



**PUBLIC HEALTH
SAUK COUNTY**

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Public Health Sauk County
Sauk County West Square Building
Third Floor, Suite 372
505 Broadway, Baraboo, WI 53913

Request for Proposals

Strategic Planning Services for Public Health Sauk County

SECTION 0 - INTRODUCTION

Interested Consultants

Re: Sauk County, Wisconsin Strategic Planning Services for Public Health Sauk County

To Whom It May Concern:

Public Health Sauk County, Wisconsin (Public Health) is soliciting cost proposals for strategic planning services to develop a comprehensive strategic plan that will guide our organization's future direction, priorities, and resource allocation.

SCHEDULE

Request for Proposals Issued.....June 13, 2025

Deadline to Submit Clarifying Questions.....June 30, 2025, 4:00 PM, Central Time

Request for Proposals Closing Date and Time.....July 31, 2025, 4:30 PM, Central Time

Anticipated Contract Start Date.....September 8, 2025

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SECTION 1 NOTICE OF REQUEST FOR PROPOSALS

Notice is hereby given that Public Health will receive Proposals per specifications until 4:30 PM, July 31, 2025 (CST) ("Closing"), to provide strategic planning services for Public Health Sauk County. No Proposals will be received or considered after that time.

Proposals must be received, and date stamped as received no later than 4:30 PM, (Central Time), on July 31, 2025. Proposals or amendments received by Public Health after 4:30 PM (Central Time), on July 31, 2025, regardless of postmark, shall not be considered.

Contact Information

All proposals must be mailed, or emailed to: Jennifer Weitzel, Director, Public Health Department, 505 Broadway, Baraboo, WI 53913.

Technical Questions regarding the RFP (by email only): Jennifer Weitzel, Director Public Health at Jennifer.weitzel@saukcountywi.gov

Public Health reserves the right to reject any and all Proposals not in compliance with all prescribed public RFP procedures and requirements and may reject for good cause any and all Proposals upon the finding that it is in the public interest to do so and to waive any and all informalities in the public interest. In the award of the contract, Public Health will consider the element of time, will accept the Proposal or Proposals which in their estimation will best serve the interests of Public Health Department and will reserve the right to award the contract to the contractor whose Proposal must be best for the public good.

A contract incorporating the terms of this RFP shall be entered into by successful proposer after award of the project and before the work may commence. Public Health encourages bids from minority, women, and small business enterprises.

SECTION 2 Standard Terms and Conditions

2.1 Modification or Withdrawal of Proposal

Any Proposal may be modified or withdrawn at any time prior to the Closing deadline, provided that a written request is received by the Public Health Director, prior to the Closing. The withdrawal of a Proposal will not prejudice the right of a Proposer to submit a new Proposal.

2.2 Requests for Clarification and Requests for Change



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Proposers may submit questions regarding the specifications of the RFP. Questions must be received in writing via email at jennifer.weitzel@saukcountywi.gov on or before June 30, 2025, 4:00 p.m. (Central Time). Requests for changes must include the reason for the change and any proposed changes to the requirements. The purpose of this requirement is to allow Public Health the opportunity to provide clarifications or adjust RFP terms or technical requirements prior to the opening of Proposals. Public Health will consider all requested changes and, if appropriate, amend the RFP. Public Health will provide reasonable notice of its decision to all Proposers that have provided an email address to Public Health for this procurement. No oral or written instructions or information concerning this RFP from Public Health managers, employees or agents to prospective Proposers must bind Public Health unless included in an Addendum to the RFP.

2.3 Addenda

If any part of this RFP is changed, an addendum will be provided to Proposers that have provided a physical address or email address to Public Health for this procurement. It must be the proposer's responsibility to regularly check the Bids and Contract Information page at www.co.sauk.wi.us/rfps for any published Addenda or response to clarifying questions.

2.4 Submission of Proposals

Proposals must be submitted in accordance with this RFP.

All Proposals must be typed and comply in all regards with the requirements of this RFP. All Proposals must include a cover letter with a signature that affirms the Proposer's intent to be bound by the Proposal. If a Proposal is submitted by a firm or partnership, the name and address of the firm or partnership must be shown, together with the names and addresses of the members. If the Proposal is submitted by a corporation, it must be signed in the name of such corporation by an official who is authorized to bind the contractor.

No late Proposals will be accepted. Proposals submitted after the Closing will be considered late and will be returned unopened. Proposals must be submitted via US mail, email, or hand delivered to the address noted in Section 1 of this RFP.





2.5 Evaluation Criteria

If a firm submits a complete proposal by the Department deadline, an evaluation of the proposal will be performed, based on a competitive selection process. Each of the major sections of the proposal will be reviewed and evaluated with criteria designed to help judge the quality of the proposal. Evaluation of proposals will not be limited to price alone; technical merit, expertise, track record references, completeness of proposal documents, and demonstrated successes will be strongly considered in the selection process. The following criteria will be used in reviewing and comparing the proposals:

1. Completeness of the proposal documents. The ability, capacity, flexibility, and skill of the respondent to provide quality performance under the contract, as evidenced by the quality of any demonstration, client references, and any prior contracts with the Department.
2. Understanding of the background and requirements of the Scope of Work.
3. The relative allocation of resources, in terms of quality and quantity, to key tasks including the time and skills of personnel assigned to the tasks and firm's approach to managing resources and project output. Education and experience of proposed personnel. Expertise, competence, experience, performance, solvency, and responsiveness.
4. Responsiveness of proposal specification described in the RFP, including whether the respondent has agreed to contracting the requirements set forth in the RFP.
5. Demonstrated success in projects similar to the one described in the RFP. The proposer shall provide 3 references.
6. Cost and compensation required.
7. Years of experience performing similar services to those outlined in the Objectives and Scope section of this RFP.

2.6 Post-Selection Review and Notice of Intent to Award Contract

Public Health will name the apparent successful Proposer in a "Notice of Intent to Award" letter. Identification of the apparent successful Proposer is procedural only and creates no right of the named Proposer to award of the contract.

2.7 Investigation of References

Public Health reserves the right to investigate all references in addition to those supplied references and investigate past performance of any Proposer with respect to its successful performance of similar services, its compliance with specifications and contractual obligations, its completion or delivery of a project on schedule, its lawful payment of subcontractors and workers, and any other factor relevant to this RFP. Public Health may postpone the award or the execution of the contract after the announcement of the apparent successful Proposer in order to complete its investigation.





2.8 RFP Proposal Preparation Costs and Other Costs

Proposer costs of developing the Proposal, cost of attendance at an interview (if requested by Public Health), or any other costs are entirely the responsibility of the Proposer and will not be reimbursed in any manner by Public Health. Proposer must not include any such expenses as part of the price proposed in response to this RFP. The Department must be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

2.9 Clarification and Clarity

Public Health reserves the right to seek clarification of each Proposal, or to make an award without further discussion of Proposals received. Therefore, it is important that each Proposal be submitted initially in the most complete, clear, and favorable manner possible.

2.10 Right to Reject Proposals

Public Health reserves the right to reject any or all Proposals or to withdraw any item from the award, if such rejection or withdrawal would be in the public interest, as determined by Public Health.

2.11 Cancellation

Public Health reserves the right to cancel or postpone this RFP at any time or to award no contract.

2.12 Proposal Terms

All Proposals, including any price quotes, will be valid and firm through a period of ninety (90) calendar days following the Closing date. Public Health may require an extension of this firm offer period. Proposers will be required to agree to the longer time frame to be further considered in the procurement process.

2.13 Usage

It is the intention of Public Health to utilize the services of the successful Proposer(s) to provide services as outlined in the below Scope of Work.





2.14 Review for Responsiveness

Upon receipt of all Proposals, Public Health or designee will determine the responsiveness of all Proposals. If a Proposal is incomplete or non-responsive in significant part or in whole, it will be rejected and will not be submitted to the evaluation committee. Public Health reserves the right to determine if an error is solely clerical or is a minor informality which may be waived, and then to determine if an error is grounds for disqualifying a Proposal. The Proposer's contact person identified on the Proposal will be notified, identifying the reason(s) the Proposal is non-responsive. One copy of the Proposal will be archived, and all others discarded.

2.15 RFP Incorporated into Contract

This RFP will become part of the Contract between Public Health and the selected contractor(s). The contractor(s) will be bound to perform according to the terms of this RFP, their Proposal(s), and the terms of a contract.

2.16 Communication Blackout Period

Except as called for in this RFP, Proposers may not communicate with members of the Sauk County Board or other County employees or representatives about the RFP during the procurement process until the apparent successful Proposer is selected, and all protests, if any, have been resolved. Communication in violation of this restriction may result in rejection of a Proposer. Refer to Section 2.2 Requests for Clarification and Requests for Change.

2.17 Prohibition on Commissions and Subcontractors

Public Health will contract directly with persons/entities capable of performing the requirements of this RFP. Contractors must be represented directly. Participation by brokers or commissioned agents will not be allowed during the Proposal process.

2.18 Ownership of Proposals

All Proposals in response to this RFP are the sole property of Public Health, and subject to the provisions of public records.

2.19 Clerical Errors in Awards

Public Health reserves the right to correct inaccurate awards resulting from its clerical errors.



2.20 Rejection of Qualified Proposals

Proposals may be rejected in whole or in part if they attempt to limit or modify any of the terms, conditions, or specifications of the RFP.

2.21 Collusion

By responding, the Proposer states that the Proposal is not made in connection with any competing Proposer submitting a separate response to the RFP and is in all aspects fair and without collusion or fraud. Proposer also certifies that no officer, agent, elected official, or employee of Public Health has a pecuniary interest in this Proposal.

2.22 Proposal Evaluation

Proposals will be evaluated by Public Health and potentially external representatives.

2.23 Commencement of Work

The contractor must commence no work until all insurance requirements have been met, and a Notice to Proceed has been issued by Public Health.

2.24 Best and Final Offer

Public Health may request best and final offers from those Proposers determined by Public Health to be reasonably viable for contract award. However, Public Health reserves the right to award a contract based on the initial Proposal received. Therefore, each Proposal should contain the Proposer's best terms from a price and technical standpoint. Following evaluation of the best and final offers, Public Health may select for final contract negotiations/execution the offers that are most advantageous to Public Health, considering cost and the evaluation criteria in this RFP.

2.25 Nondiscrimination

The successful Proposer agrees that, in performing the work called for by this RFP and in securing and supplying materials, contractor will not discriminate against any person on the basis of race, color, religious creed, political ideas, sex, age, marital status, sexual orientation, gender identity, veteran status, physical or mental handicap, national origin or ancestry, or any other class protected by applicable law.





SECTION 3 SCOPE OF WORK

3.1 Introduction and Background

3.1.1 Organization Overview

Public Health Sauk County (PHSC) is a Local Health Department seeking professional consulting services to develop a comprehensive strategic plan that will guide our organization's future direction, priorities, and resource allocation. Considering the current landscape, PHSC requires a strategic plan that is flexible to changing funding and support, yet still prioritizes community health needs.

PHSC promotes the well-being of our community so that everyone can thrive. The work is proactive and preventive to keep our community safe and healthy. PHSC is a Level III public health agency, the highest level recognized by Wisconsin State Statute. The department's variety of programs work collaboratively to make Sauk County a healthy place to live, learn, work and play. Program areas include:

- Environmental Health
- Public Health Programming
- Women, Infant, Children (WIC)
- Community Health

3.1.2 Project Scope

The selected consultant will be responsible for conducting a thorough strategic planning process that will:

- Assess the current state of the health department
- Identify strategic priorities
- Develop actionable strategies
- Create a comprehensive implementation roadmap



3.2 Project Objectives

The strategic planning process should:

- Evaluate the health department's current operational effectiveness
 - Consideration of key support functions (information management, workforce development, communication, and financial stability)
- Analyze community health needs and demographic trends
 - Include linkages to community health assessment/improvement plan (CHA/CHIP)
- Identify potential challenges and opportunities
 - Include identification of external trends, events, or other factors that may impact community health or the health department
- Review department mission, vision, and values
- Develop strategic priorities and clear goals and objectives with measurable and time-framed targets
- Create a 5-7 year strategic plan
- Provide recommendations for resource optimization and flexibility in the event of changing support and/or priorities

3.3 Specific Requirements

3.3.1 Methodology

The proposed strategic planning approach should include:

- Comprehensive organizational assessment
- Stakeholder engagement and interviews, including partner, client, and community member perspectives
- Incorporate recent CHA/CHIP
- Alignment to Performance Management and Quality Improvement Plans
- SWOT (Strengths, Weaknesses, Opportunities, Threats) or similar analysis
- Review and/or revision of mission, vision, guiding principles, and values
- Data-driven strategy development
- Implementation planning



3.3.2 Deliverables

The final deliverables must include:

1. Detailed strategic planning report
2. Executive summary
3. Presentation materials
4. Implementation roadmap
5. Performance measurement framework
6. Recommendations for ongoing strategic management

3.4 Project Timeline

- RFP Release Date: 06/13/2025
- Proposal Submission Deadline: 07/31/2025
- Selection Notification: 08/15/2025
- Project Kickoff: 09/08/2025
- Draft Strategic Plan Submission: 11/01/2025
- Final Strategic Plan Submission: 12/30/2025

3.5 Budget

Total Budget: \$50,000

This budget is all-inclusive and must cover all consulting services, research, stakeholder engagement, report preparation, and presentations.



SECTION 4 PROPOSAL CONTENTS

4.1 Proposal Requirements

4.1.1 Proposal Content

Submitted proposals must include:

1. Detailed project approach and methodology
2. Consultant team qualifications
3. Relevant experience in public health strategic planning
4. Proposed project timeline
5. Detailed budget breakdown
6. References from similar public sector projects

4.1.2 Evaluation Criteria

Proposals will be evaluated based on:

- Expertise in public health strategic planning (30%)
- Proposed methodology and approach (25%)
- Project team qualifications (20%)
- Cost-effectiveness (15%)
- Understanding of local health department challenges (10%)

4.2 Submission Instructions

4.2.1 Proposal Submission

- Submit mail or electronic copy
- Electronic submissions must be in PDF format
- Proposals must be received by 7/31/2025 at 4:30 pm

4.2.2 Contact Information

Proposals should be submitted to: Jennifer Weitzel, Public Health Director, 505 Broadway, Baraboo, WI 53913, jennifer.weitzel@saukcountywi.gov, 608-355-3290





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4.3 Additional Information

- Questions must be submitted in writing by 06/30/2025
- Responses to questions will be provided 14 days before the submission deadline (07/17/2025)

4.4 Disclaimer

Public Health Sauk County reserves the right to negotiate final terms and scope with the selected consultant.

Authorized By:

Jennifer Weitzel, Public Health Director

6/13/25



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