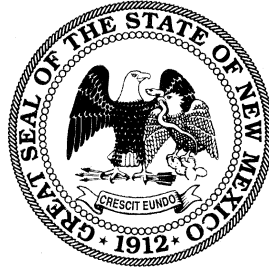


STATE OF NEW MEXICO
Department of Health
Office of the Secretary
Office of Health Equity



REQUEST FOR INFORMATION
RFI# 25-665-1110-00001

**Development of a Data Collection Process for
Migrant Farm Workers**

Release Date: February 15, 2025

Due Date: March 15, 2025

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I. INTRODUCTION

In January 2025, the Department of Health determined that it was necessary to hire a consultant to assist the Division, hereafter known as the “Procuring Agency,” in conducting an assessment study to develop a replicable social determinants of health data collection process for New Mexico’s population of migrant farm workers.

The purpose of this assessment study is to understand better the cost, risks and needs for securing services in an effort to create a Master Plan that will map out a strategy utilizing proven technology, methodology, industry standards and data collection processes. The ultimate goal of this effort is to provide the Procuring Agency with guidance, or a roadmap, to develop a relevant and comprehensive Request for Proposals (RFP) that meets its needs.

The Procuring Agency intends to identify specific services currently offered/emerging in the industry that may be utilized in the development of a replicable social determinants of health data collection process for New Mexico’s population of migrant farm workers.

A. Purpose of this Request for Information (RFI)

The purpose of this RFI is to solicit information to support the development of a replicable process for collecting data on the health and social determinants of health (SDOH) impacting migrant farm workers in New Mexico. This project seeks to adapt the Behavioral Risk Factor Surveillance System (BRFSS) survey tools and processes to reflect the unique needs of this population. The Procuring Agency aims to create a comprehensive framework that integrates cultural and linguistic considerations, involves farm workers and their families in co-designing the tools, and ensures the tools and processes are scalable for ongoing data collection.

The Procuring Agency welcomes diverse insights on best practices, strategies, tools, and methodologies to support a sustainable data collection process's design, implementation, testing, and refinement.

The RFI Point of Contact (identified in Section I.D. below) may follow up with any written responses to clarify or solicit additional information. Please share this RFI with anyone you believe may be interested in participating.

B. Background

The migrant farm worker population faces significant health disparities, yet there is limited reliable data on their health outcomes and SDOH. The project seeks to address this gap by engaging farm workers, their families, and trusted voices in co-developing tools and methodologies for collecting actionable data. The resulting system will ensure ongoing, culturally relevant data collection, providing a foundation for informed public health policies and interventions.

This is a new project that has not been implemented before. Existing data collection methods and systems do not capture information on this specific population in a way that supports informed program design or delivery. There is no current contract in place for this work.

The Procuring Agency is committed to fostering collaboration among stakeholders, including the Office of Health Equity (OHE), farm workers and their families, community health workers (CHWs), farm owners, advocacy groups, and local organizations.

The Procuring Agency is evaluating its current processes and areas of concern. Through the RFP resulting from this RFI, the Procuring Agency will seek competitive proposals for a Master Plan, including a guide, survey tools, training materials, and processes, ensuring the system is culturally appropriate and implementable.

The primary goal of the resulting RFP will be to award a contract for services to assist the Procuring Agency with the Master Plan, which will result in a potential subsequent RFP procurement of related services.

C. Scope of Work and Objectives

1. Scope

This project's scope includes the design, testing, and implementation of a replicable data collection framework that reflects the needs of the migrant farm worker population in New Mexico. Key activities include:

- Stakeholder engagement to identify needs and priorities.
- Adaptation of BRFSS tools for cultural and linguistic appropriateness.
- Pilot testing in selected regions and iterative refinement of tools.
- Full-scale implementation and analysis of findings.

The Procuring Agency is in need of developing a Master Plan for data collection. The Procuring Agency seeks to solicit information from industry experts that will enable the Procuring Agency to release an RFP, from which a contract will be awarded to a successful Offeror. The resulting contract will allow the awarded Contractor to perform an in-depth, comprehensive assessment that will include an Executive Summary that provides an overview of the assessment process, findings, and key recommendations. A comprehensive Assessment Report will detail a Health Disparities Analysis, identifying key gaps in health outcomes and social determinants of health. The Pilot Testing Report will summarize the testing process, outcomes, and refinements made to tools and methods. GIS Visualizations will highlight geographic trends in health disparities and resource distribution. A Data Collection Framework will include culturally and linguistically tailored survey templates, protocols for training data collectors, and guidelines to ensure data consistency and reliability. The Implementation Plan will provide a detailed roadmap for executing the Master Plan; a Capacity Building component will include training resources for community health workers (CHWs), data collectors, and stakeholders, along with guidance on

using tools for data collection and best practices for engaging farm worker communities. Additionally, the deliverable will outline a Sustainability Plan to ensure the long-term viability of the process and provide actionable recommendations and strategies for addressing health disparities and improving outcomes for migrant farm workers. The final deliverable of the project will be a comprehensive Master Plan that provides actionable guidance for collecting data to address the health and social determinants of health (SDOH) impacting migrant farm workers.

This assessment will produce a Master Plan enabling the Procuring Agency to proceed with plans to remediate insufficient data collection collection methods.

2. Objectives

This RFI aims to gather information and insights to support the development of a replicable data collection system for migrant farm workers, addressing their unique health and social needs. Specifically, the RFI aims to:

1. **Identify Best Practices:** Obtain recommendations on methodologies, tools, and strategies for engaging migrant farm workers, their families, and trusted community leaders in designing culturally and linguistically appropriate data collection systems.
2. **Determine Requirements:** Define the resources, training, and technologies needed to adapt and implement this population's Behavioral Risk Factor Surveillance System (BRFSS).
3. **Understand Total Costs:** Gain insights into the complete cost associated with the project, including development, implementation, training, technology, staffing, and long-term maintenance, to inform budget planning and resource allocation.
4. **Design a Framework:** Develop a phased approach to pilot, refine, and scale the data collection process, ensuring reliability and alignment with public health goals.
5. **Establish Deliverables and Milestones:** Clarify what deliverables and progress markers will be necessary at each stage of the project, including assessment reports, GIS visualizations, and an implementation roadmap.
6. **Support Sustainability:** Explore strategies for integrating the data collection system into existing public health infrastructure and ensuring its long-term viability.
7. **Inform the RFP Process:** Collect feedback from industry experts to design a Request for Proposals (RFP) that specifies clear goals, deliverables, and evaluation criteria for selecting a contractor to perform the assessment and develop the Master Plan.

These objectives will guide the Procuring Agency in making informed decisions to ensure the project's success and sustainability.

D. RFI Point of Contact

The Procuring Agency has designated the following Points of Contact who are responsible for the conduct of this RFI, whose names, addresses, and telephone numbers are listed below:

Point of Contact	Susan Garcia, Director of Health Equity New Mexico Department of Health - Office of the Secretary
Office address:	1190 St. Francis Drive, Santa Fe, NM 87505
Office Phone#:	505.670.4136
Email Address:	susan.garcia@doh.nm.gov

E. Terminology

“Industry Meeting”: A gathering of diverse industry sector representatives for the purpose of ascertaining what the industry solutions are available for a certain problem or need; through vendor presentations, proposals, and a discourse of questions by the agency where the specific goods and services are not pre-determined.

“Request for Information” (RFI): Document used for soliciting information or recommendations to the marketplace through a structured, defined, non-binding inquiry process generally leading to an industry meeting to determine available solutions where the specific goods and services are not known or pre-determined.

“Request for Proposals” (RFP) means all documents, including those attached or incorporated by reference, used for soliciting proposals.

II. CONDITIONS GOVERNING THE RFI

A. Sequence of Events

The primary RFI Point of Contact will make every effort to adhere to the schedule, below. However, dates and times may be modified, depending upon the questions and responses received.

Action	Responsible Party	Due Dates
1. Issue RFI	Procuring Agency	February 15, 2025
2. Submission of Response	Respondents	March 15, 2025
3. Industry Meeting	Procuring Agency	Approximately April 14, 2025

B. Explanation of Events

1. Release of RFI

This RFI is being issued on the date indicated in the Sequence of Events, above, by the Division.

2. Response Deadline

Only **electronic** responses are due by 5:00 PM MST on the date indicated in the Sequence of Events, above.

ALL PROPOSALS MUST BE SUBMITTED TO THE NMDOH BONFIRE PROCUREMENT PORTAL. **NO LATE PROPOSAL CAN BE ACCEPTED.** No hard copy proposals will be accepted. All proposals must be submitted via the NMDOH Bonfire Procurement Portal.

<https://nmhealth.bonfirehub.com/portal/?tab=openOpportunities>

3. Industry Meeting

If the Procuring Agency deems a virtual/in-person Industry Meeting appropriate, it will be held on the date indicated in the Sequence of Events, above. All Respondents to the RFI will be sent an agenda of discussion topics.

C. General Requirements

Submission of a response to this RFI constitutes acceptance of, and consent to, the following General Requirements:

1. No Obligation

This RFI in no manner obligates the Procuring Agency to issue a resulting RFP or to the eventual rental, license, lease or purchase of any services or equipment that may be described, implied, or proposed in the Respondent's response to this RFI.

2. Governing Law

This RFI and any subsequent RFP that may be issued by the Procuring Agency shall be governed by the laws of the State of New Mexico.

3. Clarifications

All requests for clarifications must be directed to the RFI Point of Contact identified in Section I.D.

4. Response Preparation Cost

Any cost incurred by the respondent in the preparation, transmittal or presentation of any response or material submitted in response to this RFI will be borne solely by the respondent.

5. Use of Information

The Procuring Agency reserves all rights available to it by law. If an RFP or other type of solicitation results from this RFI, respondents to this RFI are hereby notified that all information, documentation, and any specific content or approaches included in RFI responses will be analyzed, may appear in various reports and may be used in the resulting solicitation. Therefore, do not submit any proprietary or confidential information. The Procuring Agency cannot guarantee the confidentiality of the information submitted.

6. Eligibility to Participate in Subsequent Procurement

If the Procuring Agency decides to issue an RFP or other form of solicitation, those parties who choose to respond to this RFI, as well as those parties who choose not to respond to this RFI, will be eligible to participate in that procurement.

7. Ownership of Materials

Ownership of all data, material, and documentation originated and submitted to the Procuring Agency, pursuant to the RFI, shall belong exclusively to the Procuring Agency and be subject to public inspection in accordance with the New Mexico Open Records Act. No documents will be returned once submitted to the Procuring Agency.

8. Acceptance

The State of New Mexico reserves the right to reject responses that arrive late or do not meet all of the specified requirements.

III. RESPONSE FORMAT AND ORGANIZATION

A. Number of Responses

Respondents may submit only a single responses to this RFI. Respondents should submit electronic responses.

ALL RESPONSES ARE DUE BY THE 5:00 PM MST ON THE DATE INDICATED IN SECTION II.A, SEQUENCE OF EVENT

Responses shall be submitted electronically through Bonfire electronic procurement system. <https://nmhealth.bonfirehub.com/portal/?tab=openOpportunities>

Where possible, it is the Procuring Agency's preference to receive Respondents' responses in an editable format (such as MS Word).

When submitting your response, clearly identify your response:

Subject: RFI# 25-665-1110-00001

Development of Data Collection Process for Migrant Farm Workers

B. Number of Copies

Respondents need only provide one (1) electronic copy.

C. Response Format

The Respondent's response to this RFI should be organized in the following format:

1. Response to RFI Requirements according to the questions in Section IV.A.1.
 - a. Restate the question, then provide the response to that question.
 - b. Ensure responses reference any attached Supporting Materials/Documentation, as applicable/appropriate.
2. Other Supporting Materials/Documentation
 - a. Respondents may attach other materials that they believe may improve the quality of their responses.
 - b. Any Supporting Materials/Documentation that do not seamlessly integrate into the Respondents response to the questions should be attached at the end of the response.

IV. REQUIREMENTS

A. General Responses Requested

Respondents are requested to respond to any and/or all of the following questions in narrative form. Additional supporting information may be provided as attachments and may be referenced from the narrative response as appropriate. Respondents are invited to provide additional information as they deem appropriate. We recognize that Respondents may have different areas of

expertise and interests, so it is not necessary to respond to each item. Please identify by letter, each requested response you are addressing, and restate the question preceding your response.

Services Question Focus Areas

- a) How can the Procuring Agency effectively engage farm workers, their families, and trusted leaders during the design and implementation of the data collection system?
- b) What strategies can ensure ongoing trust and participation from migrant farm workers?
- c) Given the cultural and linguistic diversity of the migrant farm worker population, what methodologies and tools should be used to ensure reliable and accurate data collection?
- d) What certifications or qualifications should the Procuring Agency look for in the team conducting the assessment?
- e) What experience is essential for designing culturally relevant tools and strategies?
- f) What are the typical costs associated with developing and implementing a project of this scale?
- g) What potential challenges or barriers should the Procuring Agency anticipate during the project?
- h) How can these challenges be mitigated effectively?
- i) What types of functional and technical resources (e.g., staff, software, training) are necessary to support the assessment and Master Plan development?
- j) What best practices exist for preparing teams to work with migrant populations?
- k) What specific types of reports and deliverables should the Procuring Agency expect as part of the assessment process?
- l) How should data and findings be presented to support decision-making and public dissemination?
- m) What key elements should be included in a comprehensive Master Plan for addressing health disparities and social determinants of health?
- n) What metrics or benchmarks should the Master Plan include to evaluate its long-term success?
- o) How can digital platforms and GIS tools be used to enhance data collection, visualization, and analysis?

- p) What data security measures are essential for protecting sensitive health and demographic information?
- q) What additional elements not mentioned in this RFI could enhance the project's success?