Request for Proposal (RFP)

National Violent Death Reporting System- Data Dashboard Development

Issue Date: January 2026

Background and Purpose

Public health relies on timely, actionable surveillance to prevent morbidity and mortality, allocate resources and evaluate policy and program impact. A well-designed data dashboard transforms complex surveillance data and allows for rapid interpretation of trends, identification of disproportionate burden, and strategic action across prevention and response systems (e.g., community violence prevention, suicide prevention, postvention planning, and trauma-informed service coordination).

This RFP seeks a qualified vendor to design and build an interactive data dashboard focused on the National Violent Death Reporting System (NVDRS) to support data-informed decision-making in support of violence prevention at the local, state, and national levels. Focus on making data understandable and available to partners in violence prevention, policymakers, journalists, researchers, public health practitioners and the general public is a critical component of this work.

About NVDRS

The National Violent Death Reporting System (NVDRS) is CDC's state-based surveillance system that links and pools violent death information from multiple sources into an anonymous database. NVDRS captures information on suicides, homicides, legal intervention deaths, deaths of undetermined intent that may be due to violence, and unintentional firearm deaths, and includes hundreds of unique data elements that describe the circumstances surrounding deaths.

NVDRS data are derived from linked records such as death certificates, coroner/medical examiner reports (including toxicology), and law enforcement reports, which can provide a comprehensive understanding of the "who, what, when, where, and how," and supports prevention insights into the "why" surrounding violent deaths.

Project Goals and Objectives

The selected vendor will develop a dashboard that:

1. Improves accessibility and interpretability of NVDRS-derived indicators through intuitive visual analytics.

2. Enables data visualization (e.g., stratification by person, place, and time) to identify disparities and inform prevention strategies.

3. Supports trauma-informed data communication, including careful presentation of sensitive outcomes (e.g., suicide, homicide) with appropriate context and suppression rules where needed.

4. Provides transparent documentation (definitions, caveats, metadata, data dictionary) to prevent misinterpretation and strengthen data governance.

5. Is usable by a range of stakeholders (public health, prevention coalitions, analysts, community and state leaders, policymakers) with role-appropriate access.

Scope of Work

Dashboard Design and Development

- Interactive filters (time, geography, demographics, manner of death, mechanism, circumstance categories)

- Trend views, rate calculations (where appropriate), mapping, and drill-downs

- Export functions (images, tables, and/or data extracts based on permissions)

- Accessibility (e.g., Section 508/WCAG-aligned design), mobile-responsiveness preferred

- Plain-language labeling and contextual tooltips for key measures

Quality Assurance and Testing

- Data QA/QC plan (logic checks, outlier review, reconciliation)

- UAT (user acceptance testing) with stakeholder sign-off

- Performance testing and load considerations

Documentation and Training

- Admin guide + user guide

- Data dictionary and definitions (including limitations/caveats)

- Training sessions (live + recorded), office hours during launch

- Maintenance plan (bug fixes, enhancements, versioning)

Deliverables

1. Dashboard prototype/wireframes and final UI design

2. Production dashboard deployment (with agreed hosting approach)

3. QA/UAT results summary and launch readiness checklist

4. User guide, admin guide, and data dictionary/definitions

5. Training sessions and recorded materials

6. Post-launch support period

Vendor Qualifications

- Demonstrated experience building public health, injury/violence, or behavioral health dashboards

- Strong data visualization and human-centered design capacity

- Expertise with privacy-aware analytics and governance for sensitive data

- Familiarity with epidemiologic measures and interpretation (counts, rates, confidence intervals where relevant)

- Ability to collaborate with multidisciplinary teams (analysts, program staff, communications)

Proposal Response Questions

1. **Relevant Experience:** Describe your experience designing and implementing data dashboards for public health surveillance or similarly sensitive datasets. Include 2–3 examples with links or screenshots where possible and your role on each project.

2. **Project Team**: Briefly describe the proposed project team, including the project lead and key contributors, and how the team will work with APHA staff throughout the project.

   - **Team Composition:** Identify proposed team members, roles, level of effort, and qualifications (e.g., PM, data engineer, BI developer, UX/UI, epidemiologist/SME, QA). Provide brief bios or resumes.

3. **Program Capacity**: Describe your organization's capacity to deliver this project, including relevant experience managing projects of similar scope and complexity. Please address your approach to project management, cross-functional coordination, quality assurance, and your ability to meet timelines while supporting iterative feedback and stakeholder engagement.

4. **NVDRS-Specific Approach:** How do you envision translating NVDRS concepts (e.g., incident-based structure, manner of death categories, circumstance variables) into an intuitive dashboard that prevents misinterpretation and supports prevention action?

5. **Technical Solution and Hosting:** Describe the proposed technology stack (e.g., Power BI/Tableau/custom web), data pipeline approach, hosting needs, security controls, and how you will support scalability and performance.

6. **Data Governance, Privacy, and Risk Mitigation:** Describe how you will handle de-identification, suppression, disclosure risk, role-based access, and review/approval workflows—especially for small numbers and stigmatizing outcomes.

7. **Budget Allocation**: Provide a high-level description of how the proposed budget is allocated across major project components (e.g., design, development, data engineering,

QA/testing, documentation, training, and post-launch support). Include any assumptions that inform your pricing.

8. **Project Plan and Timeline:** Provide a detailed workplan with phases, milestones, and a proposed launch timeline. Identify what you need from our team to stay on schedule.

9. **Sustainability and Knowledge Transfer:** How will you ensure our team can maintain, update, and enhance the dashboard after handoff? Include documentation, training, and post-launch support options.

Budget and Pricing

Provide:

- A detailed cost proposal by phase and labor category

- Indirect rate cannot exceed 20%

Evaluation Criteria

- Understanding of NVDRS context and dashboard purpose (15%)

- Demonstrated relevant experience and past performance (20%)

- Technical approach (25%)

- UX/UI quality and accessibility approach (15%)

- Project management plan, timeline feasibility, and staffing (15%)

- Budget (10%)

Submission Instructions

Submit proposals electronically to cameron.brown@apha.org with subject line: **"[Organization Name]-NVDRS Dashboard RFP". Responses should not exceed 15 pages.**

Include:

- Table of Contents

- Narrative responses to questions

- Workplan/timeline

- Budget

- 2 references

- Sample work products (links or attachments)
- Project Lead/Point of contact

Deadline

- Submissions must be received via email by 11:59 ET pm on January 21, 2026