

# REQUEST FOR QUALIFICATIONS



## PIEDMONT TRIAD REGIONAL DEVELOPMENT CORPORATION

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### **Contractual Services Evaluation for Drug Free Communities Grant in Surry County, NC**

**November 1, 2023**

Submit to:

Michelle Slaton  
Business Services and Economic Development Supervisor  
Piedmont Triad Regional Development Corporation  
1398 Carrollton Crossing Drive  
Kernersville, NC  
(Voice) 336- 904-0300  
(Fax) 336-904-0308  
(Email) [mslaton@ptrc.org](mailto:mslaton@ptrc.org)

**Deadline for submission: December 1, 2023 at 5:00 pm**

## Overview and Project Objectives

### **Professional Consulting Services for a five-year Drug Free Communities Grant Project for the Piedmont Triad Regional Development Corporation (PTRDC) covering Surry County, North Carolina.**

The Piedmont Triad Regional Development Corporation (PTRDC) is accepting proposals from qualified consultants who can:

1. Provide technical assistance to support primary substance use prevention efforts
2. Provide training to staff related to the Drug Free Communities Model
3. Assist with DFC Logic Model and Strategic Action Plan Development
4. Facilitate Federal Status Reporting Supporting DFC Grants
5. Participate in DFC Program Evaluation Activities per CDC Requirements

The Piedmont Triad Regional Development Corporation (PTRDC) was awarded funding from the Office of National Drug Control Policy and the Centers for Disease Control to address the substance use disorder crisis by implementing a Drug Free Communities Support Grant. This contract is to begin in November 2023 and end September 30, 2024 and may be renewed annually for a five-year period ending September 30, 2028 based on contractor performance.

#### **Context and Background**

Founded in December 2020 the All-Stars Prevention Coalition addresses community challenges facing residents of Surry County, North Carolina (NC). Their mission is to reduce youth substance use by promoting awareness, enhancing understanding, and changing perceptions of substance use in Surry County through public advocacy and their goals include delaying the onset and reducing the effects of substance use on our youth and families using evidenced based primary prevention strategies, facilitating youth involvement and youth centered activities using evidenced based youth empowerment models, participating in community outreach and events; increasing youth involvement and youth centered activities, and being a voice and helping hand for youth and community members who have been impacted by substance use.

A northwest county of NC, Surry County sits south of Virginia and is bordered by Stokes, Yadkin, Forsyth, Wilkes, and Alleghany counties. Spanning 535.42 square miles, this primarily rural area encompasses the Blue Ridge Mountains, foothills, and several rivers (Martin, 2016; Surry County, 2022; Surry County Schools, 2022). Surry County is not as densely populated (134 persons per square mile) as the rest of the state (214.7 persons per square Mile; U.S. Census Bureau, 2021). Surry County has four municipalities: Dobson, Elkin, Mount Airy, and Pilot Mountain (Surry County Schools, 2022).

The Drug-Free Communities (DFC) Support Program is the nation's leading effort to mobilize communities to prevent and reduce substance use among youth. Created in 1997 by the Drug-Free Communities Act, administered by the White House Office of National Drug Control Policy (ONDCP), and managed through a partnership between ONDCP and CDC, the DFC program provides grants to

community coalitions to strengthen the infrastructure among local partners to create and sustain a reduction in local youth substance use.

The DFC program is aimed at mobilizing community leaders to identify and respond to the drug problems unique to their community and change local community environmental conditions tied to substance use.

**The project proposed will be completed with the following work tasks:**

**Task 1: Project kickoff meeting**

Attend kickoff meeting with project steering committee to review project objective, timeframe, and scope of work.

**Task 2: Create Project Schedule**

Creation of a one year and five-year timeline supporting DFC Activities and Grant Requirements.

**Task 3: Logic Model Development**

Development of a logic model meeting community needs and DFC Grant Requirements.

**Task 4: Create a Timeline**

Creation of a project timeline for consultation, technical assistance, reporting and evaluation services.

**Task 5: Develop a Action Plan**

Assisting the Grant Implementation Organization in Action Planning Steps that address requirements of the DFC Model.

**Task 6: Develop a Evaluation Plan**

Creation of an Evaluation Plan that meet and is approved by the Drug Free Communities Grant Funders.

**Task 7: Identify Data Collection Metrics**

Identification and approval from the grant funding source of all data collection metrics and statistically reporting requirements.

**Task 8: Provide Technical Assistance**

Delivery of Technical Assistance to ensure the local DFC Grantees are meeting Evidenced Based Standards.

**Task 9: Conduct Monthly Reporting**

Assisting grant staff and providing data collection frameworks to ensure annual performance reporting to the CDC.

### **Task 10: Assist with Graphic Design and Local Messaging Effort**

Provision of graphic design resources and support to create professional digital and media print products.

### **Task 11: Website Design**

Design of a website that serves as a national best practice supporting Drug Free Communities Grants.

**Them maximum amount awarded under this project will be no more than \$12,500 for Contractual Services Supporting Consultation and Evaluation. An additional \$1,500 may be included in the proposal to support Web Design, hosting and maintenance of the project website.**

### **About the PTRDC**

The Piedmont Triad Regional Development Corporation (PTRDC) is a 501(c)(3) nonprofit organization committed to advancing economic development and enhancing the well-being of communities across the twelve-county Piedmont Triad region. Designated as an Economic Development District (EDD) by the Economic Development Administration (EDA), PTRDC actively fosters economic growth and employment opportunities through the execution of various community and economic programs accessible to both local governments and small businesses.

The Goals that help define and tailor PTRDC's focus and efforts are:

- 1.) Boost the Piedmont Triad region's Competitive Advantage and Leverage the Marketplace.
- 2.) Establish and Modernize a Robust Regional Infrastructure.
- 3.) Create and Connect Vibrant, Healthy, and Resilient Communities.
- 4.) Develop and Retain Talented and Innovative Human Capital.

The goals outlined above are encapsulated within our Comprehensive Economic Development Strategy (CEDs) plan. This plan empowers PTRDC to engage in collaborative initiatives and establish partnerships aimed at enhancing economic potential throughout the Piedmont Triad region.

## **Project Timeframe and Deliverables**

### **Timeframe**

The project will begin as soon as the contract is awarded and needs to be completed as soon as possible. PTRC is asking for consultants to provide proposed timeline. Steering committee meetings will be held periodically throughout the project.

### **Deliverables**

The consultant that is hired for this project is expected to produce the following specific deliverables:

1. Public presentation of the project methods and results.

2. Technical report presenting the results of the existing conditions and needs analysis, public outreach and findings.
3. Proposed Implementation Plan.

### **Additional Information**

We expect that the consultant will work closely with the PTRDC and other partners.

## **Guidelines & Requirements for the Proposal**

A qualified firm should be able to provide information in support of the following items as evidence of their qualifications:

- Demonstrated financial stability & independence (this project would not constitute a large percentage -- no more than 25% -- of a firm's revenue stream)
- Adequate business insurance policy coverage amounts
- Solid project references;
- Adequate personnel/staffing

### **Submission Requirements**

All responses to the RFP shall include the following information:

1. **Cover Letter** – A letter of interest for the project.
2. **Scope of Work** – Provide a detailed scope of work based on the work plan provided above, broken down by task. Describe the approach to the project and proposed methodology including:
  - a. A detailed scope of work with associated list of tasks broken down by task and team member,
  - b. Description of the proposed deliverables. The consultant may also propose additional supplemental items to the scope of work. While the work plan above conforms to the requirements of the Drug Free Communities Initiative.
3. **Proposed Schedule** – Provide a schedule that includes completion of work tasks and deliverables including key meetings and complies with the timeframe provided above.
4. **Project Budget** – Provide a detailed budget broken down by task and team member. Include your overhead and hourly rates for the individuals involved.
5. **Qualifications and Staffing** – Provide a qualifications profile of the lead consultant and sub-consultants, including indication of the lead consultant, the role of each consultant on the team with organizational staffing chart and percentage of time devoted to the project by each consultant. Also provide detailed information on each consultant, including contact information, the name of the firm, year established, including a description of relevant experience on similar projects for each firm and listing of their individual work experience in this role on similar projects.
6. **References** – A minimum of three (3) professional references for whom a similar project has been completed within the last ten (10) years.

7. **Page Limit** – The proposal, encompassing items 1-6 above, shall not exceed 10 double-sided pages (20 total pages) including cover letter, table of contents, project lists and contacts.

All information submitted becomes property of the Piedmont Triad Regional Development Corporation upon submission. The Piedmont Triad Regional Corporation reserves the right to issue supplemental information or guidelines relating to the RFP as well as make modifications to the RFP or withdraw the RFP. Once submitted, the consultant team (including specific staff assigned to the project) may not be changed without written notice to and consent of the Piedmont Triad Regional Council. The cost of preparing, submitting and presenting a proposal is the sole expense of the consultant. The Piedmont Triad Regional Development Corporation reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFP in part or in its entirety if it is in the best interest of the Piedmont Triad Regional Development Corporation. This solicitation of proposals in no way obligates the Piedmont Triad Regional Development Corporation to award a contract.

### **Proposal Selection**

Proposals will be reviewed by a selection committee comprised of PTRDC staff and representatives from the project steering committee. The committee will review and evaluate each proposal, based on the criteria below. Firms will then be ranked accordingly. The selection committee may interview the top three firms if it is deemed necessary in order to choose the highest qualified firm.

### **Proposal Evaluation**

Respondents will be evaluated according to the following factors:

1. Consultant Qualifications (experience with similar projects; ability to work with municipalities and transit providers to attain desired outcomes, and knowledge of the topic) - 40%
2. Scope of work, fees, methodology and schedule - 40%
3. Proposal quality, completeness and clarity - 20%

### **Final Consultant Selection**

Following the selection process, one team will be selected to negotiate a final contract for services. The final scope of work with specified deliverables may be modified through negotiation of the final contract. The final project team may also be modified through negotiation of the final contract. Any expenses resulting from the interview and proposal process will be the sole responsibility of the consultant. If your firm will be hiring sub-contractors, please clearly state this in your proposal and identify the degree of work that any subcontractor will be performing.

The qualifications package should be submitted no later than **December 1, 2023**. An electronic copy in .PDF format is encouraged.

For any questions or comments, please contact Michelle Slaton, Business Services and Economic Development Supervisor Coordinator at [mslaton@ptrc.org](mailto:mslaton@ptrc.org) or by phone at (336) 904-0300.