



Request for Proposal (RFP)

Human-Centered Design Services

Issued by: Minnesota Community Health Worker Alliance (MNCHWA)

2550 University Ave W, Suite 200N

Saint Paul, Minnesota 55114

<https://mnchwalliance.org>

Date: 8/28/26

1. Introduction & Background

The Minnesota Community Health Worker Alliance (MNCHWA) is a statewide nonprofit organization working to advance and strengthen the Community Health Worker (CHW) field across Minnesota. MNCHWA is implementing a **Rural Health Transformation Program (RHTP)** initiative to design a sustainable Earn and Train CHW workforce model tailored to the needs of rural healthcare employers, CHWs, learners, and communities.

The initiative will use human-centered design, stakeholder engagement, listening and discovery, and co-design to better understand the needs, experiences, barriers, and opportunities across the rural CHW workforce ecosystem and translate those insights into a practical, implementation-ready model. MNCHWA is seeking a qualified Human-Centered Design Consultant to help design and lead this process, engage diverse stakeholder perspectives, and translate findings into actionable workforce strategies and program design.

RHTP Program Goals

- Develop a sustainable rural CHW Earn and Train workforce model that expands career and training opportunities for rural workers.
- Understand and respond to the needs of rural employers, CHWs, learners, and communities through stakeholder engagement and human-centered discovery.
- Strengthen rural employer readiness and capacity to effectively employ, train, integrate, and retain CHWs.
- Align CHW education, training, and workforce pathways with rural workforce needs, including appropriate certificate programs, on-the-job training, and supplemental supports.
- Develop an implementation-ready model that can be piloted, evaluated, refined, and ultimately scaled across rural Minnesota.

2. Project Objectives

- Develop and apply a human-centered design approach to engage rural CHWs, employers, learners, education partners, and other key stakeholders in the design of the Earn and Train CHW workforce model.
- Conduct stakeholder discovery to identify workforce needs, barriers, opportunities, learner needs and interests, employer readiness, and other factors that should inform program design.
- Facilitate co-design and translation of stakeholder insights into practical, actionable strategies and recommendations for an implementation-ready Earn and Train CHW workforce model.
- Inform the development of employer, CHW, supervisor, and care team readiness, training, tools, and supports based on findings from the discovery process.

3. Key Deliverables

- Stakeholder landscape and engagement strategy, including identification, segmentation, and prioritization of key rural, state, and other project stakeholders.
- Human-centered discovery methodology and tools, including interview/listening session guides, needs assessment tools, facilitation approaches, and supporting materials.
- Support in the planning and facilitation of stakeholder listening and discovery sessions with rural employers, CHWs, learners, education partners, and other identified stakeholders.
- Synthesis of qualitative findings, including documented stakeholder needs, barriers, workforce demand, learner interests, key themes, problem statements, and opportunity areas.
- Collaborative processes and strategy development to generate, test, refine, and prioritize potential solutions with stakeholders.
- Actionable recommendations for the Earn and Train model, including stakeholder-informed recommendations related to program structure, employer and learner needs, workforce pathways, outcomes measurement and assessment, and program implementation.
- Discovery-informed recommendations for employer and workforce readiness, including identified needs for on-the-job training, supplemental training, tools, and supports for CHWs, employers, supervisors, and care teams.



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4. Consultant Role

MNCHWA is seeking an experienced Human-Centered Design Consultant who will serve as a strategic and collaborative member of the RHTP project team. The ideal consultant will:

- Bring deep HCD expertise and strategic thinking, with the ability to move between discovery, strategy, program design, and implementation.
- Understand the CHW field and ecosystem, including the perspectives and value propositions of CHWs, employers, education partners, workforce organizations, community-based organizations, and other stakeholders.
- Understand healthcare and workforce systems, particularly the realities, constraints, and opportunities within rural healthcare and community-based settings.
- Work effectively across diverse stakeholders and sectors, navigating different priorities while building alignment and moving groups toward decisions.
- Operate as an embedded partner and change agent, working alongside the project team rather than functioning solely as an external advisor.
- Bring a practical, action-oriented mindset, helping translate complex information and stakeholder insights into decisions, improvements, and implementable solutions.
- Build capacity within the project team, sharing methods and approaches that can be sustained beyond the consulting engagement.
- Bring a health equity and community-centered perspective, particularly when working with rural, underserved, and historically marginalized communities.

5. Budget & Timeline

Budget: Not to exceed \$32,000

Position Type: Contract, remote with occasional in-person meetings/convenings

Timeline: Contract execution – September 30, 2027

6. Proposal Requirements

- Company and project team overview, roles, and qualifications.
- Relevant experience applying human-centered design to healthcare, workforce development, community health, or related programs.
- Technical approach to meeting objectives.
- Proposed work plan with milestones and deliverables.



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- Detailed budget aligned with scope.
- Examples of previous HCD work.
- Relevant professional references.

7. Evaluation Criteria

MNCHWA Procurement Policy Vendor Selection Criteria:

1. Price
2. Quality of goods/services the nature of which must be justifiable and verifiable.
3. Availability of goods/services within the required delivery time.
4. Bidder's previous records of performance and service.
5. Ability of bidder to render satisfactory service in this instance.
6. Financial stability of the vendor.
7. Availability of bidder's representatives to be called upon and consulted with.
8. Payment terms.
9. Ability to provide samples.

Project Specific Criteria:

- Understanding of the project goals, scope, and rural CHW workforce context.
- Human-Centered Design expertise and quality of proposed approach.
- Relevant CHW, healthcare, workforce development, and community health experience.
- Ability to translate discovery and strategy into actionable program design and implementation.
- Demonstrated collaboration, facilitation, and project leadership capabilities.
- Demonstrated past performance & relevant work samples.

Preference will be given to qualified vendors with active certification through one or more of the following targeted vendor programs:

- Minnesota Department of Administration – Targeted Group, Economically Disadvantaged, or Veteran-Owned (TG/ED/VO)
- Metropolitan Council – Minnesota Unified Certification Program (MnUCP)
- Central Certification (CERT) Program – Hennepin County, Ramsey County, and City of St. Paul



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8. Submission Instructions

Deadline: 9/11/26, 12:00 PM Central

Format: PDF, not to exceed 10 pages (appendices allowed for references)

Submit To: shandy.mangra@mnchwalliance.org

9. Legal Terms & Conditions

- MNCHWA reserves the right to reject any or all proposals, negotiate terms, and cancel the RFP without obligation.
- All proposals and related communications will be treated confidentially.
- Issuance of this RFP does not obligate MNCHWA to award a contract.
- Proposals must remain valid for 90 days from the submission deadline.
- Vendors must comply with applicable laws, data privacy standards, and nondiscrimination policies.
- MNCHWA retains ownership of all deliverables produced under this contract.
- MNCHWA is not liable for costs incurred in proposal preparation.

10. Contact Information

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