the cause, distribution, and prevention of disease and injury in a population.[1] To support the use of legal epidemiology by public health practitioners, CDC has created an enterprise-wide system named the Public Health Law Information Portal, or PHLIP, to support legal epidemiological studies on a cloud-based platform. PHLIP currently supports users in capturing and analyzing legal and policy information to create datasets to support further public health research, communication, and decision-making.

CDC PHLP and NACCHO have opened this request for proposals to identify and work with an organization that is able to continue the development of the PHLIP platform. This next iteration of the platform, "PHLIP 3.0", will provide online graphical representations of legal epidemiological datasets through user-customized visualizations (e.g. maps, charts, graphs, etc.), providing a publicly accessible manner to view and understand trends, outliers, and patterns in legal and health data. This will be accomplished through the translation of numerical and textual data created in PHLIP to a variety of graphics that effectively show the relationship between law and policy and public health outcomes. PHLIP 3.0 as a final product should provide site administrators with a dashboard where PHLIP data can be uploaded and displayed using graphical elements that can be determined by the submitter (e.g. format, jurisdiction, manipulation, colors, etc.) and an online page where those graphics may be displayed for the public. A description of the required features for the proposed platform may be found in the Appendix below.

It is the expectation that PHLIP 3.0 will be developed, tested, and deployed by July 31, 2020.

Applicants may pose individual questions to NACCHO at any point during the application process by e-mailing: gmwaungulu@naccho.org.

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[1] Scott Burris, Marice Ashe, Donna Levin, Matthew Penn, & Michelle Larkin, *A Transdisciplinary Approach to Public Health Law: The Emerging Practice of Legal Epidemiology*external icon, 37 Ann. Rev. Pub. Health 135 (2016).

Informational Webinar:
An informational webinar further detailing this funding opportunity will occur on March 16, 2020 from 2-3pm ET. Registration information for this webinar may be found here:
https://naccho.zoom.us/webinar/register/WN_2rN55AzkRcO2T3AywUz01Q

Schedule of Events:
Please note the following deadlines and events for this application:

Event	Date/Time
Informational Webinar	March 16, 2020 at 2:00pm ET
Submission Deadline	April 3, 2020 at 5:00pm ET
Award Notification Date	No later than April 24, 2020

Description and Availability of Funds

NACCHO will award one data visualization consultant up to $310,000 to develop PHLIP 3.0 for use by the general public. The identified organization may work with other consultants or firms to complete the work. However, NACCHO will only contract with, and provide funds to, one organization.

Description of Activities

The Data Visualization Consultant will:
1. Develop and deploy a legal and policy data visualization platform utilizing numerical and textual data from CDC PHLIP that maintains the credibility and clarity of CDC communications. Desired aspects of this platform may be found in Table 1 of this request for proposal's Appendix
2. Collaborate with NACCHO and CDC subject-matter experts and staff for the purpose of gathering data towards PHLIP platform interoperability and setting expectations for the final PHLIP 3.0 platform.
3. Participate in bi-monthly product development progress reviews and testing with NACCHO, CDC PHLP, and subject-matter experts selected by CDC and NACCHO.
4. Engage in regularly scheduled (e.g. bi-weekly) check-in conversations with NACCHO and CDC PHLP staff. Conversations to include discussions on functionality and user experience.
5. Engage with external stakeholders, identified by NACCHO and the CDC, to perform beta-testing of the data visualization platform for the purpose of gaining insight regarding user experiences.

Deliverables

The following outlines the deliverables to be produced by the consultant:

1. Develop and deploy a legal and policy data visualization platform utilizing numerical and textual data from CDC PHLIP that maintains the credibility and clarity of CDC communications. Responsibility for hosting developed platform to be determined based on proposal.
2. Provide CDC and NACCHO with non-proprietary code for potential future platform modification.
3. Summary of insights gathered from requirement gathering process with NACCHO and CDC staff and subject-matter experts.
4. Summary of insights gathered from beta-testing process with external stakeholders.

The deliverables will be provided to NACCHO and CDC for onward development. Any products created by this work will be owned by the CDC.

Proposal Outline

In order to be considered for this project, proposals must be in PDF format and should **not exceed 10 pages**, including the following sections:

A. Project Narrative that includes:
- A description of the process proposed to meet each of the deliverables listed above;
- A description of the consultant's experience designing and building visualization platforms for diverse users, including government/public users if possible;
- A description of any other consultants/firms that will be engaged on this project;
- A description of the project work plan; and
- The name of the primary staff and other significant contributors, including qualifications (resume or CV) and role.

B. Line item budget, not to exceed $310,000 that clearly outlines:
- Personnel (number of staff, percent effort to the project and salary wages or hourly fees).
- Funds to be provided to other consultants/firms working on the project, if applicable.
- Other costs associated with the development of the data visualization platform.

  NOTE: Funds may not be used to purchase large equipment, pay for food and beverages, or support lobbying of any kind.

C. Project Deliverables and Timeline
- A realistic timeline that includes expected product deliverables that will be completed over a three (3) month project period (Approx. May 1, 2020 – July 31, 2020) with the potential for an extension of up to six (6) months, pursuant to CDC approval.

D. References and/or links to relevant examples of related work

Selection Process

Each proposal will be reviewed and rated by NACCHO and the CDC on the following elements:

- **Project Narrative (60%):**
    - o **Understanding of Project**: Applicant has a clear understanding of the project purpose, goals, activities, and deliverables.
    - o **Operational Plan**: The proposal includes a clear, feasible, appropriate, detailed and supportable methodology and plan to effectively meet the goals and deliverables of the project.
    - o **Relevant Experience**: Applicant has clearly documented evidence of organization's and proposed project staff's subject matter expertise and experience in the proposed content area.
- **Budget (20%)**: The proposal includes a detailed, line item budget justifying the proposed expenses, and the expenses are appropriate for the purposes of the deliverables.
- **Project Deliverables/Timeline (10%)**: The proposal includes a detailed and realistic timeline with all deliverables completed by the referenced timeframe.
- **References (10%):** The proposal contains references and/or links to examples of completed work related to the described deliverables.

In addition to the submittal of a proposal, applicants may be invited to participate in a virtual interview with the CDC and NACCHO to assist in the final determination process.

Please note that submission of a proposal is a statement of acceptance of NACCHO's standard form contract. If any items cannot be accepted, these issues need to be resolved prior to submitting a proposal.

NACCHO Contact and Responsibilities

NACCHO staff will oversee the contract and serve as the contact for the consultant. Other responsibilities include:

- Providing overall project management.
- Providing background information, as appropriate.
- Reviewing all materials, in draft form, and recommend revisions.

Submission Process and Deadline

Submissions must be in PDF format and submitted via email to:

Geoff Mwaungulu Jr., JD, MPH
NACCHO
gmwaungulu@naccho.org

Please use "Public Health Legal Information Visualization Portal (PHLIP 3.0) RFP" as the subject line.

The deadline for submission is **5 pm, Eastern Standard Time, on Friday, April 3, 2020** (NACCHO will not accept applications received after the deadline)**.** Decisions will be made, and applicants will be notified of their selection status, no later than April 24, 2020.

Appendix

Table 1. Desired Platform Features

Printable results (i.e. printer-friendly view)	
Resource Library including legal coding schemes, coding protocols, and raw data for use by public	
Section 508 Compliance	
Responsive web design	
Automatically updated citations/references for laws	
Appropriate Organizational Branding	
Automatically generated standardized menus from text excerpts associated with displayed datasets	
Required visual element options for users include geographic identifier, dates, and annotated text with legal pincites for the data displayed	
Multiple Administrative Account Control Levels	
Real-time widgets for use by external websites, display-only or interactive	
Website Metrics	**Page access figures**
	Download counts for resources
	Location
	Sector
	Ultimate action taken on page (e.g. shared, etc.)
	Widget posted to other sites
	Length of time on pages
	Referral sites
Administrative Account Control Options	**Ability to control user option variables (e.g. colors, data analysis, etc.)**
	Timing of update pushes
	Visual options
	Selection of display of questions and answers
	Selection of descriptions of questions and answers
	Ability to edit annotated text/citations
	Determine what may be downloadable or modifiable
	Access to a dashboard providing visual previews
	Ability to modify global settings (e.g. header, footer images, displayed addresses, text, logos, etc.)
	Manage user permissions

Visual options	Color schemes
	Map styles
	Geographic distributions
	Summary statistics (e.g. # jxs in dataset, jxs with certain characteristics, population data)
	Jurisdiction comparisons
	Simple graphics that may be inserted into generated visuals
	Downloadable PDFs of static visual images
	Auto-playing visualization animations
User Control Options	Use of "and/or" function to display multiple variables at the same time (i.e. overlap vs. discreet variables)
	Various information display options (e.g. maps, charts, branching tree diagrams to show dependencies, if/then, hierarchical data, etc.)
	Ability to adjust dates
	Ability to choose jurisdictions
	Ability to view annotated text for each data point
Administrative Data Analysis Tools	Census/wonder statistic incorporation
	Data analysis of uploaded information (e.g. correlations, outliers, etc.)
	GIS
	Misc.
Security Requirements	Protection against sql injection
	Protection against files containing malicious code
	Account protections (e.g. CAPTCHA)
	Certified secured website with SSL