

Fund for Public Health in New York 

www.fphny.org

REQUEST FOR PROPOSALS

*Partnership for a Healthier New York City
Neighborhood Contractors*

Release Date: November 19, 2012

Proposals Due Date: December 17, 2012 at 3:00pm

INTRODUCTION

In September 2011, the New York City Department of Health and Mental Hygiene was awarded Community Transformation Grant (CTG) funding from the Centers for Disease Control and Prevention, to support an integrated set of complementary, evidence-based activities to bring about environmental, program, and infrastructure changes that improve health outcomes by preventing the leading causes of death and disability. Through the CTG initiative funding, FPHNY has established a citywide partnership, the [Partnership for a Healthier New York City](#) (the Partnership), and borough-based coalitions, coordinated by Borough Lead Organizations. The purpose of this Request for Proposals (RFP) is to seek proposals from organizations to participate and engage in the work of these coalitions in order to advance the work of NYC's CTG.

The Partnership, formed in early 2012, seeks to better educate community members and key stakeholders about healthy eating, active living, and alcohol and tobacco control issues. The Partnership brings together existing coalitions and organizations involved in tobacco control and obesity prevention and control efforts and seeks to build capacity to prevent alcohol-related problems. In March 2012, five organizations were selected through a competitive process to become Borough Lead Organizations for the community transformation work. These organizations are:

Brooklyn:	Bedford Stuyvesant Restoration Corporation
Bronx:	Institute for Family Health
Manhattan:	Mt. Sinai School of Medicine
Queens:	Make the Road New York
Staten Island:	Staten Island Partnership for Community Wellness

The Partnership coordinates citywide efforts to implement environmental changes to advance CTG objectives and supports neighborhood partners citywide by establishing borough-level infrastructure that aims to create both citywide and neighborhood changes to improve health and reduce health disparities in high need areas.

The Partnership, the Borough Lead Organizations, the borough-wide coalitions and neighborhood organizations selected through this RFP, will work collectively to support the advancement of environmental, infrastructure and systems changes aligned with NYC CTG objectives:

1. Working to increase the availability of healthy foods, decrease the availability and promotion of unhealthy foods and sugary drinks across multiple venues impacting community members (i.e. food retail venues, work places, community organizations).
2. Working with community organizations to improve community awareness of the health consequences of underage and excessive drinking.
3. Improving community awareness and compliance with existing tobacco-related laws and regulations, and promoting voluntary adoption of smoke-free policies to reduce tobacco use and exposure to secondhand smoke.
4. Working with community organizations, local businesses, City agencies and other stakeholders to increase opportunities for physical activity among residents by making such opportunities safe, appealing and accessible.

PROJECT OVERVIEW

In this Request for Proposals, the Fund for Public Health in New York (FPHNY), on behalf of the Partnership including the Borough Lead Organizations will grant up to a total of \$300,000 to no more than 30 qualified organizations to serve as a Neighborhood Contractors, with a maximum award of \$10,000 per domain area to any single organization, to support and advance the agenda defined above.

Our intention is to fund at least one Neighborhood Contractor per domain per Borough. A single organization cannot be awarded more than two contracts under this RFP. Activities will consist of implementing evidence-based interventions to address the agenda described above and will be awarded on an annual basis. Awards will be made competitively through this RFP and a reapplication may be submitted annually based on contractor performance and the availability of funds. Awards in subsequent years are not expected to be greater than \$10,000 for a 12 month workplan. Applicants responding to this RFP must indicate the borough and zip code(s) for which they are applying; the zip code selected should reflect the zip code(s) - as proxy for neighborhood(s) - in which the organization has the most developed base (defined by a physical presence, constituency in the neighborhood, and strong network of support within the neighborhood) and demonstrated environmental change experience. Additional consideration will be given to organizations who apply in zip code(s) outside of the Borough Lead Organization's coverage area. The coverage area for the Borough Lead Organizations is listed in section 1.4.

The Partnership staff, in collaboration with the Borough Lead Organizations, will support the Neighborhood Contractors throughout the contract period. Technical assistance will also be provided by the New York City Department of Health and Mental Hygiene (DOHMH).

BACKGROUND

With a population of 8.4 million, New York City (NYC) is the nation's largest city. It is characterized by great need and widespread disparities in health. Obesity, physical inactivity, poor nutrition, tobacco use, and underage and excessive alcohol consumption contribute to poor health status and drive disparities.

Domain Areas:

- **OBESITY:** Obesity is the primary modifiable risk factor for type 2 diabetes and is a risk factor for heart disease, stroke, arthritis, and some cancers. It has been rising rapidly in NYC, from 18% among adults in 2002 to 23% in 2009. NYC children are more likely to be obese compared to their peers nationwide (21.3% vs. 19.6%). The rate is even higher in high need areas of NYC, where 24.2% of children and an estimated 30% of adults are obese (BMI >30).
 - **PHYSICAL INACTIVITY:** Physical inactivity contributes to one in eight deaths annually among New Yorkers aged 30 and older from cardiovascular disease (including heart disease and stroke), cancer, and diabetes— an estimated 6,300 deaths a year. More than 25% of New Yorkers and 32% of low-income residents report having no leisure-time physical activity in the last 30 days.
 - **NUTRITION:** Twenty percent of New Yorkers in high need neighborhoods surveyed report eating no fruits or vegetables the previous day, compared to 11% in other NYC neighborhoods. Only 11%—and only 6% of residents in the lowest income neighborhoods—report having eaten five or more servings of fruits or vegetables in the previous day. Sugary drink consumption is higher in high-need neighborhoods with 44% of adults report consuming one or more sugary drinks on an average day as compared to 29% of adults living in middle and high income neighborhoods
- **TOBACCO USE:** Although the number of smokers in NYC has declined over the past decade, 14% of adults (850,000) and 8.4% of high school students (18,000) currently smoke. Smoking remains the leading cause of preventable death, killing more than 7,000 New Yorkers annually. Smoking and exposure to secondhand smoke increase the risk of heart and respiratory diseases, a number of cancers, and sudden infant death syndrome.

- **ALCOHOL USE:** From 2003 to 2009, alcohol-related emergency department visits doubled for underage New Yorkers, and one in ten hospitalizations for all ages are alcohol-related. Fifteen percent of adult New Yorkers report heavy drinking and 11% report binge drinking. Alcohol is associated with approximately 46% of homicides, 26% of deaths from accidents and poisoning, and 28% of motor vehicle-related deaths in NYC each year. More than one in four (27%) underage New Yorkers (12-20 years) report drinking alcohol in the past month. Among these underage drinkers, more than half (52%) report binge drinking—consuming five or more alcoholic drinks on one occasion in the past month—and 10% report regular heavy drinking. Among full-time college students under 21, the proportion who reported drinking in the past month increased from 45% in 2002-2005 to 57% in 2005-2008.

*Please see Appendix A: **Tobacco, Alcohol, Healthy Eating and Active Living Variables, Borough and Neighborhood Specific** for additional data and information.*

Environmental change strategies are gaining in recognition and appeal as cost-effective approaches for population health improvement. There is growing interest in using approaches that impact the environment thereby affecting the choices individuals make and the opportunities they have. Examples include ensuring access to fruits and vegetables via Green Carts, promoting voluntary adoption of smoke-free housing policies, and increasing the number of bike lanes.

1.1 ELIGIBILITY CRITERIA

Eligible applicants must be an organization with a physical presence in and demonstrated ties with the zip code(s) – as proxy for neighborhood(s) - for which they are applying, and be in good standing with the federal government, the State of New York, and the City of New York. Applicant organizations must have experience in community education and engagement activities, a demonstrated commitment to environmental change strategies and a strong network in their selected neighborhood(s). Individuals are not eligible to apply.

Each grantee organization will be expected to submit a work plan which clearly describes their planned activities.

1.2 SUMMARY SCOPE OF SERVICE AND PROJECT TIMELINE

Neighborhood Contractor Responsibilities:

Successful grantees will partner with the Partnership and their respective Borough Lead Organization to advance the stated objectives in alignment with NYC CTG goals. As part of their responsibilities, Grantees will:

- Participate actively in a coordinated and comprehensive environmental change educational initiative to advance prevention-focused health strategies in NYC;
- Work to support an integrated set of complementary, evidence-based activities to bring about environmental, infrastructure and systems changes.
- Participate in their Borough-level coalition, as coordinated by the Borough Lead Organization
- Manage the awarded grant funds effectively and efficiently, and meet all grant reporting and fiscal management requirements. Selected Neighborhood Contractors must implement fiscal management procedures to track and monitor expenditures separate from other funding streams. Selected organizations will be held responsible for meeting reporting criteria and timelines as provided by the Partnership and FPHNY.
- Schedule a start-up site visit with Partnership staff and the Borough Lead Organization by March 15, 2013.

Neighborhood Contractors Strategies

Below is the list of neighborhood contractor strategies by domain. For information on evidence-based activities, consult resources including the Centers for Disease Control and Prevention, Robert Wood Johnson Foundation, and Institute of Medicine. Each proposal should address one (1) domain area. Organizations may submit applications for more than one domain area; however, selected organizations will be awarded no more than two (2) contracts. The intention is to fund at least one neighborhood contractor per domain per borough.

Healthy Eating:

- In collaboration with the Borough Lead Organization for the Neighborhood Contractor applicant's borough, work to develop and implement evidence-based/evidence-informed, environmentally impactful and scalable projects that will result in the availability of healthier food options and reductions in unhealthy foods/beverages and/or portion sizes to a significant portion of the neighborhood's residents.

Alcohol:

- In collaboration with the Borough Lead Organization for the Neighborhood Contractor applicant's borough, engage at least 10 community stakeholders (schools, youth groups, faith-based institutions, etc.) to facilitate learning and discussion about alcohol and its impact on their communities.

Tobacco:

- In collaboration with the Borough Lead Organization for the Neighborhood Contractor applicant's borough and the NYC Coalition for a Smoke Free City, work with property managers, tenants, and others on adoption of voluntary smoke-free policies by housing entities reaching one (1) to two (2) multi-unit buildings (containing a minimum of 30 units total).

Active Living:

- In collaboration with the Borough Lead Organization for the Neighborhood Contractor applicant's borough, actively support at least one built environment project to improve active recreation opportunities, active transportation and/or stair use/active movement through buildings.

Additional activities a Neighborhood Contractor may incorporate into the workplan in support of the stated objectives and strategies include:

- Meet with key stakeholders (including non-traditional partners) to provide education and bring about environmental, infrastructure and systems changes.
- Include project initiative information in regular member updates and encourage other organizations to become involved in the work.
- Draft and work to place letters to the editor to provide education about the effect of environmental factors on health and disseminate information about evidence-based strategies to address health.
- Include information about CTG work in social media outlets.

Additional responsibilities in support of the stated objectives and strategies include:

- Attend regular borough-level coalition meetings run by the Borough Lead Organization for the contractor's borough.
- Participate in calls with Partnership staff, Borough Lead Organizations, and other Neighborhood Contractors.

- Submit quarterly reports to the Partnership detailing progress on activities.
- Submit invoices and necessary documentation quarterly for contract payment.
- Participate in all mandatory meetings and trainings.

1.3 THE PARTNERSHIP FOR A HEALTHIER NEW YORK CITY'S RESPONSIBILITIES:

The Partnership will coordinate and ensure the implementation of the objectives and strategies previously stated. Partnership staff will provide the following to all grantees:

- Connection to other funded entities and Partnership members
- Data related to tobacco use, secondhand smoke exposure, food and beverage consumption, obesity and overweight, underage and excessive alcohol consumption, and knowledge and attitudes regarding various food, alcohol and tobacco education strategies.
- Technical assistance, as needed, related to project activities and grant reporting

1.4 BOROUGH LEAD ORGANIZATION RESPONSIBILITIES

The Borough Lead Organizations were selected through a competitive request for proposal process in March 2012. Within each borough, the Neighborhood Contractors will be supported by the following Borough Lead Organization activities:

- Convene a borough-level coalition focusing on the Partnership's objectives and addressing all four domains
- Coordinate regular calls (at least twice per month) with all Neighborhood Contractors funded in their borough
- Disseminate materials developed by the Borough Lead Organizations and the Partnership for use/rebranding by the Neighborhood Contractors
- Coordinate with selected Neighborhood Contractors toward implementation of borough-wide strategies

The coverage area (by zip code) for each of the borough lead organizations is:

[Institute For Family Health](#) (Bronx): 10452, 10453, 10456, 10457

[Bedford Stuyvesant Restoration Corporation](#) (Brooklyn): 11201, 11203, 11205, 11206, 11207, 11208, 11209, 11210, 11211, 11212, 11213, 11215, 11216, 11217, 11218, 11221, 11223, 11224, 11225, 11226, 11229, 11230, 11231, 11233, 11234, 11235, 11236, 11237, 11238

[Mt. Sinai School of Medicine](#) (Manhattan): 10029

[Make the Road New York](#) (Queens): 11101, 11102, 11103, 11104, 11105, 11106, 11109, 11368, 11369, 11370, 11372, 11373, 11377, 11378

[Staten Island Partnership for Community Wellness](#) (Staten Island): 10301, 10306, 10310, 10314

1.5 CONTRACT TERM AND QUARTERLY SCHEDULE OF ACTIVITIES

The contract term will be from February 4, 2013 to September 29, 2013. Grantees will be expected to complete particular activities. A draft work plan must be submitted as part of the application package. The final work plan will be developed in consultation with Partnership staff, the respective Borough Lead Organization, and DOHMH. The work plan with quarterly activities will be part of the contract.

1.6 REPORTING REQUIREMENTS

The grantee will be required to submit quarterly electronic program and fiscal reports to reflect activities, milestones and expenditures, using the reporting format specified by the Partnership and the FPHNY. The eight-month work plan will be finalized as part of the contract execution. Grantees will be expected to submit documentation to the Partnership to demonstrate completion of contract deliverables. A final

project report will be due within 30 days of the contract end date. Quarterly performance reviews between the Neighborhood Contractor and the Partnership will be required to gauge progress on the work plan and contract deliverables. Contract continuance throughout the specified contract period will be based upon contractor performance and progress in meeting contract goals. The selected grantee will be subject to all specified federal reporting requirements.

2.1 APPLICATION TIMELINE

The deadline for submission is **Monday, December 17, 2012 by 3:00pm**. *Proposals must be submitted via electronic mail. Late proposals will not be accepted.* Below is a detailed timeline of events related to this Request for Proposals process. Unless otherwise specified, the time of day for the following events will be between 9:00am and 5:00pm EST.

EVENT	DATE
Release of Request for Proposals	November 19, 2012
Inquiry Period	November 19-November 27, 2012
Questions Due to lnguyen@fphny.org <i>(questions received after this date will not be answered)</i>	November 27, 2012 at 10:00 am
Pre-proposal Meeting Partnership for a Healthier New York City 40 Worth Street, 5 th Floor New York, NY 10013 Conference Room 5.2 and 5.3 <i>Advance registration is required. Register by contacting Lnguyen@fphny.org by Tuesday, November 27th.</i> For those that cannot join in person, a conference call option will be made available. Call-in number: 866-213-1863 Access code: 6381139	November 30, 2012 at 10 am
Answers posted at http://fphny.org/whatsnew/rfps	December 7, 2012
Deadline for receipt of proposals <i>(late proposals will not be accepted)</i>	December 17, 2012 at 3:00 pm
Notice of Award	January 22, 2013
Anticipated Contract Start Date	February 18, 2013
Non-awarded applicants are notified	March 4, 2013
Due date for last activity/deliverable of contract	September 15, 2013
Contract End Date	September 29, 2013

2.2 RFP COMMUNICATIONS

Potential vendors may consult in writing with the following contact with any and all questions about this Request for Proposals (RFP):

Liz Nguyen
Fund for Public Health in New York
Lnguyen@fphny.org

All questions must be received by **November 27, 2012 at 10:00 am**. A pre-proposal conference will be held on Friday, November 30, 2012 at 10:00 am to answer all previously submitted programmatic and administrative questions and to discuss all additional questions. Advance registration is required; contact

Lnguyen@fphny.org by Tuesday, November 27, 2012 to register. For those that cannot join in person, a conference call option will be made available: Call-in number 866-213-1863 and Access code: 6381139. Information discussed during the pre-proposal conference will be made available by December 7, 2012 on the Fund for Public Health in New York's website in the RFPs and Bidding Opportunities section (<http://fphny.org/whatsnew/rfps>). No other contact with FPHNY, DOHMH, or Partnership personnel regarding this project RFP is permitted in the period between the release of this RFP and the notice of award. Any oral communication shall be considered unofficial and non-binding with regard to this RFP and subsequent award.

Applicants may contact the Borough Lead Organization for their Borough to discuss the Borough Lead Organization's work plan. The Borough Lead Organization will not comment on neighborhood contractor proposed activities or answer questions about the RFP. Any communication between an applicant and a Borough Lead Organization shall be considered unofficial and non-binding with regard to this RFP and a potential award.

2.3 APPLICATION REQUIREMENTS

Each response to this RFP must contain:

- Proposal Transmittal Sheet (Attachment 1) – The purpose of this page is to provide basic identification information. The certification section at the bottom of the transmittal sheet must be signed by the Project Director for the application and the Executive Director of the applying organization.
- Proof of liability insurance (including Worker's Compensation)
- IRS Form W9 - Request for Taxpayer Identification Number and Certification
- **Section A: *Qualifications and Experience (maximum of 50 points)***
 - Narrative (Attachment 2) – not to exceed two (2) pages total, please use the included forms for your responses. Applications that are not submitted using the enclosed forms will not be reviewed.
 - Organization's mission
 - Zip code(s) served by the organization - zip codes are being used as a proxy for neighborhood and the coverage area is defined by a physical presence, constituency in the neighborhood, and strong network of support within the neighborhood. *Additional consideration will be given to those organizations that are outside of the borough lead organization's defined coverage area.*
 - Summary of current activities and services of the organization
 - Description of how this work would be supported within the organization
 - Description of applicant organization's prior experience working on environmental and systems change
 - Attachments – not to exceed 10 pages total (optional)
 - Organizational Chart(s)
 - *Curriculum Vitae* (CV) for key personnel on the Project Team
 - Work samples (maximum of two) demonstrating experience working on educational initiatives. Examples include: press coverage, presentation or testimony at community meetings, or issue briefs, reports describing successful initiatives, and recent white papers. For any sample that is not in English, please provide a typed English translation for reviewers.

- **Section B: Project Approach & Work Plan (maximum of 40 points)**
 - Project approach (Attachment 3) – not to exceed two (2) pages, please use the included forms for your responses. Applications that are not submitted using the enclosed forms will not be reviewed.
Given the work to promote change in the selected domain (healthy eating, active living, tobacco use or underage drinking), please answer the following questions:
 - Why does the organization want to work on the selected domain? How does it connect to your current organizational work?
 - Which current partners will the organization engage? Partners can be considered people or organizations with whom your organization has an existing relationship. Why? What can these people or organizations contribute?
 - Which additional groups or stakeholders will the organization engage? Why? What can these people or organizations contribute?
 - Attachments (optional)
 - Letters of Support (maximum two) – from borough based community groups, faith based organizations or community leaders indicating their support of the organization’s application and their proposed role in supporting this work.
 - Work Plan–Please use **Attachment 4: Neighborhood Contractor Work Plan**
Develop a clear and detailed project Work Plan using the template provided. Applications that are not submitted using the enclosed forms will not be reviewed. Please complete the Work Plan for the selected domain strategy. Additional rows may be added to the table as needed for additional activities.
- **Section C: Budget Proposal (maximum of 10 points)**
The budget and budget narrative should demonstrate and document a comprehensive understanding of the project resource requirements and should be based on the strategy selected. Resources can be allocated for activities in support of the selected strategy. Funding should be proposed quarterly.
 - Budget form – Using Attachment 5, please provide a line item budget including personnel and other than personnel costs. The attached form may be edited to suit the needs of the applicant.
 - Budget narrative – Please provide a brief description of each budget item. Please include calculations for multiple items (i.e. 200 pamphlets x \$0.50 = \$100). No form has been provided.

Failure to submit any of these elements in Section A, B, and C may cause the application to be considered non-responsive and rejected.

Applicants are encouraged to develop their responses before cutting and pasting entries into the proposal form provided. Use regular case (capitalizing only lead words and proper nouns), avoid acronyms unless initially spelled out. Use the spell check and word count feature of your word processing software to check the text before pasting into the forms.

Applicants will not be reimbursed for any costs incurred in preparing proposals.

2.4 FUNDING RESTRICTIONS

Funding cannot be used to purchase equipment or for the purchase of food at meetings or community events. Equipment is defined as tangible non-expendable personal property (including exempt property) having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit.

No part of these funds, may be used, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, for the preparation, distribution, or use of any kit, pamphlet, booklet, publication, electronic communication, radio, television, or video presentation designed to support or defeat legislation pending before the Congress or any State or local legislature, including city councils, or ballot initiatives, except in presentation to the Congress or any State or local legislature, including city councils itself, or designed to support or defeat any proposed or pending regulation, administrative action, or order issued by the executive branch of any State or local government, except in presentation to the executive branch of any State or local government itself. No part of these funds may be used to pay the salary or expenses related to any activity designed to influence legislation, appropriations, regulation, administrative action, or Executive order pending or proposed before the Congress or any State or local legislature or city council. Any activity designed to influence action in regard to a particular piece of pending legislation would be considered “lobbying”. That is lobbying for or against pending legislation, as well as indirect or “grass roots” lobbying efforts that are directed at inducing members of the public to contact their elected representatives at the Federal, State or local levels to urge support of, or opposition to, pending legislative proposals is prohibited. The prohibitions contained herein shall include any activity to advocate or promote any proposed, pending or future Federal, State or local tax increase, or any proposed, pending, or future requirement or restriction on any legal consumer product, including its sale or marketing.

2.5 SUBMISSION REQUIREMENTS

Each applicant must submit an electronic copy of the application. The file should be in PDF (Portable Document Format). All Proposals in response to this RFP must be e-mailed to the following address, no later than *December 17, 2012 at 3pm Eastern Standard Time*:

Fund for Public Health of New York

Attn: Liz Nguyen

Lnguyen@fphny.org

Late proposals will NOT be considered.

3.0 SELECTION PROCESS

Evaluation Categories and Maximum Points Awarded

The intention is to select at least one Neighborhood Contractor for each domain for each borough. Please indicate within your application for which borough, zip code(s), and domain(s) your organization is applying. Every effort will be made to ensure coverage across the borough between the existing work of the Partnership and the Borough Lead Organizations and the selected Neighborhood Contractors. An applicant can submit more than one proposal if the separate proposals are for different domains, but an organization will not receive more than two awards.

Proposals will be reviewed by a committee comprised of at least three (3) individuals. Proposals will be reviewed and scored based upon the weighting detailed below. The maximum possible score is 50 points and applicants scoring below 31 points in the technical review will not be eligible for funding.

CATEGORY	POINTS
Section A: Qualifications and Experience Organizational Background (up to 5 points) Coverage Area (up to 3 points) Current Activities and Initiatives (up to 5 points) Organizational Support (up to 5 points) Prior Experience on Environmental and Systems Change (up to 5 points)	23
Section B: Project Approach Selection of Domain (up to 5 points) Engagement of Current Partners (up to 5 points) Engagement of additional Groups or Stakeholders (up to 5 points) Work Plan (up to 7 points)	22
Section C: Budget Proposal Budget and budget narrative (up to 5 points)	5
MAXIMUM POINTS AWARDED	50

Scores and comments or other feedback on the submitted proposal will not be provided to applicants.

4.0 AWARD INFORMATION

4.1 METHOD OF AWARD

A contract may be awarded to the applicant whose proposal is determined to be the most advantageous to the Partnership and FPHNY. Proposals will be evaluated based on the factors described in Section 3.

Please note that any awards made pursuant to this RFP are made contingent upon the availability of such funds and the successful negotiation of a formal contract between FPHNY and the recipient and the execution of such a contract by an authorized officer or agent of such applicant. All contracts entered into pursuant to this RFP shall incorporate all terms and conditions as are necessary to accommodate the grant-related, contract-related, statutory and regulatory restrictions that affect the Partnership, FPHNY, and the Federal government in relation to the funding activities and programs referred to herein.

FPHNY can rescind this RFP at any time and choose not to make an award.

5.0 GENERAL DISCLOSURES

5.1 PRIVACY ACT

Work on this project may require that personnel have access to Privacy Information. Personnel shall adhere to the Privacy Act, Title 5 of the U.S. Code, Section 552a and applicable agency rules and regulations.

5.2 SECURITY AND CONFIDENTIALITY

Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by FPHNY. Such information must be easily separable

from the non-confidential sections of the proposal. All information not so identified may be disclosed by FPHNY.

5.3 NOTICE REGARDING LATE DELIVERY

The vendor shall notify the Partnership point-of-contact via telephone or e-mail as soon as it becomes apparent that a scheduled contract deliverable will be late. The vendor should include in the notification the reason for late delivery, the expected date for the delivery and the projected impact of the late delivery. The Partnership point-of-contact will review the new schedule and provide guidance to the vendor regarding the permissibility and possible financial implications of the delay.

6.0 HARDWARE, SOFTWARE AND DATA, and INTELLECTUAL PROPERTY RIGHTS

All products (e.g., photos, written materials) developed in the course of the project are the sole property of FPHNY and may be used for any other design or product without additional compensation to the Grantee. In addition, any use of these products without the expressed written consent of FPHNY is strictly prohibited. FPHNY shall be considered the “person for whom the work was prepared” for the purposes of authorship in any copyrightable work under 17 U.S.C. 201(b). With respect thereto, the Grantee agrees not to assert or authorize others to assert any rights or establish any claim under the design patent or copyright laws. The Grantee for a period of six (6) years after completion of the project agrees to furnish all retained works on the request of FPHNY. Unless otherwise specified in the contract, the Grantee shall have the right to retain copies of all works beyond such period.

7.0 ADMINISTRATIVE CONDITIONS

- I. FPHNY reserves the right to change, postpone or cancel this solicitation, in whole or in part, to reject all submissions, or to award one or more or no awards off of this solicitation. This RFP may be unilaterally amended in writing at any time. If an RFP amendment is issued, such amendment will be conveyed to the vendors.
- II. Each proposal and material submitted in response to this RFP shall become the property of FPHNY and the Partnership. Selection or rejection of a proposal does not affect this right. All proposal information, including detailed cost information, shall be held in confidence during the evaluation process.
- III. Multi-year contracts are subject to modification or cancellation if adequate funds are not appropriated to the Agency to support continuation of performance in any fiscal year succeeding the first fiscal year and/or if the contractor’s performance is not satisfactory. The contracting officer will notify the contractor as soon as is practicable that the funds are, or are not, available for the continuation of the multi-year contract for each succeeding fiscal year. In the event of cancellation, the contractor will be reimbursed for those costs, if any, which are provided for in the contract that the contractor can show proof of work performed under the agreement.
- IV. Prices proposed by the proposer shall be irrevocable until contract award, unless the proposal is withdrawn. Proposals may only be withdrawn by submitting a written request to the Agency prior to contract award. This shall not limit the discretion of the Agency to request proposers to revise proposed prices through the submission of best and final offers and/or the conduct of negotiations.

- V. Proposers will not be reimbursed for any costs incurred to prepare proposals.
- VI. A vendor shall not submit more than one proposal for each domain (healthy eating, active living, tobacco or alcohol).
- VII. A vendor shall not submit multiple proposals in different forms, i.e., a vendor shall not submit one proposal as a prime contractor and permit a second vendor to submit another proposal with the first vendor offered as a subcontractor. This restriction does not prohibit different vendors from offering the same subcontractor as a part of their proposals, provided that the subcontractor does not also submit a proposal as a prime contractor.

8.0 RFP ATTACHMENTS

Attachment 1: Proposal Transmittal Sheet

Attachment 2: Section A - Qualifications and Experience

Attachment 3: Section B - Project Approach

Attachment 4: Section B - Neighborhood Contractor Work Plan

Attachment 5: Section C - Budget Proposal

Appendix A: Tobacco, Alcohol, Healthy Eating and Active Living Variables, Borough and Neighborhood Specific

[VENDOR PLEASE PRINT THIS ON OFFICIAL LETTERHEAD IF POSSIBLE]

*Partnership for a Healthier New York City
Neighborhood Contractors*

ATTACHMENT 1: PROPOSAL TRANSMITTAL SHEET

The vendor must type this Proposal Transmittal Sheet. The certification section at the bottom of this sheet must be signed by the Project Director for the application and the Executive Director of the applying organization. Where possible, the transmittal sheet should be reproduced on the vendor's official letterhead.

Vendor's Legal Entity Name:	
Vendor Federal Employer Identification Number:	
Project Director Name:	
Project Director Mailing Address:	
Contact E-Mail:	
Phone Number:	
Fax Number:	
Council District #:	Community Board #:
Domain Area: <input type="checkbox"/> Alcohol <input type="checkbox"/> Active Living <input type="checkbox"/> Healthy Eating <input type="checkbox"/> Tobacco <i>If proposing work in more than one domain, please submit a separate proposal for each domain.</i>	
Target Borough: <input type="checkbox"/> Bronx <input type="checkbox"/> Brooklyn <input type="checkbox"/> Manhattan <input type="checkbox"/> Queens <input type="checkbox"/> Staten Island	
Target Zip Code(s) Served:	
Certifications As the Project Director for this application, I certify that all information provided in this application is correct and accurate to the best of my knowledge. Project Director Signature _____ Date: _____ Name and Title with Organization: As the Executive Director for the organization submitting this application, I am supportive of this application and commit my organization to fully engaging in the work plan provided in this application. Executive Director Signature _____ Date: _____ Name and Title with Organization: <i>If said individual is not the vendor's Chief Executive Officer, this document shall attach evidence showing the individual's authority to bind the proposing entity.</i>	

4. Describe how the work of this proposal would be supported within the organization. (Maximum Score = 5 points)

5. Provide a statement detailing the organization's prior experience working on environmental and systems change. (Maximum Score = 5 points)

For attachments included in this section, please provide the title of the work sample(s).

Work sample(s):

- 1.
- 2.

Total Maximum Score for Section A is 23 points.

2. Which current partners (people or organizations) will you engage? Why? What can these people or organizations contribute? (Maximum Score = 5 points)

3. Which additional groups or stakeholders will you engage? Why? What can these people or organizations contribute? (Maximum Score = 5 points)

4. Work plan – Please complete Attachment 4. (Maximum Score = 7 points)

Total Maximum Score for Section B is 22 points.

ATTACHMENT 4:
SECTION B: WORKPLAN
Partnership for a Healthier New York City
Neighborhood Contractor Work Plan

Instructions:

Please complete the work plan below for the stated strategy that the organization's application is addressing. Please ensure that your work plan includes activities in support of one of the strategies listed in this RFP. Background and briefing materials relating to the specific strategies (i.e. fact sheets, presentations) will be provided by the Partnership so it is not necessary to include activities related to materials development in the work plan. It is the expectation that activities like community board presentations, letters to the editor, and collaboration of your organization with multiple groups will be employed as part of workplans.

- **Activity:** In this column, briefly describe the activity or activities that your organization will conduct to address the selected strategy.
- **Timeline:** In this column, provide information on how long the activities will take to prepare, conduct, and evaluate. This may be easier to plan on a monthly or quarterly basis.
- **Lead staff:** In this column, list the staff person or people that will be leading these activities.
- **Key partners:** In this column, list the key partners that will work with your organization to conduct these activities.
- **Documentations:** In this column, briefly describe how your organization will document or report that the activity is complete. This documentation will be needed as justification of work completed and will be specified as such in the contract between the Fund for Public Health in New York and the selected Neighborhood Contractor.

**ATTACHMENT 4:
SECTION B: WORK PLAN
Partnership for a Healthier New York City
Neighborhood Contractor Work Plan**

Please select the strategy this application is addressing: *If proposing work in more than one domain, submit a separate proposal for each domain.*

Active Living: In collaboration with the Borough Lead Organization for the Neighborhood Contractor applicant’s borough, actively support at least one built environment project to improve active recreation opportunities, active transportation and/or stair use/active movement through buildings.

Alcohol: In collaboration with the Borough Lead Organization for the Neighborhood Contractor applicant’s borough, engage at least 10 community stakeholders (schools, youth groups, faith-based institutions, etc.) to facilitate learning and discussion about alcohol and its impact on their communities.

Healthy Eating: In collaboration with the Borough Lead Organization for the Neighborhood Contractor applicant’s borough, work to develop and implement evidence-based/evidence-informed, environmentally impactful and scalable projects that will result in the availability of healthier food options and reductions in unhealthy foods/beverages and/or portion sizes to a significant portion of the borough’s residents. The BLOs will also work with their coalitions to educate the public about these projects and increase consumer demand for the changes being made to the food environment within their borough.

Tobacco: In collaboration with the Borough Lead Organization for the Neighborhood Contractor applicant’s borough and the NYC Coalition for a Smoke-Free City, work with tenants, property managers and others on adoption of voluntary smoke-free policies by housing entities reaching one (1) to two (2) multi-unit buildings (containing a minimum of 30 units).

Activity	Timeline	Lead staff	Key partners	Documentation
<i>i.e. Prepare and submit proposal to become neighborhood contractor</i>	<i>Prepare 11/12 Submit 12/12</i>	<i>Jane Doe, project director</i>	<i>John Smith, executive director Reverend Pat Brown</i>	<i>Notes from planning meetings Completed proposal</i>

