



CITY OF ST. LOUIS DEPARTMENT OF HEALTH

FY2017

Contract Period: July 1, 2016 – June 30, 2017

REQUEST FOR PROPOSALS

APPLICATION MATERIALS

FOR

NUTRITION AND HEALTH PROMOTIONS SERVICES

RFP OPENING DATE: April 11, 2016

RFP CLOSING DATE: May 2, 2016, 4:00 p.m.

**City St. Louis Department of Health
Health Promotion Education & Marketing
1520 Market Street – Rm 4027
St. Louis, MO 63103
(314) 657-1579**

Note: If this RFP was downloaded from the City of St. Louis RFP Website each applicant must provide contact information to the RFP contact person in order to be notified of any changes in this RFP document.

Estimated Schedule:

Date/Time	Activity
Monday, April 11, 2016	Request for Proposal Released
Monday, April 18, 2016	All questions submitted in writing
Friday, April 22, 2016	All questions answered in writing
Monday, May 2, 2016, 4:00 PM	Due Date of Applications
Friday, July 1, 2016	Contract Start Date
Friday, June 30, 2017	Project Completion Date

**APPLICATION FOR FUNDING
FOR
Nutrition and Health Promotion Services**

The City of St Louis Department of Health (CSLDOH) is soliciting proposals for Nutrition and Health Promotions Services. Proposals must be submitted following the format requirements, address each of the application components, and contain all required attachments to be considered for review.

I. APPLICATION FOR FORMATTING REQUIREMENTS

Request for Proposals (RFP) may be obtained beginning April 11, 2016 from Harold Bailey at the CSLDOH, Health Promotion Education and Marketing at, 1520 Market St. – Room 4051, MO 63103, or downloaded from the St. Louis City website at <https://www.stlouis-mo.gov/government/departments/health/documents/request-for-proposals-nutrition-services.cfm>, or by contacting Mr. Bailey at baileyh@stlouis-mo.gov.

All questions must be submitted in writing no later than Monday, April 18, 2016 to Harold Bailey at CSLDOH, 1520 Market Street – Room 4051, St. Louis, MO 63103 or via email at baileyh@stlouis-mo.gov. All questions will be responded to in writing no later than Friday, April 22, 2016.

An original, five (5) paper copies bound, one (1) copy unbound, and one (1) Flash drive containing a copy of the proposal in Microsoft Word or PDF format must be submitted to Harold Bailey at the CSLDOH by 4:00 p.m. Monday, May 2, 2016.

Late or incomplete proposals will not be accepted. Applicants must adhere to the following:

- Applications must be in English
- Use 12-point font
- Use 8.5 by 11 inch white paper that can be photocopied
- Top, bottom, left, and right margins may not be less than one inch each
- Text may be either 1.5 or double-spaced
- Applications narrative must be no longer than 10 pages
- A flash drive must be properly formatted and be able to be read by Department of Health computers using Microsoft Word 95, 97 or XP. ***NOTE: Flash drive must contain the same information as original paper copy, i.e., (draft RFP's and resulting contracts, draft participation agreements and sole source contracts, organizational chart, resumes of key staff, most current financial statement, documentation of not for profit status, letters of support, current business license, etc.).***

II. SCOPE OF SERVICES - CONTRACTOR QUALIFICATION REQUIREMENTS

Purpose: The City of St. Louis Department of Health is committed to reducing the incidence of chronic disease and childhood obesity within its residents. The City currently partners with many agencies in the community around these issues. The Mayor has an initiative geared specifically to childhood obesity that was started in 2005. The Mayor also partnered with Charter Communications and others to improve overall health and fitness in the City. Proper nutrition figures prominently in all these efforts. As nutrition is a common denominator, nutrition education and services will be employed as key strategies in combating the development of many chronic disease as well as obesity.

The explosive growth of social media and communications technology has made it necessary for the Department of Health to update how it delivers services to the community and incorporate newer technology. The Health Promotion, Education and Marketing Division recently started a new initiative called the Health Institute. This entity is designed to be a “one-stop shop” for health and safety information. The Health Institute has piloted several facets of service including: 1) the Virtual Health Institute, an on-line presence of the Health Institute which includes a websites/web pages, social marketing and other media technology; 2) N 2 Health 4 Life, a physical activity program; and 3) the Health Institute on the Move, the satellite site and mobile outreach aspects of the Health Institute. The Health Institute by design exploits some of the new technology in order to reach a broader and younger audience with pertinent health messages.

TOTAL TO BE AWARDED: TBD

Please note: Final funding levels for FY2017 have not been established. The actual award amount will be based on the FY 2017 Adopted Budget for the CSLDOH.

SCOPE OF WORK:

. The Contractor's duties shall include:

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- Complete a nutrition services plan that incorporates Department of Health nutrition priorities and needs within 1 month of contract start date.
- Formulate a budget for the contract funds within 1 month of contract start date. NOTE: Final budget can be adjusted by agency/contractor during the contract period without prior approval provided adjustments do not exceed 10% of budgeted amount.
- Evaluate health promotion activities to determine and record impact on knowledge, attitudes and behaviors of participants as well as customer satisfaction with the services provided.
- Support the Mayor’s Blueprint for Sustainability as needed
- Develop and maintain a lesson file containing education materials used to meet contract requirements.
- Actively participate with health-related coalitions and collaborations as necessary to complete nutrition services taskings or as directed by the Department of Health. (Active participation involves attending meetings and participation in coalition/collaborative activities.)
- Support health and nutrition policy development initiatives as necessary.

- Demonstrate a capacity to enhance nutrition services through grant submissions
- Submit a monthly report of activities and complete a year-end summary report.
- Provide any other Nutrition Services data necessary to meet Department of Health reporting requirements.
- Solicit feedback from the DOH on contract performance for use in Contractor evaluation.
- Solicit input from the DOH prior to assigning personnel to this contract.

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- Manage the health promotion programs (i.e. Let's Move! STL, Small Changes for Health, JUMP N2 Shape, etc.) and activities (websites, social media, newsletters, etc.)

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- Deliver nutrition education or other related services in support of the nutrition plan to include:
 - Educating at least 1000 children in St. Louis city on nutrition or nutrition-related topics. Educations are classes where interactions are in-depth, instructive with interaction and/or participation built in, and designed to demonstrate change in knowledge, attitude or behavior about nutrition and other health-related topics (i.e. nutrition classes, cooking classes, etc.)
 - Educating at least 500 adults in St. Louis city. Educations are classes where interactions are in-depth, instructive with interaction and/or participation built in, and designed to demonstrate change in knowledge, attitude or behavior about nutrition and other health-related topics (i.e. nutrition classes, cooking classes, etc.)
 - Having nutritional contacts with at least 1500 St. Louis city residents. Contacts are considered to be those interactions with community members other than education sessions (i.e. presentations, health fairs, etc.)
- Evaluate health promotion activities to determine and record impact on knowledge, attitudes and behaviors of participants as well as customer satisfaction with the services provided.
- Provide nutritional expertise to the health promotion programs and activities
- Support the Healthy Eating and Active Living (HEAL) Partnership effort

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- Maintain a website which provides current and accurate nutrition and health information, incorporates new technologies (as appropriate), and meets the needs and priorities of the Department of Health.
- Use resources as available to produce electronic media (i.e. videos, PSAs) suitable for conducting educations and advertising programs, and engaging viewers at social media sites

- Demonstrate the ability to learn and apply social marketing and networking tools as well as other new communication technologies to enhance the reach of the Department of Health in communicating nutrition and health messages to the public.

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- Support bioterrorism/disaster response activities as deemed necessary by the Department of Health.

Evaluation Criteria: Proposal submissions will be evaluated and selection based on the responses received to the project abstract and program narrative.

III. PROJECT ABSTRACT (Maximum of two (2) single-spaced pages)

The proposal must include a project abstract. The abstract can be a maximum of two single-spaced pages and should be an overview of the proposal. The abstract should include:

- Name and brief description of the applicant organization.
- A brief description of your organization's existing programs or services designed to serve the St. Louis communities public health needs.

IV. PROGRAM NARRATIVE (Maximum of 10 double-spaced pages)

The program narrative should be a minimum of five pages and a maximum of 10, 1.5 inch or double-spaced typewritten pages numbered consecutively. Applicants must respond to each of the required narrative proposal components (IV. A through E). The order of the responses must follow exactly the order provided below. The Applicant's primary response should be included in the body or text of the submitted proposal. The response to proposal components may not consist solely of references to attached materials. This is not to say that Applicants may not attach documentation or material to demonstrate capacity or prior projects, but the response must not consist exclusively of attached material.

- A. A statement of the applicant's prior experience in providing services to the CSLDOH and/or pertaining public health services to other local agencies. **(10 pts)**
- B. A statement that includes information about the applicant's background providing the type of service requested in this RFP as well as experience working in a diverse environment. Please provide any pertinent examples of work or references as part of the proposal. Also include as attachments any resumes of individuals who will provide the services. **(20 pts)**
- C. A statement that the applicant understands the scope of services to be provided (see Section II. Scope of Services); including a description of how each of the services will be performed. **(35 pts)**

- D. A detailed cost proposal that specifies the amount of time commitment proposed for specified services included within this scope of services for Downtown West Health Center. This section will also indicate the minimum rate, at which these services will be involved, as well as any other costs, including overhead, profit, and any proposed reimbursable costs. Also include as attachments any applicable 501 (c) 3, current business license, and living wage declaration form (see Attachments A and B). **(30 pts)**

- E. It is the policy of the City of St. Louis to address the effects of identified discrimination against minority business enterprises and women’s business enterprises within its jurisdiction. Contractual services shall be allocated according to the policy. The method that the city shall employ to implement that policy is the establishment of a goal of at least 25% minority business enterprise participation and at least 5% women’s business enterprises participation in contracts and purchases wherein City funds are collected or expended. Please provide information on minority and women enterprise participation in your company. Provide as an attachment a statement of M/W/DBE participation.**(5 pts)**

V. EVALUATION CRITERIA

The RFP will undergo the following evaluation process. An independent review panel will evaluate the proposal using the above criteria and provide recommendations to the CSLDOH Professional Service Agreement (PSA) Committee, established under City of St. Louis Ordinance 64102. The PSA Committee will evaluate and make selection based on the responses received. The total points possible are 100, awarded as follows:

- Prior experience 10 pts
- Vendor’s Background 20 pts
- Scope of services 35 pts
- Cost proposal 30 pts
- Minority participation 5 pts

VI. RFP Terms

The City reserves and may exercise one or more of the following rights and options regarding this RFP:

- To reject any and all bids, to seek additional bids, to enter into negotiations and subsequently contract with more than one Bidder at any time during the process.
- To evaluate separately the individual components of each bid such as any proposed subsystem, product or service, and to contract with such Bidder for any individual component.
- To cancel or withdraw this RFP without the substitution of another RFP or alter the terms and conditions of this RFP.
- To modify specific terms and conditions in this document prior to execution.
- The City reserves the right to renew the contract for an additional one year term for up to four (4) consecutive years.
- Renewal of the contract will be dependent upon available funds.

Contents of Proposals: All materials submitted in accordance with this RFP will become and remains the property of the City and will not be returned. All Proposals shall be considered public records, but may be deemed and treated as closed or exempt by the City Counselor's Office, at the sole discretion of the City Counselor's Office, pursuant to the City's understanding and interpretation of the laws of the State of Missouri. All Proposal material may be treated as open records. The City cannot guarantee confidentiality of any materials during the evaluation process or at any other time. Thus, Proposals and communications exchanged in response to this RFP should be assumed to be subject to public disclosure.

Please review and enclose this checklist to ensure that your application is complete. Applications that do not contain a copy of each of the items below will be considered incomplete and will not be reviewed. The inclusion of letters of support and any other requested documentation is strongly suggested.

- Application Cover Sheet** _____
- Project Abstract (Section III.)** _____
- Program Narrative (Section IV.)**
 - A. Prior Experience** _____
 - B. Background Statement** _____
 - C. Scope of Work Statement** _____
 - D. Detailed Cost Proposal** _____
 - E. Minority Business Enterprise Qualifications** _____

PROPOSAL ATTACHMENTS

- **Letters of Support/Letters of Intent**
- **Resumes of Individuals that would perform the Scope of Services (Section IV. B)**
- **501 (c) 3 (Section IV. D)**
- **Current Business License (Section IV. D)**
- **Living Wage Declaration Form (Section IV. D)**
- **Statement of M/W/DBE Participation (Section IV. E)**

APPLICATION COVER SHEET

**City of St. Louis Department of Health
Attention: Harold Bailey, Public Information Officer
1520 Market Street, Room 4051
St. Louis, MO 63103
(314) 657-1568**

Proposal For

NUTRITION AND HEALTH PROMOTION SERVICES

Program/Organization Name: _____

Contact and Address: _____

Telephone #: _____ **Fax:** _____

Email Address: _____

Attachment A: St. Louis Living Wage Ordinance

ST. LOUIS LIVING WAGE ORDINANCE

NOTICE OF ST. LOUIS LIVING WAGE RATES EFFECTIVE APRIL 1, 2016

In accordance with Ordinance No. 65597, the St. Louis Living Wage Ordinance (“Ordinance”) and the Regulations associated therewith, the City Compliance Official for the City of St. Louis has determined that the following living wage rates are now in effect for employees of covered contracts:

- 1) Where health benefits as defined in the Ordinance are provided to the employee, the living wage rate is \$12.60 per hour (130% of the federal poverty guideline for a family of three); and
- 2) Where health benefits as defined in the Ordinance are not provided to the employee, the living wage rate is \$16.87 per hour (130% of the federal poverty guideline for a family of three, plus fringe benefit rates as defined in the Ordinance).
- 3) Fringe benefit rate defined under Chapter 6.20 of the Revised Code of the City of St. Louis: \$4.27 per hour.

These rates are based upon federal poverty level income guidelines as defined in the Ordinance and are effective as of APRIL 1, 2016. These rates will be further adjusted when the federal poverty guidelines are adjusted by the U.S. Department of Health & Human Services, or pursuant to Chapter 6.20 of the Revised Code of the City of St. Louis.

The Ordinance applies to employers who are covered by the Ordinance as defined in the Ordinance, where the contract or grant is entered into or renewed after the effective date of the Ordinance, which is November 3, 2002. A copy of the Ordinance may be viewed online at <https://www.stlouis-mo.gov/government/city-laws/ordinances/ordinance.cfm?ord=65597> or obtained from:

City of St. Louis Living Wage Program Office
St. Louis, Missouri
(314) 426-8106

Dated: February 5, 2016

Attachment B: Living Wage Acknowledgement

ST. LOUIS LIVING WAGE ORDINANCE

LIVING WAGE ACKNOWLEDGMENT AND ACCEPTANCE DECLARATION

(To be completed by each respondent to a bid/proposal solicitation when that solicitation has included Living Wage Advertisement/Solicitation Language.)

CONTRACTING AGENCY: _____

AGENCY CONTRACT NUMBER: _____

DATE: _____ **PREPARED BY:** _____

PREPARER'S TELEPHONE NUMBER: _____

PREPARER'S E-MAIL ADDRESS: _____

PREPARER'S CELL PHONE NUMBER: _____

PREPARER'S ADDRESS AND ZIP CODE: _____

As the authorized representative of the above-referenced bidder or proponent, I hereby acknowledge that the bidder/proponent understands that the contract or agreement that will be executed with a successful bidder/proponent pursuant to this solicitation is subject to the St. Louis Living Wage #65597 and the Regulations associated therewith. The bidder/proponent hereby agrees to comply with the Ordinance and the associated Regulations if awarded a contract pursuant to this solicitation. I am authorized to make the above representations on behalf of the bidder or proponent.

AUTHORIZED REPRESENTATIVE CERTIFICATION:

_____ (Signature)

NAME: _____

TITLE: _____

DATE: _____