



# Request for Proposal—Strategic Planning

Association of Ohio Health Commissioners

## **Request for Proposal (RFP)—Strategic Planning for AOHC**

- **Issued by:** Association of Ohio Health Commissioners (AOHC)
- **Issue Date:** February 21, 2025
- **Contact Information:**  
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## **Project Overview**

The AOHC is seeking proposals from qualified consultants or firms to facilitate a comprehensive strategic planning process aimed at developing new strategic priorities for the next 3-5 years. This process will guide the organization's direction and define new goals, priorities, and actionable outcomes to enhance the local public health system in Ohio.

## **Background**

The AOHC represents all 111 of Ohio's local health departments (LHDs) and is the state-level chapter of the National Association of County and City Health Officials (NACCHO). The AOHC works with state agencies, other associations, and numerous partners to provide leadership for a strong and effective local governmental public health system.

## **Strategic Planning Goals**

The purpose of this strategic planning process is to create new, future-focused priorities and actionable strategies that will allow AOHC to:

1. Respond to evolving health challenges in Ohio;
2. Identify new opportunities for strengthening local public health systems;
3. Align with emerging public health trends and support meeting community needs;
4. Strengthen and expand the organization's role as a trusted leader and advocate for improving health outcomes in Ohio.

## **Scope of Work**

The selected consultant will be responsible for facilitating a collaborative process to:

1. **Conduct a comprehensive environmental scan:** Assess the current public health landscape in Ohio and nationally, identifying emerging trends, challenges, and opportunities.
2. **Conduct a comprehensive internal assessment:** Assess internal resources, technology and capabilities, identifying areas for improvement and investment.

3. **Engage stakeholders:** Interview and/or survey AOHC members, leadership, key public health partners, and other community stakeholders to gain insight into the needs and priorities for Ohio’s public health system and the role of AOHC in addressing them.
4. **Develop new strategic priorities:** Based on research, stakeholder feedback, the environmental scan, and the internal assessment, assist AOHC in developing new strategic priorities for the next 3-5 years.
5. **Assist in defining actionable goals:** Create specific, measurable, achievable, relevant, and time-bound (SMART) goals that align with the new strategic priorities.
6. **Facilitate workshops and planning sessions:** Guide AOHC leadership and key stakeholders through the strategic planning process to build consensus around the new direction.
7. **Develop a detailed strategic plan:** Provide a comprehensive strategic plan that includes the new priorities, goals, initiatives, and an implementation roadmap for the next 3-5 years.

### Timeline

- **Bidder’s Call:** 3:30 pm on Friday, February 28, 2025
- **RFP Submission Deadline:** 5:00 p.m. on March 14, 2025
- **Consultant Selection:** March 21, 2025
- **Project Kickoff:** On or after March 31, 2025
- **Draft Strategic Plan Delivery:** August 10, 2025
- **Final Plan Delivery:** August 31, 2025

### Proposal Requirements

Proposals should include:

1. **Consultant/Team Background:** Overview of the consulting firm or individual to facilitate this process, with an emphasis on experience with strategic planning in public health or similar sectors.
2. **Approach and Methodology:** A detailed plan for how the consultant will facilitate the process to complete each component of the Scope of Work.
3. **Proposed Timeline:** A clear timeline for each phase of the project, including milestones for each component of the Scope of Work. The project must begin no earlier than March 31, 2025, must provide a draft strategic plan by August 10, 2025, and must finalize the strategic plan by August 31, 2025.
4. **Budget:** A breakdown of the costs for services, including, for example, any fees for data collection, workshops, or facilitation. Indirect costs must be limited to 20% or less of the entire budget. Proposals must align with the following, three (3) budgetary tiers:
  - a. Less than \$10,000;
  - b. \$10,000 - \$17,499.99;
  - c. \$17,500 - \$25,000.

Respondents may provide a proposal at one or more tiers. If the proposal addresses more than one tier, it must clearly indicate the differences in the level of services and support between them.
5. **References:** Contact information for at least two clients who have engaged the consultant for similar strategic planning work.

## **Evaluation Criteria**

Proposals will be evaluated based on the following:

- **Consultant experience:** Proven track record in developing strategic plans, especially for public health organizations or similar entities.
- **Methodology and approach:** Clarity of the process and the extent to which it demonstrates the respondent's ability to fulfill the Scope of Work.
- **Ability to engage stakeholders:** Experience in facilitating stakeholder discussions and building consensus.
- **Timeline:** Feasibility of the proposed timeline.
- **Client references:** Positive feedback from prior clients in similar projects.
- **Budget:** Clear breakdown of costs and value for the investment at the selected budgetary tier.

Proposals that address more than one budgetary tier will be evaluated individually at each tier, as activities, timeline and budget will vary by the overall project cost.

## **Submission Instructions**

Proposals must be submitted electronically to [aohc\\_1@aohc.net](mailto:aohc_1@aohc.net) by 5:00 p.m. on March 14, 2025.

## **Bidder's Call**

A bidder's call will be held at 3:30 p.m. on February 28, 2025. You may join this call via Zoom: <https://us02web.zoom.us/j/89291868475>

**Meeting ID: 892 9186 8475**

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## **Questions**

Questions about this RFP may be submitted to [aohc\\_1@aohc.net](mailto:aohc_1@aohc.net).

We look forward to reviewing your proposal and collaborating on the creation of a new, forward-thinking strategic plan that will guide AOHC's work in the next 3-5 years.