

Office of the Director

401 Fifth Avenue, Suite 1300
Seattle, WA 98104-1818

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TTY Relay: 711

www.kingcounty.gov/health

May 6, 2010

Dear Applicant:

Thank you for your interest in the Communities Putting Prevention to Work (CPPW) grant. There are two Request for Proposals (RFPs): one for obesity prevention, and another one for tobacco prevention. This RFP is for obesity prevention, also known as healthy eating and active living.

The goals of this obesity prevention RFP in King County are to support schools, local governments and communities to reduce overweight and obesity rates. This will be done by increasing healthy eating and physical activity through policy, system and environment changes.

Please completely read the RFP before you begin to complete the application. There are three sections to the RFP, and each is very important.

- Section A provides the funding guidelines, which describe who can get funded, for what kinds of projects, for how much money and the timelines. It also covers expectations and requirements.
- Section B has instructions and the application, and explains how applications will be rated.
- The Appendices have examples and other resources to help you complete a strong application. Please take the time to look them over.

If you have questions about the RFP and how to apply, please contact Public Health through cppw@kingcounty.gov and we will get back to you promptly.

We deeply appreciate your interest to work with us to improve the health of our King County communities.

Sincerely,



David Fleming, MD
Director and Health Officer



James Krieger, MD, MPH
CPPW Program Director
Chief, Chronic Disease and Injury Prevention

REQUEST FOR PROPOSAL



Public Health – Seattle & King County
Communities Putting Prevention to Work
Contract, Procurement and Real Estate Services
206-263-8744
TTY Relay: 711

DATE ADVERTISED: **May 6, 2010**

RFP Title: **Healthy Eating, Active Living: Communities Putting Prevention to Work**

RFP Number: **HEAL-CPPW2010**

Due Date: **June 3, 2010 – no later than 5:00 P.M.**

Contact: Jeffrey Brown, cppw@kingcounty.gov, (206) 263-8744

Pre-Proposal Conferences:

Two conferences to discuss questions related to this RFP shall be held at:

1:30 p.m. on Monday, May 17, 2010, in the Duwamish & Nisqually Rooms at Puget Sound Educational Service District, 800 Oakesdale Avenue Southwest, Renton, WA 98188.

1:30 p.m. on Tuesday, May 18, 2010, in the Bertha Knight Landes Room at Seattle City Hall, 600 Fourth Avenue, Seattle, WA 98124.

Sealed Proposals are hereby solicited and will **ONLY** be received by:

**Public Health – Seattle & King County
Contract, Procurement, and Real Estate Services
The Chinook Building, 13th Floor
401 Fifth Avenue
Seattle, WA 98104**

Office Hours - 8:00 a.m. - 5:00 p.m.
Monday – Friday

Proposals may also be submitted electronically to:

cppw@kingcounty.gov

SUBMITTERS MUST COMPLETE (TYPE OR PRINT), SIGN, AND RETURN THE FORM BELOW WITH THEIR PROPOSAL. FOR EMAIL SUBMISSIONS, PLEASE INCLUDE THIS INFORMATION IN THE BODY OF YOUR EMAIL.

Your completion of this page and submission of a proposal constitute agreement with subsequent contracting requirements and with conditions of participation in the CPPW grant.

Agency/City/Institution Name		
Address		City/State/Zip Code
Signature	Authorized Representative / Title (Please Print Name and Title)	
E-mail	Phone	Fax
Federal Taxpayer ID Number		
Contractor SCS Certification number (if applicable - see Section 12 of this RFP regarding the Contracting Opportunities Program)		

This Request for Proposal will be provided in alternative formats such as Braille, large print, audio cassette or computer disk for individuals with disabilities upon request.

If you received or downloaded this document in .pdf format, a Microsoft Word copy may be obtained by contacting the person listed on page 1. This Word document will be transmitted by e-mail.

HEAL-CPPW2010

**Communities Putting Prevention to Work
Healthy Eating and Active Living Initiative**

Request for Proposals Guidance and Application Forms

Request for Proposals Timeline

Date	Activity
May 6, 2010	Release request for proposals (RFP)
May 17 and May 18, 2010	Pre-Proposal (Bidders’) conferences
June 3, 2010	Proposals due
June 28 (<i>estimate</i>)	Notification of awards
June 28 – July 15, 2010 (<i>estimate</i>)	Contract negotiations and approval of work plan
July 19, 2010 (<i>estimate</i>)	Contracts awarded
August 20, 2010	Grantee project manager hired and working on project, if proposed
August 31, 2010	All grantee staff hired or assigned and working on project

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1. Rating Criteria

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3. Application Forms

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4. Focus Community Data and Maps
5. Business Incentive Program Description
6. Policy, System and Environment Change Definitions and Examples
7. Glossary
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Section A - Funding Guidelines

1. Background

In March 2010, Public Health – Seattle & King County (Public Health) received funds from the Centers for Disease Control and Prevention (CDC) for the Communities Putting Prevention to Work (CPPW) initiative. The initiative focuses on preventing obesity and tobacco use and exposure. Public Health is releasing an RFP for each area. This RFP focuses on preventing obesity. The tobacco RFP is available at the CPPW web site (see www.kingcounty.gov/health/cppw).

The goals of the CPPW obesity prevention initiative in King County are to:

- Reduce overweight and obesity rates
- Increase healthy eating
- Increase physical activity

Healthy eating and active living (HEAL) are two keys to obesity prevention.

This RFP will support schools, local governments and communities in **changing policies, systems and environments** to increase HEAL. The goal is to make the healthy choice—eating healthy food and being physically active—the easy choice. Public Health will award up to \$6.75 million for high-impact strategies with broad reach that can be implemented quickly. Activities must result in tangible policy, systems or environment changes—or significant steps towards making such changes—within 20 months.

Public Health is also using CPPW funds to:

- Implement a large-scale media campaign
- Support small employers in promoting employee health
- Help businesses obtain loans and technical support to increase sales of healthy food
- Evaluate funded activities

These activities are not part of this RFP. Information about the full CPPW initiative is available at www.kingcounty.gov/health/cppw.

The CPPW initiative is part of the American Recovery and Reinvestment Act of 2009 (ARRA), also known as federal stimulus funds. Public Health must spend all CPPW funds by March 18,

2012, which is 24 months after we received them. To meet this timeline, we will allow 20 months to complete proposed activities.

2. Main Ideas of this RFP

Applicants should keep these main ideas in mind when creating a proposal for CPPW obesity prevention funds:

Goals: Reduce obesity by increasing healthy eating and/or physical activity.

Policy, systems and environment changes: Make a change. Funds will pay one-time costs of policy, systems and environment changes that address a demonstrated community need. Direct services and programs are *not* eligible for funding. Public Health recognizes that an applicant organization may not have control over processes related to policy changes, such as local government legislation or school district policy-making. In such cases, the application should include a letter from a person with policy-change authority who is willing to collaborate with the Applicant.

Proven ideas: Use ideas that are known to work. We provide a list of effective activities on pages 8 - 10. Whether from this list or originated by the Applicant, proposed activities should be evidence-based (modeled on published studies) or practice-tested (modeled on successfully implemented and evaluated activities that have data on their effectiveness).

Reach: Impact a large number of people or percentage of all people in the community.

Health inequities: Reduce inequities in HEAL. Low-income persons and some racial/ethnic groups in King County are less likely to get regular physical activity and eat healthy foods compared to higher income or white people. One reason is that healthy foods and places to be active are hard to find in their communities (see “HEAL Disparities” at www.kingcounty.gov/health/cppw).

Innovation: Be creative by adapting proven ideas so that they will work for King County.

Collaboration: Maximize impact by finding partners and creating linked interventions. Coordinate among multiple sectors (e.g., school districts, local governments and community organizations) within a single community—or among partners from the same sector (e.g., school districts) across several communities.

Value: Maximize the effect of the intervention and the number of people reached per dollar spent. An activity that substantially affects a large number of people will score higher than one with a weaker effect or smaller reach.

Fast start: Implement activities quickly by building on existing capabilities and experience.

Complete work within the 20 month funding period: Complete the policy, system or environment change within the funding period—or hit certain milestones such that it is highly likely that the change will be complete soon after the funding period, without additional funds from Public Health.

Lasting change: Create change that continues after the funding period.

Community involvement: Involve community residents in proposed activities.

3. Who is Eligible to Apply

Eligible Applicants are **school districts, local governments, and community organizations** in King County.

A school district is eligible if it is one of the 19 school districts located in King County.

A local government is a city in King County or a regional government body serving King County. A city as a whole or an individual city department may apply. We will judge separate applications from different city departments independently. The total award to all departments from a single city cannot exceed the maximum amount per organization listed in Section 5.

Community organizations include but are not limited to non-profit agencies, faith-based organizations, community-based organizations (CBOs), child care providers, higher education institutions, and businesses. **Note:** Businesses interested in activities that increase sales of healthy foods in communities that lack access to them should apply through the CPPW Business Incentive Program (more information is in Appendix 5 and at www.kingcounty.gov/health/cppw). Businesses interested in other eligible activities should apply through this RFP.

Organizations that receive CPPW funds (grantees) must be able to conduct the work described in this RFP and have the fiscal and contracting capacity to manage a CPPW award. Grantees must establish and maintain accounting and administrative controls to effectively manage this grant award. Requirements include financial stability, fiscal solvency, ability to provide separate reporting of CPPW funds, and staff to oversee the scope of work and comply with the contract.

4. Reducing Health Inequities

Public Health encourages Applicants to reduce health inequities by proposing activities that will increase healthy eating and active living among ethnic/racial groups, income groups and geographic communities most affected by obesity, poor nutrition and physical inactivity. Appendix 4 has more information about these health inequities.

Proposed activities should reduce inequities between these groups and more privileged groups. It is important to note that, in many cases, all members of a community can benefit from activities intended to reduce inequities.

The **focus communities for the RFP** are the geographic areas most affected by inequities: Auburn, Burien, Des Moines, Federal Way, Kent, Renton, Tukwila, SeaTac, White Center, and the Seattle communities of Southeast Seattle, Central Seattle and the Delridge area of Seattle.

The ethnic/racial groups most affected by inequities are: African-Americans (including African immigrants), American Indians and Alaska Natives, Latino/Hispanics, Pacific Islanders and immigrants.

People living in households with incomes less than 200% of the federal poverty level belong to the income group most affected by nutrition and physical activity health inequities.

5. Amount of Funds Available

The total amount available for awards to Applicants is up to \$6,750,000.

- Funding period: July 2010 - March 2012.
- No supplanting: Awards may not take the place of funding for existing activities.
- No extensions: Funds must be spent in the 20 month period.
- Indirect costs: The total requested amount must include indirect costs and cannot exceed the maximum award ceiling. Proposed budgets should include an indirect rate that is the smaller of the proposing agency’s federally negotiated indirect rate (FNIR) or 20%.

We intend to award at least half the funds to the focus communities described above. Remaining funds will support work in other parts of King County or county-wide activities.

Table 1. Approximate total funds and maximum award size by sector

Sector	Approximate total funds	Maximum award per organization
School districts	\$3,000,000	\$500,000
Local governments	\$1,875,000	\$300,000
Community organizations	\$1,875,000	\$300,000

Awards will vary in size

We expect that awards will vary in size from substantially smaller than the maximum up to the maximum. We expect to fund high quality proposals from Applicants from both smaller and larger organizations. In general, budgets must be reasonable in relation to the work proposed. We may negotiate budgets with successful Applicants before contracts are finalized.

Joint proposals may have higher maximums

Applicants who propose policy, system or environment changes in two or more jurisdictions may apply for up to twice the maximum award in Table 1. For example, an applicant proposing to work with several school districts may apply for up to \$1,000,000—two times the per-organization limit.

Proposals that require collaboration from two or more organizations in different sectors may apply for the sum of the sector maximums. For example, an applicant proposing to work with one or more organizations to coordinate policy changes in local government and schools may apply for up to \$800,000.

A coordinated proposal can be submitted as a single proposal with subcontractor(s) or a joint proposal with a designated lead organization. Applications proposing joint work must include letters of agreement indicating the roles of each organization and their desire to collaborate. A template for the letter of agreement is on page 19 of Section B. Detailed memoranda of agreement are not required for the proposal, although they may be required if a proposal is funded.

6. Definitions of Policy, Systems and Environment Changes

The focus of this RFP is on making policy, systems and environment changes. Appendix 6 contains definitions and examples of policy, systems and environment changes. We urge Applicants to review this appendix so that they understand these key terms.

7. Descriptions and Examples of Fundable Work

This RFP will support the following strategies for increasing healthy eating and active living:

Healthy eating

- Make healthy foods more available and unhealthy foods less available
- Change food prices so healthy foods cost less and unhealthy foods cost more
- Promote healthy food choices and advertise against unhealthy choices through local and small media campaigns, including videos, printed materials and social media / web 2.0

Active living

- Create more safe and convenient places for walking, biking and other physical activities in the community
- Increase opportunities for physical activity in schools
- Support kids in walking and biking to school using the Safe Routes to Schools approach (see www.saferoutes-wa.org for a description)

The following list describes eligible activities in line with these strategies. Public Health has identified primary activities as those that are most effective and best aligned with CPPW goals. Preference will be given to primary activities over secondary activities, but Applicants may choose what activities to propose. More details, including examples of these activities, are available in Appendix 2.

Applicants may propose an activity not on this list if: 1) it addresses an important community need, 2) there is convincing evidence that it will be effective and reach many people, and 3) it meets other review criteria. Applicants considering such an activity should contact Public Health before applying to make sure the activity is eligible for CPPW funding.

The policy, systems and environment change approach of CPPW is a new way of doing business. Instead of helping people one-by-one to improve their health, CPPW is trying to **change communities** so that it is easier for people to live healthy lives. More information about what types of activities a **community organization** might propose is contained in appendix 8. We urge community Applicants to review this appendix.

If you have questions about funding eligibility, contact Public Health at cppw@kingcounty.gov

A. School district policy, system or environment changes:

1. Primary activities:

- a. Promote nutrition standards for meals, snacks and competitive foods (foods not part of the school meal program).
- b. Implement vending machine nutrition guidelines/requirements.
- c. Develop and/or implement a Farm-to-Schools program at the school or district level (see www.farmtoschool.org and <http://agr.wa.gov/marketing/farmtoschool> for more information).
- d. Lower the cost of healthy items relative to less healthy items in cafeterias, vending machines, school stores and events.
- e. Participate in school-based media activities against unhealthy foods and drinks.
- f. Adopt and implement high-quality physical education (PE) standards/curricula (including daily PE), and train and certify PE teachers.
- g. Provide regular recess, especially before lunch, in grades K-8.
- h. Develop and/or implement a Safe Routes to Schools program at the school or district level.

2. Secondary activities:

- a. Support marketing of healthy items at schools (e.g., in cafeterias, vending and on-site stores).
- b. Make healthy foods affordable for school nutrition services by buying them through co-operatives with other districts, local governments and others.
- c. Establish joint use agreements between schools and parks, so that community members and students can access indoor and outdoor recreation facilities (see www.phlpnet.org/healthy-planning/products/joint_use_toolkit for more information on joint-use agreements).
- d. Implement State-level requirements for locating schools where students can walk and bike to school and communities can easily use school facilities.

B. Local government policy, system or environment changes:

1. Primary activities:

- a. Promote nutrition standards and procurement policies for food served to children in government-run or funded programs.
- b. Implement vending machine nutrition guidelines/requirements for machines at government sites.
- c. Explore the feasibility of a city tax on sugar-sweetened beverages.
- d. Incorporate healthy community elements in a city comprehensive plan (e.g., include municipal bicycle and pedestrian master plans as part of plan updates).
- e. Promote walking and biking through a “complete streets” approach in planning and/or zoning (see www.nplanonline.org/nplan/products/model-complete-streets-laws-and-resolutions for further information).
- f. Develop and/or implement a Safe Routes to Schools program in collaboration with a school or school district.

2. Secondary activities:

- a. Change zoning and/or permitting policies to encourage healthy food retail locations near schools and in underserved neighborhoods (including healthy food stands and trucks).
- b. Change zoning policies to locate fast food retailers farther from middle and high schools.
- c. Establish joint use agreements between schools and parks, so that community members and students can access indoor and outdoor recreation facilities.
- d. Help adopt and implement State standards for minimum play space, equipment, and duration of play in government-run or funded children’s programs.
- e. Change park and recreation department policies to increase low-income and minority racial/ethnicity access to culturally appropriate physical activity programs.

C. Community organization policy, system or environment changes:

1. Primary activities:

- a. Use community organizing and small media/social media activities to mobilize community members in support of CPPW policy change objectives at local, state and federal levels.
- b. Partner with schools and local government to engage community members in systems changes (e.g., Safe Route to Schools).
- c. Provide expert technical support to schools and local governments making policy and systems changes (e.g., an organization with expertise in urban planning could help a local government develop a complete streets policy).
- d. Promote nutrition standards for meals, snacks and competitive foods in childcare and children’s programs.
- e. Implement nutrition guidelines/requirements for vending machines located in community organizations.
- f. Partner with food retailers who offer healthy foods—such as corner stores, street vendors, groceries (including those supported by the CPPW Business Incentive Program)—to market the healthy foods and retailers to community residents.

2. Secondary activities:

- a. Help immigrant and low-income people grow food in their communities and sell it to local food retailers by locating land and providing tools and technical assistance.
- b. Buy food for meals and snacks in schools, childcare and public housing through cooperatives.
- c. Adopt and implement State standards for minimum play space, equipment and duration of play in children’s programs.

Funds may not be used for media activities focused on general education or behavior change. Applicants must use media to promote CPPW policy, systems and environmental changes.

Work that is not eligible

The following types of activities are **not** eligible for funding under this RFP:

- Epidemiological projects
- Research studies
- Capital projects

- Construction projects
- Direct client services and education
- Provision of health care services

One-on-one education and services and community education are **not** a focus of this RFP, even though they are important for improving the health of communities and will continue to be part of Public Health’s work. Direct services and programs are not eligible for funding unless they are one-time activities necessary for implementing policy, systems or environment change; for example:

- Community education and outreach to mobilize support for policy change
- Creating local interest in new sources of healthy food created by CPPW in the community

8. Coordination of Activities to Increase Efficiency and Impact

Coordination among Applicants

Applicants may apply individually or in coordination with each other. Coordination means that two or more organizations agree to a shared work plan that clearly defines roles and deliverables for each organization and identifies the lead organization accountable to Public Health for successful project implementation. The lead organization can serve as the fiscal agent and issue subcontracts to other participating organizations, or it may serve as the coordinating agency with each participating organization having an individual contract with Public Health.

Some of the changes recommended above, such as implementing Safe Routes to School programs, are only possible through collaborative efforts. Coordination is not an eligibility requirement. But we encourage coordinated activities across several organizations to increase value, reach and impact—all of which are important application scoring criteria.

Applicants proposing coordinated work must describe the relevant partnership(s) in either a joint application or a set of individual applications. Public Health may ask to delete selected components of a joint application. For sets of individual applications, each will be judged on its own merits and some applications may be funded while others may not.

Coordinated proposals must provide letters of agreement clearly describing roles and responsibilities of all parties, the name of the lead organization or fiscal agent, and project governance. Formal memoranda of understanding are not required at this stage. Applicants with subcontracts must identify all subcontractors.

Note that the award maximums in Section 5 apply to coordinated activities.

Coordination can take place in three ways:

- Within a single community across sectors
- Within a single sector across communities
- Through an integrated set of activities implemented by multiple organizations

Within a single community across sectors: “Sectors” refers to school districts, community organizations, departments of local government (e.g., parks, transportation, planning, etc.) and businesses. For example, a parks department and school district could partner to implement a joint use agreement; or schools, local governments and community organizations could develop a vending machine nutrition policy and partner with a business to provide healthy items that meet policy standards.

Within a sector and across communities: Several organizations from different communities within one sector could coordinate. For example, multiple parks departments or school districts from different cities could work together to implement similar activities.

Integrated set of activities implemented by multiple organizations: Several organizations could collaborate to achieve a shared goal, with each organization responsible for implementing one or more activities. Here are several such opportunities (others may be suggested by Applicants):

Improve access to healthy foods

- a. Implement nutrition standards for childcare sites and schools
- b. Implement vending machine standards
- c. Increase availability and sales of healthy foods
- d. Lower the price of healthy foods relative to unhealthy foods in schools, worksites, vending machines, etc.
- e. Promote healthy foods and drink choices through traditional and social media
- f. Help immigrant and low income people grow food to sell to local retailers

Reduce consumption of sugar-sweetened drinks

- a. Reduce availability in worksites, schools, child care, youth programs and public buildings
- b. Reduce availability in vending machines
- c. Make sugar-sweetened drinks more expensive relative to healthier drinks in cafeterias, restaurants, stores, etc.
- d. Eliminate such drinks from government procurement contracts
- e. Creative counter-advertising

Promote walking and biking

- a. City planning to create walking- and biking-friendly streets, trails and other environments
- b. Safe Routes to Schools

All Applicants must be willing to work with other funded organizations. Public Health will review applications for opportunities to promote collaboration and may ask Applicants to work together as a condition of funding.

Coordination across tobacco and obesity initiatives

The RFP process for these two initiatives is independent. Public Health will review tobacco and obesity applications to look for synergies, efficiencies and opportunities for coordination. We will discuss relevant possibilities with Applicants during budget negotiations.

9. Additional Deliverables and Expectations of Grantees

Work collaboratively and receive technical assistance

Policy, systems and environment change can be challenging. Grantees must work in partnership with Public Health during the funding period. Grantees will meet regularly with Public Health staff to discuss progress and make adjustments as needed. Grantees will also receive technical assistance from Public Health staff and from contractors with special policy or legal expertise, such as the [Prevention Institute](#) and [Public Health Law & Policy](#).

Participate in the CPPW Coalition

The CPPW Coalition will focus on systems and environment issues in King County that affect HEAL and tobacco policy. Grantees must join the coalition and participate in a work group. Other organizations, coalitions, individuals or groups working on obesity, nutrition, physical activity or tobacco prevention may also participate. Grantees must spend at least four hours a month participating in coalition activities and this time may be included in the proposal budget. The coalition will meet quarterly.

Advocate for initiative-wide policy and systems change

The CPPW initiative's ability to produce policy and systems change largely depends on its capacity to effectively mobilize community groups to bring the CPPW perspective to decision-makers at appropriate times. CPPW will develop tools - such as a web-based rapid response system and timely email notification of advocacy opportunities - to help grantees mobilize their constituents and partners accordingly. Mobilization may include activities such as writing letters or email messages, visiting decision-makers and participating in hearings. CPPW funds cannot be used for lobbying, and grantees will receive training to clearly distinguish lobbying from other advocacy activities.

Participate in other initiative-wide activities

Grantees will be expected to participate in initiative-wide activities, such as an annual Prevention Summit and a grantees' network (including periodic meetings).

Participate in CPPW evaluation activities

Grantees must name a point of contact for evaluation activities. Evaluation will focus on how well the policy, systems, and environment changes are planned and implemented. Grantees will help develop measures related to outcomes and goals specific to their funded project. CPPW evaluators will provide ongoing technical support, including a post-award evaluation meeting in summer 2010. Grantees must provide information—such as checklists, interviews or surveys—to help evaluate their activities and their costs. Some funded projects may be asked to assess longer-term outcomes and/or be part of an in-depth case study.

Report how CPPW funds are spent

Grantees must have a financial system that is able to prepare reports and separate CPPW funds from other organization expenses.

10. Submitting the Application

Technical assistance: Two bidders' conferences on May 17 and May 18, 2010 will answer applicant questions and provide technical assistance. Applicants may request technical assistance by email anytime up until 5 p.m. on May 18, 2010. Please send your questions to Jeffrey Brown, Contract Officer, at cppw@kingcounty.gov. Answers will be posted to a list of frequently asked questions (FAQs) on the department's CPPW website, www.kingcounty.gov/health/cppw.

Proposal submission: Proposals must be submitted by email or in hardcopy and received by 5:00 pm on Thursday, June 3, 2010 to Jeffrey Brown, Contracts, Procurement and Real Estate Services (CPRES), 401 5th Ave, Suite 1300, Seattle, WA 98104. Applications received after the deadline will be returned without review.

Standard Criteria

1. Application must be typewritten, double-spaced, and use 12-point unrounded Arial font.
2. Use the forms in Section B to complete your application:
 - Application Form
 - Budget Form
 - Budget Narrative
 - Letter(s) of Agreement (up to five letters with important partners)
3. Include attachments, if applicable
 - Evidence of policy readiness (not to exceed 20 pages)
4. Include signed agreement with contracting requirements and with conditions of participation
5. Submit via email to cppw@kingcounty.gov or in hardcopy with one original and four copies of the application.
6. Completed applications must be received by Public Health before 5:00 PM on June 3, 2010. Late applications will not be considered.

The application, including instructions and attachments, may be downloaded at the Public Health CPPW web site: www.kingcounty.gov/health/cppw.

11. RFP Review Process

The review process will consist of the following steps:

1. Public Health staff will screen proposals for eligibility, completeness and technical requirements, such as page limits.
2. Panels of experts will review proposals, score them based on quality, and recommend full, partial or no funding.
3. Public Health staff will assemble a set of funded proposals. The selection will be based on scoring, achieving an effective and integrated mix of activities, allocating at least 50% of funds to focus communities, and other relevant factors. We may also identify partnerships and coordination needed in order to receive funding.
4. The Public Health Director will authorize the award of contracts.

5. Public Health will notify each applicant of the decision about its application.

The review process will follow the King County Code of Ethics. Public Health staff and reviewers with potential conflicts of interest will not participate in scoring or selecting the affected proposals.

Public Health staff or the expert panels may determine that the approved proposals do not fully address the goals of the CPPW initiative. We may try to fill any gaps by requesting changes to submitted proposals or seeking additional proposals.

12. General Guidelines

CPPW services shall be provided to King County in accordance with the following and the attached instructions, requirements, and specifications.

Submittal: King County requires the Applicant to sign and return page 2 of this Request for Proposal (RFP). The Applicant shall provide *one unbound original* and *four (4) copies* of the Application package, including all attachments, for *five (5) items* total. The original in both cases shall be *noted* or *stamped* "Original". Proposals may also be e-mailed.

Pre-Proposal Conferences: Two (2) conferences to discuss questions related to both of these RFPs shall be held at the following times and locations.

- Conference #1: Monday, May 17, 2010, at 1:30 PM in the Duwamish & Nisqually Rooms at Puget Sound Educational Service District, 800 Oakesdale Avenue Southwest, Renton, WA 98188.
- Conference #2: Tuesday, May 18, 2010, at 1:30 PM in the Bertha Knight Landes Room at Seattle City Hall, 600 Fourth Avenue, Seattle, WA 98104.

Questions: After the Pre-Proposal Conferences, Applicants will be required to submit any further questions in writing prior to the close of business **Tuesday, May 25, 2010**, in order for staff to prepare any response required to be posted as an Addendum to this RFP. Questions are best received and most quickly responded to when sent via e-mail directly to the CPPW email address, cppw@kingcounty.gov.

GENERAL INFORMATION

- A. King County is an Equal Opportunity Employer and does not discriminate against individuals or firms because of their race, color, creed, marital status, religion, age, sex, national origin, sexual orientation, or the presence of any mental, physical or sensory handicap in an otherwise qualified handicapped person.
- B. All submitted proposals and evaluation materials become public information and may be reviewed by appointment by anyone requesting to do so at the conclusion of the evaluation, negotiation, and award process. This process is concluded when a signed contract is completed between King County and the selected Contractor. Please note that if an

interested party requests copies of submitted documents or evaluation materials, a standard King County copying charge per page must be received prior to processing the copies. Public Health will not make available photocopies of pre-printed brochures, catalogs, tear sheets or audio-visual materials that are submitted as support documents with a proposal. Those materials will be available for review at Public Health Contract, Procurement, and Real Estate Services.

- C. No other distribution of proposals will be made by the Applicants prior to any public disclosure regarding the RFP, the proposal or any subsequent awards without written approval by King County. For this RFP, all proposals received by King County shall remain valid for ninety (90) days from the date of submittal. All proposals received in response to this RFP will be retained.
- D. Proposals shall be prepared simply and economically, providing a straightforward and concise but complete and detailed description of the Applicant's abilities to meet the requirements of this RFP. Fancy bindings, colored displays and promotional materials are not desired. Emphasis shall be on completeness of content.
- E. King County reserves the right to reject any or all proposals that are deemed not responsive to its needs.
- F. In the event it becomes necessary to revise any part of this RFP, addenda shall be created and posted at the CPPW web site. Addenda will also be conveyed to those potential submitters providing an accurate e-mail address.
- G. King County is not liable for any cost incurred by the Applicant prior to issuing the contract.
- H. A contract may be negotiated with the Applicant whose proposal would be most advantageous to King County in the opinion of Public Health, all factors considered. King County reserves the right to reject any or all proposals submitted.
- I. The contents of the proposal of the selected Applicant shall become contractual obligations if a contract ensues. Failure of the Applicant to accept these obligations may result in cancellation of their selection.
- J. A contract between the selected Contractor and Public Health shall include all documents mutually entered into specifically including the contract instrument, the original RFP as issued by Public Health, and the response to the RFP. The contract must include, and be consistent with, the specifications and provisions stated in the RFP.
- K. News releases pertaining to this RFP, the services, or the project to which it relates, shall not be made without prior approval by, and then only in coordination with, Public Health.
- L. King County agencies' staffs are prohibited from speaking with potential Applicants about the project during the solicitation.

Please direct all questions to:

Jeffrey Brown
(206) 263-8744
cppw@kingcounty.gov

or

Andrew Burns
(206) 263-8743
andrew.burns@kingcounty.gov

NOTE: Documents and other information are available in alternate formats for individuals with disabilities upon advance request.

- M. If a contract is awarded based on this RFP, the contract period will be for **no longer than twenty (20) months** from the start date of the contract, or until allowable by the federal grantor.
- N. Washington State Public Records Act (RCW 42.56) requires public agencies in Washington to promptly make public records available for inspection and copying unless they fall within the specified exemptions contained in the Act, or are otherwise privileged.
- O. Proposals submitted under this RFP shall be considered public documents and with limited exceptions proposals that are recommended for contract award will be available for inspection and copying by the public. King County may request an electronic copy of your proposal response at a later time for this purpose. This copy may be requested in MS Word format, and delivered either by e-mail or directly delivered on CD.

If a Applicant considers any portion of his/her proposal to be protected under the law, the Applicant shall clearly identify on the page(s) affected such words as “CONFIDENTIAL,” “PROPRIETARY” or “BUSINESS SECRET.” The Applicant shall also use the descriptions above in the following table to identify the affected page number(s) and location(s) of any material to be considered as confidential (attach additional sheets as necessary). If a request is made for disclosure of such portion, the County will determine whether the material should be made available under the law. If the material is not exempt from public disclosure law, the County will notify the Applicant of the request and allow the Applicant ten (10) days to take whatever action it deems necessary to protect its interests. If the Applicant fails or neglects to take such action within said period, the County will release the portion of the Proposal deemed subject to disclosure. By submitting a Proposal, the Applicant assents to the procedure outlined in this paragraph and shall have no claim against the County on account of actions taken under such procedure.

Type of exemption	Beginning Page / Location	Ending Page / Location

- P. Applicants are urged to use recycled/recyclable products and both sides of paper for printed and photocopied materials, whenever practicable, in preparing responses to this RFP.
- Q. During the solicitation process, King County strongly discourages the transmittal of Company information, brochures, and other promotional materials, other than address, contact and e-mail information, prior to the due date of proposals. Any pre-packaged material received by a potential Applicant prior to the receipt of proposals shall not be reviewed by the County.

KING COUNTY CONTRACTING OPPORTUNITIES PROGRAM

a. The purpose of the King County Contracting Opportunities Program is to maximize the participation of Small Contractors and Suppliers (SCS) through the use of rating points in the award of King County competitively bid contracts for the acquisition of technical services. The program is open to all firms that are certified as an SCS by King County's Business Development and Contract Compliance Office.

b. A "Small Contractor or Supplier" (SCS) means that a business and the person or persons who own and control it are in a financial condition, which puts the business at a substantial disadvantage in attempting to compete for public contracts. The relevant financial condition for eligibility under the Program is set at fifty percent (50%) of the Federal Small Business Administration (SBA) small business size standards using the North American Industrial Classification System (NAICS), and an Owners' Personal Net Worth less than \$750K dollars.

c. A "Certified Firm" means a business that has applied for participation in King County's Contracting Opportunities Program, and has been certified as an SCS by the King County Business Development and Contract Compliance (BDCC) office. Information about becoming a Certified Firm, as well as a list of Certified Firms, may be obtained by visiting the King County's Contracting Opportunities Program Website address: <http://www.kingcounty.gov/exec/BusinessDev/contractingopps.aspx> (you may search SCS firms by accessing the "SCS Directory" tab on the left side of the screen) or contacting the BDCC office at (206) 205-0700.

d. In the evaluation of proposals, five points will be allotted for SCS participation. King County will count only the participation of SCSs that are certified by King County at the date and time of proposal submittal. After tabulation of the selection criteria points of all prime submitters, **five (5) points** shall be added to the score of all proposals that meet at least one of the two following sub-criterion:

1. If the Prime submitter who is an SCS firm and includes the SCS certification number on page one of this submittal is eligible to receive the maximum points for this criterion.
2. If the Prime submitter is not an SCS but will use SCSs for at least 5% of the total contract labor hours in the work to be performed in this contract, and who complete the following table and include it in their proposal submission:

SCS Certification Number	Sub-Consultant Name	Contact Name / Phone	Work to be performed	Percentage of Total Hours

N. SCS participation shall be counted only for SCSs performing a commercially useful function according to custom and practice in the industry. A commercially useful function is defined as a specific scope of work for which the SCS has the management and technical expertise to perform using its own workforce and resources.

INSURANCE

The selected Contractors shall furnish, at a minimum, Commercial General Liability, to include Products and Completed Operations, in the amount of \$1,000,000 combined single limit; \$2,000,000 aggregate. In addition, evidence of Workers' Compensation and Stop-Gap Employer's Liability for a limit of \$1,000,000 shall be provided.

Such policy/policies shall endorse King County, and its appointed and elected officials, officers, agents and employees as additional insureds.

King County reserves the right to approve deductible/self-insured retention levels and the acceptability of insurers.

BID PROPOSAL CHECKLIST

- A. One (1) signed copy of Agency Information Submission page.
- B. One (1) unbound copy of proposal response marked "Original."
- C. Four (4) copies of Application package, including all attachments.

SUMMARY OF CONTRACT TERMS AND CONDITIONS

The following summary outlines the contract template that King County will use as the basis for contracts with grantees. We provide it in order to inform applicants of the expected terms and conditions required by the County. The County does not encourage deviations from the terms and conditions contained in the Contract. Requests for changes or modifications could create delays in the contracting process with the selected Contractor, and may result in the cancellation of negotiations with a Applicant.

This summary is being provided for informational purposes only.

Summary of King County Contract for ARRA/CPPW Grant Services – 2010

- I. **Incorporation of exhibits:** Scope of work, budget, invoice form, special conditions for Communities Putting Prevention to Work contracts, insurance documentation, and reporting requirements.
- II. **Term and termination:** Indication of Contract start and end dates. The Contract may be terminated by either party for any reason with 30 days advance written notice. The County may terminate all or part of the Contract with 7 days advance written notice if any Contract requirement is: 1) breached by the Contractor, or 2) found to be illegal or unfeasible. If the County terminates due to Contract breach, the Contractor is liable for damages. If actions of the Contractor cause the Contract to be terminated, the County is immediately due any unspent or misused funds previously paid to the Contractor. If funding is withdrawn, the County will end the Contract, paying only for services provided up to the date of termination and releasing the Contractor from all further obligation. If funding ends at the close of a funding appropriation year, the Contract will also end at that time.

- III. **Compensation and method of payment:** The Contractor will provide invoices within 15 working days after each reporting period. The County will provide payment on complete, accurate invoices within 10 days. If the Contractor does not submit the final invoice and all outstanding reports within 30 days of the Contract end date, no further payment will be due. The Contractor will request prior approval from the County for funds transfers of more than 10% between budget categories listed in the budget exhibit.
- IV. The Contractor will maintain an **internal control and accounting system** that complies with applicable standards.
- V. The Contractor certifies that it and its subcontractors are not presently **debarred, suspended, or proposed for debarment** by any Federal department or agency.
- VI. **Maintenance of records/evaluations and inspections:** The Contractor will maintain any records needed for proper accounting, including employment records and documentation related to subcontractors. The Contractor will keep these records for at least 6 years after the Contract ends and allow the County to review them, providing assistance and access as needed. The County will provide advance notice of fiscal audits. The Contractor agrees to cooperate with performance evaluations and to protect information related to this Contract from unauthorized disclosure.
- VII. The Contractor will **comply with the Health Insurance Portability and Accountability Act of 1996 (HIPAA)**.
- VIII. **Audits:** The Contractor is required to comply with any audit or review requirement imposed on the County. Certain requirements affect non-profit Contractors or sub-contractors expending at least \$500,000 in federal funds annually, including having an independent audit that complies with federal standards and providing an audit report (including any relevant corrective action plan) within 6 months of their fiscal year end. For-profit and non-profit Contractors receiving at least \$100,000 in County funds must provide a fiscal year financial statement prepared by an independent certified public accountant or accounting firm within 6 months of their fiscal year end.
- IX. **Corrective action:** In cases of contract breach by the Contractor, the County will describe the breach in writing, allowing the Contractor 3 working days to respond with a corrective action plan that includes a completion date no more than 10 days after the response. The Contractor will be notified in writing whether or not the plan is sufficient, which is solely at the County's discretion. Insufficient responses or plans may result in Contract termination. The County may stop payment and/or cease incurring further charges until the corrective action is complete.
- X. Both parties agree to good faith **dispute resolution** and will uphold any Contract responsibilities during the process.
- XI. **Hold harmless and indemnification:** Both parties will hold each other harmless in the case of one party's negligence. The Contractor is operating independently, not as an employee of

the County, which cannot be made to pay wages, taxes, etc. on the Contractor's behalf. The Contractor may make no claim of career service to the County.

- XII. **Insurance requirements:** The Contractor will maintain and pay for applicable insurance during the Contract period. Failure to comply with these requirements is a breach of Contract. These insurance requirements do not constitute assessment of risk or limit any coverage afforded by applicable policies.

Other provisions: No requirement of this Contract waives or removes any rights otherwise held by either party or changes how any other Contract provision is applied. Certain obligations, such as indemnification, persist after the Contract ends. The Contractor will get written consent from the County before subcontracting any part of this Contract. The Contractor and any subcontractors will comply with all applicable local, state, and federal laws, and no partisan political activity will make use of any resources related to this Contract. The Contractor confirms it has no conflict of interest with the County, and the County assumes no obligation to support Contractor's activities except as described in the Contract. Any patented or copyrighted material resulting from the Contracted project belong solely to the County, which agrees to grant the Contractor a royalty-free license. All notices related to this Contract must be in writing, including any Contract changes agreed to by both parties. This Contract will be interpreted per Washington State law, with the King County Superior Court providing jurisdiction for any legal action. **Funds for these contracts are provided through the Communities Putting Prevention to Work grant from the Centers for Disease Control and Prevention, and are issued through the American Recovery and Reinvestment Act of 2009. Contractors will be responsible for requirements contained in this Act.**