



**STATE OF ALASKA**  
Department of Health and Social Services  
Division of Finance & Management Services  
350 Main Street, Room 6  
Juneau, AK 99811

**Request For Proposals**  
**RFP 0614-016**  
Date of Issue: **September 5, 2013**

Title and Purpose of RFP:

**Alaska Food Policy Council Public Outreach and Engagement**

The Alaska Department of Health and Social Services (DHSS), Division of Public Health (DPH), Obesity Prevention and Control Program (OPCP) is soliciting the services of a contractor to assist the Alaska Food Policy Council (AFPC) with public outreach and engagement to increase the number of people around the state with knowledge and skills to improve their local food system.

**Offerors Are Not Required To Return This Form.**

**Important Notice:** If you received this solicitation from the State of Alaska's "Online Public Notice" web site, you must register with the procurement officer listed in this document to receive subsequent amendments. Failure to contact the procurement officer may result in the rejection of your offer.

**Janice Neal**  
**Procurement Officer**  
**Department of Health and Social Services**  
[Janice.Neal@alaska.gov](mailto:Janice.Neal@alaska.gov)

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## SECTION ONE INTRODUCTION AND INSTRUCTIONS

### 1.01 Return Mailing Address, Contact Person, Telephone, Fax Numbers and Deadline for Receipt of Proposals

Offerors must submit **one original unbound copy** of their proposal, in writing, in a sealed envelope to the procurement officer. **Submit only one Cost Proposal in a separate, sealed envelope. No portion of the cost proposal shall be included within the body of the proposal.**

Include with your proposal packet a CD containing electronic copies of the Proposal and Cost Proposal as separate documents. Electronic documents should be no larger than 5MB each. Submissions must be addressed as follows:

Department of Health and Social Services  
Division of Finance & Management Services  
Attention: Janice Neal  
Request for Proposal (RFP) Number: **0614-016**  
Project name: Alaska Food Policy Council Public Outreach and Engagement  
350 Main Street, Room 6  
Juneau, AK 99811

Proposals must be received no later than 4:00 P.M., Alaska Time on **September 26, 2013**. Fax proposals are not acceptable. Oral proposals are not acceptable.

An offeror's failure to submit its proposal prior to the deadline will cause the proposal to be disqualified. Late proposals or amendments will not be opened or accepted for evaluation.

Important Note: There is **no** overnight express mail delivery to Juneau, Alaska. Expedited mail service takes at least two nights.

PROCUREMENT OFFICER: **Janice Neal** – PHONE **907-465-5842** - FAX **907-465-6421**

### 1.02 Contract Term and Work Schedule

The contract term and work schedule set out herein represents the State of Alaska's best estimate of the schedule that will be followed. If a component of this schedule, such as the opening date, is delayed, the rest of the schedule will be shifted by the same number of days.

The length of the contract will be from the date of award through June 30, 2014 with two (2) optional one-year renewals to be exercised at the sole discretion of the State.

Unless otherwise provided in this RFP, the State and the successful offeror agree: (1) that any holding over of the contract excluding any exercised renewal options, will be considered as a month-to-month extension, and all other terms and conditions shall remain in full force and effect and (2) to provide written notice to the other party of the intent to cancel such month-to-month extension at least 30-days before the desired date of cancellation.

The approximate contract schedule is as follows:

- Issue RFP **September 5, 2013,**
- Deadline for Receipt of Questions **September 16, 2013,**
- Deadline for Receipt of Proposals **September 26, 2013,**
- Proposal Evaluation Committee complete evaluation by **October 3, 2013,**
- State of Alaska issues Notice of Intent to Award a Contract **October 4, 2013,**
- State of Alaska issues contract **October 15, 2013**

### 1.03 Purpose of the RFP

The Alaska Department of Health and Social Services (DHSS), Division of Public Health (DPH), Obesity Prevention and Control Program (OPCP) is soliciting the services of a contractor to assist the Alaska Food Policy Council (AFPC) with public outreach and engagement to increase the number of people around the state with knowledge and skills to improve their local food system.

### 1.04 Budget

The Department of Health and Social Services, Division of Public Health, estimates a budget of **\$225,000** from the start of the contract until June 30, 2016. Proposals priced higher than **\$225,000** will be deemed non-responsive.

No more than \$75,000 may be spent in any given State Fiscal Year (SFY). This includes the two (2), one (1) year optional renewals dependent on availability of funds. Cost proposals should include costs for all three years of the contract, per deliverable as laid out in the RFP. Deliverables will be maintained over the course of the contract, with specific activities changing and/or cycling off the work plan once complete and others possibly added as the contract and program evolve.

Budgets are contingent upon program funding each fiscal year. Contracts will be amended each fiscal year to reflect budget allocations and contract scope as agreed upon by all parties.

### 1.05 Location of Work

The location(s) the work is to be performed, completed and managed at the contractor's place of business.

The state **will not** provide workspace for the contractor. The contractor must provide its own workspace.

The contractor will be expected to travel to Anchorage and meet with the Project Director in person at least one time each year. They will also need to be present for all 7 community food systems meetings located throughout the state in SFY14 and SFY15, the food system conference in Anchorage in SFY15, and for all face-to-face AFPC Governing Board and Work Group Chair meetings held twice each year.

The contractor should include in their price proposal: transportation, lodging, and per diem costs sufficient to pay for the required travel. Travel to other locations will not be required.

By signature on their proposal, the offeror certifies that all services provided under this contract by the contractor and all subcontractors shall be performed in the United States.

If the offeror cannot certify that all work will be performed in the United States, the offeror must contact the procurement officer in writing to request a waiver at least 10 days prior to the deadline for receipt of proposals.

The request must include a detailed description of the portion of work that will be performed outside the United States, where, by whom, and the reason the waiver is necessary.

Failure to comply with this requirement or to obtain a waiver may cause the state to reject the proposal as non-responsive, or cancel the contract.

## 1.06 Human Trafficking

By signature on their proposal, the offeror certifies that the offeror is not established and headquartered or incorporated and headquartered in a country recognized as Tier 3 in the most recent United States Department of State's Trafficking in Persons Report.

The most recent United States Department of State's Trafficking in Persons Report can be found at the following website: <http://www.state.gov/g/tip/>

Failure to comply with this requirement will cause the state to reject the proposal as non-responsive, or cancel the contract.

## 1.07 Assistance to Offerors with a Disability

Offerors with a disability may receive accommodation regarding the means of communicating this RFP or participating in the procurement process. For more information, contact the procurement officer no later than ten days prior to the deadline for receipt of proposals.

## 1.08 Required Review

Offerors should carefully review this solicitation for defects and questionable or objectionable material. Comments concerning defects and objectionable material must be made in writing and received by the procurement officer at least ten days before the proposal opening. This will allow issuance of any necessary amendments. It will also help prevent the opening of a defective solicitation and exposure of offeror's proposals upon which award could not be made. Protests based on any omission or error, or on the content of the solicitation, will be disallowed if these faults have not been brought to the attention of the procurement officer, in writing, at least ten days before the time set for opening.

## 1.09 Questions Received Prior to Opening of Proposals

All questions must be in writing and directed to the issuing office, addressed to the procurement officer. The interested party must confirm telephone conversations in writing. **No further questions will be allowed after 4:00 pm Alaska time on date August 29, 2013.**  
**Send questions to [janice.neal@alaska.gov](mailto:janice.neal@alaska.gov).**

Two types of questions generally arise. One may be answered by directing the questioner to a specific section of the RFP. These questions may be answered over the telephone. Other questions may be more complex and may require a written amendment to the RFP. The procurement officer will make that decision.

## 1.10 Amendments

If an amendment is issued, it will be provided to all who were mailed a copy of the RFP and to those who have registered with the procurement officer as having downloaded the RFP from the State of Alaska Online Public Notice web site.

## 1.11 Alternate Proposals

Offerors may only submit one proposal for evaluation.

In accordance with 2 AAC 12.830 alternate proposals (proposals that offer something different than what is asked for) will be rejected.

## 1.12 Right of Rejection

Offerors must comply with all of the terms of the RFP, the State Procurement Code (AS 36.30), and all applicable local, state, and federal laws, codes, and regulations. The procurement officer may reject any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the RFP.

Offerors may not qualify the proposal nor restrict the rights of the state. If an offeror does so, the procurement officer may determine the proposal to be a non-responsive counter-offer and the proposal may be rejected.

Minor informalities that:

- do not affect responsiveness;
- are merely a matter of form or format;
- do not change the relative standing or otherwise prejudice other offers;
- do not change the meaning or scope of the RFP;
- are trivial, negligible, or immaterial in nature;
- do not reflect a material change in the work; or
- do not constitute a substantial reservation against a requirement or provision;

may be waived by the procurement officer.

The state reserves the right to refrain from making an award if it determines that to be in its best interest.

**A proposal from a debarred or suspended offeror shall be rejected.**

## 1.13 State Not Responsible for Preparation Costs

The state will not pay any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

## **1.14 Disclosure of Proposal Contents**

All proposals and other material submitted become the property of the State of Alaska and may be returned only at the state's option. AS 40.25.110 requires public records to be open to reasonable inspection. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Thereafter, proposals will become public information.

Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing, that the procurement officer does so, and if the procurement officer agrees, in writing, to do so. Material considered confidential by the offeror must be clearly identified and the offeror must include a brief statement that sets out the reasons for confidentiality.

## **1.15 Subcontractors**

Subcontractors may be used to perform work under this contract. If an offeror intends to use subcontractors, the offeror must identify in the proposal the names of the subcontractors and the portions of the work the subcontractors will perform.

If a proposal with subcontractors is selected, the offeror must provide the following information concerning each prospective subcontractor within five working days from the date of the state's request:

- (a) complete name of the subcontractor;
- (b) complete address of the subcontractor;
- (c) type of work the subcontractor will be performing;
- (d) percentage of work the subcontractor will be providing;
- (e) evidence that the subcontractor holds a valid Alaska business license; and
- (f) a written statement, signed by each proposed subcontractor that clearly verifies that the subcontractor is committed to render the services required by the contract.

An offeror's failure to provide this information, within the time set, may cause the state to consider their proposal non-responsive and reject it. The substitution of one subcontractor for another may be made only at the discretion and prior written approval of the project director.

## **1.16 Joint Ventures**

Joint ventures are acceptable. If submitting a proposal as a joint venture, the offeror must submit a copy of the joint venture agreement which identifies the principals involved and their rights and responsibilities regarding performance and payment.

## **1.17 Offeror's Certification**

By signature on the proposal, offerors certify that they comply with the following:

- (a) the laws of the State of Alaska;



- (b) the applicable portion of the Federal Civil Rights Act of 1964;
- (c) the Equal Employment Opportunity Act and the regulations issued thereunder by the federal government;
- (d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
- (e) all terms and conditions set out in this RFP;
- (f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury;
- (g) that the offers will remain open and valid for at least 90 days; and
- (h) that programs, services, and activities provided to the general public under the resulting contract conform with the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with [a] through [h] of this paragraph, the state reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

## 1.18 Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest (e.g., currently employed by the State of Alaska or formerly employed by the State of Alaska within the past two years) and, if so, the nature of that conflict. The Commissioner, Department of Health and Social Services, reserves the right to **consider a proposal non-responsive and reject it or** cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. The Commissioner's determination regarding any questions of conflict of interest shall be final.

Current grantees that propose to provide technical assistance to a group of grantees will be precluded from submitting a proposal unless a written statement of refusal of grant funds is attached. All proposals submitted by current grantees must indicate that grant awards will not be accepted for the duration of the contract and/or any quarterly advance that has already been received will be returned upon award of contract. Proposals submitted by current grantees without this statement shall be deemed non-responsive.

## 1.19 Right to Inspect Place of Business

At reasonable times, the state may inspect those areas of the contractor's place of business that are related to the performance of a contract. If the state makes such an inspection, the contractor must provide reasonable assistance.

## 1.20 Solicitation Advertising

Public notice has been provided in accordance with 2 AAC 12.220.

## 1.21 News Releases

News releases related to this RFP will not be made without prior approval of the project director.

## 1.22 Assignment

Per 2 AAC 12.480, the contractor may not transfer or assign any portion of the contract without prior written approval from the procurement officer.

## 1.23 Disputes

Any dispute arising out of this agreement will be resolved under the laws of the State of Alaska. Any appeal of an administrative order or any original action to enforce any provision of this agreement or to obtain relief from or remedy in connection with this agreement may be brought only in the Superior Court for the State of Alaska.

## 1.24 Severability

If any provision of the contract or agreement is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected; and, the rights and obligations of the parties will be construed and enforced as if the contract did not contain the particular provision held to be invalid.

## 1.25 Federal Requirements

The offeror must identify all known federal requirements that apply to the proposal, the evaluation, or the contract.

Expenditures from this contract may involve federal funds. The U.S. Department of Labor requires all state agencies that are expending federal funds to have a certification filed in the proposal (by the offeror) that they have not been debarred or suspended from doing business with the federal government. Certification regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions **(included in this document) must be completed and submitted with your proposal.**

<https://www.epls.gov/>

## **SECTION TWO**

### **STANDARD PROPOSAL INFORMATION**

#### **2.01 Authorized Signature**

All proposals must be signed by an individual authorized to bind the offeror to the provisions of the RFP. Proposals must remain open and valid for at least 90-days from the opening date.

#### **2.02 Pre-proposal Conference**

A pre-proposal conference will not be held for this solicitation. See Section 1.08 for instructions on submitting questions regarding this RFP.

#### **2.03 Site Inspection**

The state may conduct on-site visits to evaluate the offeror's capacity to perform the contract. An offeror must agree, at risk of being found non-responsive and having its proposal rejected, to provide the state reasonable access to relevant portions of its work sites. Individuals designated by the procurement officer at the state's expense will make site inspection.

#### **2.04 Amendments to Proposals**

Amendments to or withdrawals of proposals will only be allowed if acceptable requests are received prior to the deadline that is set for receipt of proposals. No amendments or withdrawals will be accepted after the deadline unless they are in response to the state's request in accordance with 2 AAC 12.290.

#### **2.05 Supplemental Terms and Conditions**

Proposals must comply with Section **1.11 Right of Rejection**. However, if the state fails to identify or detect supplemental terms or conditions that conflict with those contained in this RFP or that diminish the state's rights under any contract resulting from the RFP, the term(s) or condition(s) will be considered null and void. After award of contract:

- a) if conflict arises between a supplemental term or condition included in the proposal and a term or condition of the RFP, the term or condition of the RFP will prevail; and
- b) if the state's rights would be diminished as a result of application of a supplemental term or condition included in the proposal, the supplemental term or condition will be considered null and void.

#### **2.06 Clarification of Offers**

In order to determine if a proposal is reasonably susceptible for award, communications by the procurement officer or the proposal evaluation committee are permitted with an offeror to clarify uncertainties or eliminate confusion

concerning the contents of a proposal. Clarifications may not result in a material or substantive change to the proposal. The evaluation by the procurement officer or the proposal evaluation committee may be adjusted as a result of a clarification under this section.

## 2.07 Discussions with Offerors

The state may conduct discussions with offerors in accordance with AS 36.30.240 and 2 AAC 12.290. The purpose of these discussions will be to ensure full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal identified by the procurement officer. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by the procurement officer. Discussions, if held, will be after initial evaluation of proposals by the PEC. If modifications are made as a result of these discussions they will be put in writing. Following discussions, the procurement officer may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror's immediate previous proposal is considered the offeror's best and final proposal.

Offerors with a disability needing accommodation should contact the procurement officer prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal must be reduced to writing by the offeror.

## 2.08 Minimum Qualifications

In order for offers to be considered responsive offerors must provide evidence that they meet these minimum prior experience requirements.

1. A minimum of two (2) years' experience within the last three (3) years in the field of strategic and action planning, with at least one (1) year experience with a federal, state, tribal or local government health agency.
2. A minimum of two (2) years' experience within the last three (3) years in the field of communication planning.
3. A minimum of three (3) years' experience within the last five (5) years in meeting and conference planning.
4. A minimum of three (3) years' experience in the last five (5) years in meeting and workgroup facilitation.
5. A minimum of two (2) years' experience within the last three (3) years providing training and technical assistance, with at least one (1) year experience with a federal, state, tribal or local government health agency.

**Note: Please provide the start and end dates, including month and year, in which the minimum requirements were satisfied.**

An offeror's failure to meet these minimum prior experience requirements will cause their proposal to be considered non-responsive and their proposal will be rejected. Evidence of meeting minimum prior experience must be shown in the experience section of the offeror's proposal.

## **2.09 Evaluation of Proposals**

The procurement officer, or an evaluation committee made up of at least three state employees or public officials, will evaluate proposals. The evaluation will be based solely on the evaluation factors set out in Section SEVEN of this RFP.

After receipt of proposals, if there is a need for any substantial clarification or material change in the RFP, an amendment will be issued. The amendment will incorporate the clarification or change, and a new date and time established for new or amended proposals. Evaluations may be adjusted as a result of receiving new or amended proposals.

## **2.10 Vendor Tax ID**

A valid Vendor Tax ID must be submitted to the issuing office with the proposal or within five days of the state's request.

## **2.11 F.O.B. Point**

All goods purchased through this contract will be F.O.B. final destination. Unless specifically stated otherwise, all prices offered must include the delivery costs to any location within the State of Alaska.

## **2.12 Alaska Business License and Other Required Licenses**

At the time the proposals are opened, all offerors must hold a valid Alaska business license and any necessary applicable professional licenses required by Alaska Statute. Proposals must be submitted under the name as appearing on the person's current Alaska business license in order to be considered responsive. Offerors should contact the Department of Commerce, Community and Economic Development, Division of Corporations, Business, and Professional Licensing, P. O. Box 110806, Juneau, Alaska 99811-0806, for information on these licenses. Offerors must submit evidence of a valid Alaska business license with the proposal. An offeror's failure to submit this evidence with the proposal will cause their proposal to be determined non-responsive. Acceptable evidence that the offeror possesses a valid Alaska business license may consist of any one of the following:

- (a) copy of an Alaska business license with the correct NAICS code;
- (b) certification on the proposal that the offeror has a valid Alaska business license and has included the license number in the proposal;
- (c) a canceled check for the Alaska business license fee;
- (d) a copy of the Alaska business license application with a receipt stamp from the state's occupational licensing office; or
- (e) a sworn and notarized affidavit that the offeror has applied and paid for the Alaska business license.

You are not required to hold a valid Alaska business license at the time proposals are opened if you possess one of the following licenses and are offering services or supplies under that specific line of business:

- Fisheries business licenses issued by Alaska Department of Revenue or Alaska Department of Fish and Game.
- Liquor licenses issued by Alaska Department of Revenue for alcohol sales only.

- Insurance licenses issued by Alaska Department of Commerce, Community and Economic Development, Division of Insurance.
- Mining licenses issued by Alaska Department of Revenue.

## 2.13 Application of Preferences

Certain preferences apply to all contracts for professional services, regardless of their dollar value. The Alaska bidder, Alaska veteran, and Alaska Offeror Preferences are the most common preferences involved in the RFP process. Additional preferences that may apply to this procurement are listed below. Guides that contain excerpts from the relevant statutes and codes, explain when the preferences apply and provide examples of how to calculate the preferences are available at the Department of Administration, Division of General Services' web site:

<http://doa.alaska.gov/dgs/policy.html>

**Alaska Products Preference** - AS 36.30.332

**Recycled Products Preference** - AS 36.30.337

**Local Agriculture and Fisheries Products Preference** - AS 36.15.050

**Employment Program Preference** - AS 36.30.170(c)

**Alaskans with Disability Preference** - AS 36.30.170 (e)

**Employers of People with Disabilities Preference** - AS 36.30.170 (f)

The Division of Vocational Rehabilitation in the Department of Labor and Workforce Development keeps a list of qualified employment programs; a list of individuals who qualify as persons with a disability; and a list of persons who qualify as employers with 50 percent or more of their employees being disabled. A person must be on this list at the time the bid is opened in order to qualify for a preference under this section.

As evidence of an individual's or a business' right to a certain preference, the Division of Vocational Rehabilitation will issue a certification letter. To take advantage of the employment program preference, Alaskans with Disability Preference or Employers of People with Disabilities Preference described above, an individual or business must be on the appropriate Division of Vocational Rehabilitation list at the time the proposal is opened, and must provide the procurement officer a copy of their certification letter. Offerors must attach a copy of their certification letter to the proposal. The offeror's failure to provide the certification letter mentioned above with the proposal will cause the state to disallow the preference.

## 2.14 5 Percent Alaska Bidder Preference AS 36.30.170 & 2 AAC 12.260

An Alaska Bidder Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who:

- (a) holds a current Alaska business license;
- (b) submits a proposal for goods or services under the name on the Alaska business license;
- (c) has maintained a place of business within the state staffed by the offeror, or an employee of the offeror, for a period of six months immediately preceding the date of the proposal;
- (d) is incorporated or qualified to do business under the laws of the state, is a sole proprietorship and the proprietor is a resident of the state, is a limited liability company organized under AS 10.50 and all members are residents of the state, or is a partnership under AS 32.05 or AS 32.11 and all partners are residents of the state; and
- (e) if a joint venture, is composed entirely of entities that qualify under (a)-(d) of this subsection.

#### **Alaska Bidder Preference Affidavit**

In order to receive the Alaska Bidder Preference, proposals must include a statement certifying that the offeror is eligible to receive the Alaska Bidder Preference.

If the offeror is a LLC or partnership as identified in (d) of this subsection, the affidavit must also identify each member or partner and include a statement certifying that all members or partners are residents of the state.

If the offeror is a joint venture which includes a LLC or partnership as identified in (d) of this subsection, the affidavit must also identify each member or partner of each LLC or partnership that is included in the joint venture and include a statement certifying that all of those members or partners are residents of the state.

### **2.15 5 Percent Alaska Veteran Preference AS 36.30.175**

An Alaska Veteran Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who qualifies under AS 36.30.170 (b) as an Alaska bidder and is a:

- (a) sole proprietorship owned by an Alaska veteran;
- (b) partnership under AS 32.06 or AS 32.11 if a majority of the partners are Alaska veterans;
- (c) limited liability company organized under AS 10.50 if a majority of the members are Alaska veterans; or
- (d) corporation that is wholly owned by individuals and a majority of the individuals are Alaska veterans.

#### **Alaska Veteran Preference Affidavit**

In order to receive the Alaska Veteran Preference, proposals must include a statement certifying that the offeror is eligible to receive the Alaska Veteran Preference.

### **2.16 Formula Used to Convert Cost to Points AS 36.30.250 & 2 AAC 12.260**

The distribution of points based on cost will be determined as set out in 2 AAC 12.260 (c). The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out below. In the generic example below, cost is weighted as 40% of the overall total score. The weighting of cost may be different in your particular RFP. See section SEVEN to determine the value, or weight of cost for this RFP.

#### **EXAMPLE**

##### **Formula Used to Convert Cost to Points**

#### **[STEP 1]**

List all proposal prices, adjusted where appropriate by the application of all applicable preferences.

Offeror #1 -	Non-Alaskan Offeror	\$40,000
Offeror #2 -	Alaskan Offeror	\$42,750
Offeror #3 -	Alaskan Offeror	\$47,500

#### **[STEP 2]**

Convert cost to points using this formula.

$$\frac{[(\text{Price of Lowest Cost Proposal}) \times (\text{Maximum Points for Cost})]}{(\text{Cost of Each Higher Priced Proposal})} = \text{POINTS}$$

The RFP allotted 40% (400 points) of the total of 1,000 points for cost.

**Offeror #1 receives 400 points.**

The reason they receive that amount is because the lowest cost proposal, in this case \$40,000, receives the maximum number of points allocated to cost, 400 points.

**Offeror #2 receives 374 points.**

$$\begin{array}{ccccccc} \$40,000 & \times & 400 & = & 16,000,000 & \div & \$42,750 & = & 374 \\ \text{Lowest} & & \text{Max} & & & & \text{Offeror \#2} & & \text{Points} \\ \text{Cost} & & \text{Points} & & & & \text{Adjusted By} & & \\ & & & & & & \text{The Application Of} & & \\ & & & & & & \text{All Applicable} & & \\ & & & & & & \text{Preferences} & & \end{array}$$

**Offeror #3 receives 337 points.**

$$\begin{array}{ccccccc} \$40,000 & \times & 400 & = & 16,000,000 & \div & \$47,500 & = & 337 \\ \text{Lowest} & & \text{Max} & & & & \text{Offeror \#3} & & \text{Points} \\ \text{Cost} & & \text{Points} & & & & \text{Adjusted By} & & \\ & & & & & & \text{The Application Of} & & \\ & & & & & & \text{All Applicable} & & \\ & & & & & & \text{Preferences} & & \end{array}$$

## 2.17 Alaska Offeror Preference AS 36.30.250 & 2 AAC 12.260

2 AAC 12.260(e) provides Alaska offerors a 10 percent overall evaluation point preference. Alaska bidders, as defined in AS 36.30.170(b), are eligible for the preference. This preference will be added to the overall evaluation score of each Alaskan offeror. Each Alaskan offeror will receive 10 percent of the total available points added to their evaluation score as a preference.

### EXAMPLE

#### Alaska Offeror Preference

#### [STEP 1]

Determine the number of points available to Alaskan offerors under the preference.

**Total number of points available - 100 Points**

$$\begin{array}{ccccccc} 1000 & \times & 10\% & = & 100 \\ \text{Total Points} & & \text{Alaskan Offerors} & & \text{Number of Points} \\ \text{Available} & & \text{Percentage Preference} & & \text{Given to Alaskan Offerors} \\ & & & & \text{Under the Preference} \end{array}$$



## [STEP 2]

Add the preference points to the Alaskan offers. There are three offerors: Offeror #1, Offeror #2, and Offeror #3. Offeror #2 and Offeror #3 are eligible for the Alaska Offeror's Preference. For the purpose of this example presume that all of the proposals have been completely evaluated based on the evaluation criteria in the RFP. Their scores at this point are:

*Offeror #1 - 890 points*

*Offeror #2 - 800 points*

*Offeror #3 - 880 points*

Offeror #2 and Offeror #3 each receive 100 additional points. The final scores for all of the offers are:

*Offeror #1 - **890 points***

*Offeror #2 - **900 points***

*Offeror #3 - **980 points***

Offeror #3 is awarded the contract.

## 2.18 Contract Negotiation

**2 AAC 12.315 CONTRACT NEGOTIATIONS** After final evaluation, the procurement officer may negotiate with the offeror of the highest-ranked proposal. Negotiations, if held, shall be within the scope of the request for proposals and limited to those items which would not have an effect on the ranking of proposals. If the highest-ranked offeror fails to provide necessary information for negotiations in a timely manner, or fails to negotiate in good faith, the state may terminate negotiations and negotiate with the offeror of the next highest-ranked proposal. If contract negotiations are commenced, they may be held in Juneau, Alaska.

If the contract negotiations take place in Juneau, Alaska, the offeror will be responsible for their travel and per diem expenses.

## 2.19 Failure to Negotiate

If the selected offeror

- fails to provide the information required to begin negotiations in a timely manner; or
- fails to negotiate in good faith; or
- indicates they cannot perform the contract within the budgeted funds available for the project; or
- if the offeror and the state, after a good faith effort, simply cannot come to terms,

the state may terminate negotiations with the offeror initially selected and commence negotiations with the next highest ranked offeror.

## 2.20 Notice of Intent to Award (NIA) — Offeror Notification of Selection

After the completion of contract negotiation the procurement officer will issue a written Notice of Intent to Award (NIA) and send copies to all offerors. The NIA will set out the names of all offerors and identify the proposal selected for award.

## 2.21 Protest

AS 36.30.560 provides that an interested party may protest the content of the RFP.

An interested party is defined in 2 AAC 12.990(a) (7) as "an actual or prospective bidder or offeror whose economic interest might be affected substantially and directly by the issuance of a contract solicitation, the award of a contract, or the failure to award a contract."

If an interested party wishes to protest the content of a solicitation, the protest must be received, in writing, by the procurement officer at least ten days prior to the deadline for receipt of proposals.

AS 36.30.560 also provides that an interested party may protest the award of a contract or the proposed award of a contract.

If an offeror wishes to protest the award of a contract or the proposed award of a contract, the protest must be received, in writing by the procurement officer within ten days after the date the Notice of Intent to Award the contract is issued.

A protester must have submitted a proposal in order to have sufficient standing to protest the proposed award of a contract. Protests must include the following information:

- a. the name, address, and telephone number of the protester;
- b. the signature of the protester or the protester's representative;
- c. identification of the contracting agency and the solicitation or contract at issue;
- d. a detailed statement of the legal and factual grounds of the protest including copies of relevant documents; and the form of relief requested.

Protests filed by telex or telegram are not acceptable because they do not contain a signature. Fax copies containing a signature are acceptable.

The procurement officer will issue a written response to the protest. The response will set out the procurement officer's decision and contain the basis of the decision within the statutory time limit in AS 36.30.580. A copy of the decision will be furnished to the protester by certified mail, fax or another method that provides evidence of receipt.

All offerors will be notified of any protest. The review of protests, decisions of the procurement officer, appeals, and hearings, will be conducted in accordance with the State Procurement Code (AS 36.30), Article 8 "Legal and Contractual Remedies."

## SECTION THREE

### STANDARD CONTRACT INFORMATION

#### 3.01 Contract Type

This contract is a *fixed price* contract.

#### 3.02 Contract Approval

This RFP does not, by itself, obligate the state. The state's obligation will commence when the contract is approved by the Commissioner of the Department of Health and Social Services, or the Commissioner's designee. Upon written notice to the contractor, the state may set a different starting date for the contract. The state will not be responsible for any work done by the contractor, even work done in good faith, if it occurs prior to the contract start date set by the state.

#### 3.03 Standard Contract Provisions

The successful offeror will be required to sign and submit the attached State's Standard Agreement Form for Professional Services Contracts (form 02-093/Appendix A). The successful offeror must comply with the contract provisions set out in this attachment. No alteration of these provisions will be permitted without prior written approval from the Department of Law. Objections to any of the provisions in Appendix A must be set out in the offeror's proposal

#### 3.04 Proposal as a Part of the Contract

Part or all of this RFP and the successful proposal may be incorporated into the contract.

#### 3.05 Additional Terms and Conditions

The state reserves the right to add terms and conditions during contract negotiations. These terms and conditions will be within the scope of the RFP and will not affect the proposal evaluations.

#### 3.06 Insurance Requirements

The successful offeror must provide proof of workers' compensation insurance prior to contract approval.

The successful offeror must secure the insurance coverage required by the state. The coverage must be satisfactory to the Department of Administration Division of Risk Management. An offeror's failure to provide evidence of such insurance coverage is a material breach and grounds for withdrawal of the award or termination of the contract.

Offerors must review form APPENDIX B1 in the attached EXAMPLE –Standard Agreement, for details on required coverage. No alteration of these requirements will be permitted without prior written approval from the Department of Administration, Division of Risk Management.

### **3.07 Bid Bond - Performance Bond - Surety Deposit**

Not applicable to this RFP.

### **3.08 Contract Funding**

Approval or continuation of a contract resulting from this is contingent upon legislative appropriation.

### **3.09 Proposed Payment Procedures**

The state will make payments based on a negotiated payment schedule. Each billing must consist of an invoice and progress report. No payment will be made until the progress report and invoice has been approved by the project director.

### **3.10 Contract Payment**

No payment will be made until the contract is approved by the Commissioner of the Department of Health and Social Services or the Commissioner's designee. Under no conditions will the state be liable for the payment of any interest charges associated with the cost of the contract.

The state is not responsible for and will not pay local, state, or federal taxes. All costs associated with the contract must be stated in U.S. currency.

### **3.11 Informal Debriefing**

When the contract is completed, an informal debriefing may be performed at the discretion of the project director. If performed, the scope of the debriefing will be limited to the work performed by the contractor.

### **3.12 Contract Personnel**

Any change of the project team members named in the proposal must be approved, in advance and in writing, by the project director. Personnel changes that are not approved by the state may be grounds for the state to terminate the contract.

### **3.13 Inspection & Modification - Reimbursement for Unacceptable Deliverables**

The contractor is responsible for the completion of all work set out in the contract. All work is subject to inspection, evaluation, and approval by the project director. The state may employ all reasonable means to ensure that the work is progressing and being performed in compliance with the contract. The project director may instruct the contractor to make corrections or modifications if needed in order to accomplish the contract's intent. The contractor will not unreasonably withhold such changes.

Substantial failure of the contractor to perform the contract may cause the state to terminate the contract. In this event, the state may require the contractor to reimburse monies paid (based on the identified portion of unacceptable work received) and may seek associated damages.

### **3.14 Termination for Default**

If the project director determines that the contractor has refused to perform the work or has failed to perform the work with such diligence as to ensure its timely and accurate completion, the state may, by providing written notice to the contractor, terminate the contractor's right to proceed with part or all of the remaining work.

This clause does not restrict the state's termination rights under the contract provisions of Appendix A, attached.

### **3.15 Liquidated Damages**

Not applicable to this contract.

### **3.16 Contract Changes - Unanticipated Amendments**

During the course of this contract, the contractor may be required to perform additional work. That work will be within the general scope of the initial contract. When additional work is required, the project director will provide the contractor a written description of the additional work and request the contractor to submit a firm time schedule for accomplishing the additional work and a firm price for the additional work. Cost and pricing data must be provided to justify the cost of such amendments per AS 36.30.400.

The contractor will not commence additional work until the project director has secured any required state approvals necessary for the amendment and issued a written contract amendment, approved by the Commissioner of the Department of Health and Social Services or the Commissioner's designee.

### **3.17 Contract Additions - Anticipated Amendment**

At the State's sole option and contingent upon available funding, DHSS may invoke a second phase of this contract for additional professional services that fall within the general scope of the original contract. If opted for, work under phase II may not progress until the Procurement Officer of record determines in writing that phase II is necessary and in the State's best interest.

### **3.18 Contract Invalidation**

If any provision of this contract is found to be invalid, such invalidation will not be construed to invalidate the entire contract.

### **3.19 Nondisclosure and Confidentiality**

Contractor agrees that all confidential information shall be used only for purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided for in this section. The contractor shall hold as confidential and will use reasonable care (including administrative, physical and technological security) to prevent unauthorized access by, storage,

disclosure, publication, dissemination to and/or use by third parties of, the confidential information. "Reasonable care" means compliance by the contractor with all applicable federal and state law, including the Social Security Act, the Health Insurance Portability and Accountability Act ("HIPAA"), the Health Information Technology for Economical and Clinical Health Act ("HITECH Act"), and 45 C.F.R. Parts 160 and 164 ("Privacy and Security Rule"). The contractor must promptly notify the state in writing if it becomes aware of any storage, disclosure, loss, unauthorized access to or use of the confidential information.

The contractor shall comply with the business associate requirements set forth in HIPAA, the HITECH Act, and the Privacy and Security Rule if the contractor will be using or will have access to the protected health information (as defined in 45 C.F.R. 160.103) of DHSS, as part of the services performed by the contractor. The contractor shall be required to agree to the terms of, and sign, the HIPAA Business Associate Agreement as a condition of this contract if the contractor will be using or will have access to the protected health information of DHSS, as part of the services performed by the contractor.

Confidential information, as used herein, means any data, files, software, information or materials (whether prepared by the state or its agents or advisors) in oral, electronic, tangible or intangible form and however stored, compiled or memorialized that is protected health information (as defined in 45 C.F.R. 160.103); or classified confidential as defined by State of Alaska classification and categorization guidelines (i) provided by the state to the contractor or a contractor agent or otherwise made available to the contractor or a contractor agent in connection with this contract, or (ii) acquired, obtained or learned by the contractor or a contractor agent in the performance of this contract. Examples of confidential information include, but are not limited to: technology infrastructure, architecture, financial data, individually identifiable health information, trade secrets, equipment specifications, user lists, passwords, research data, and technology data (infrastructure, architecture, operating systems, security tools, IP addresses, etc).

If confidential information is requested to be disclosed by the contractor pursuant to a request received by a third party and such disclosure of the confidential information is required under applicable state or federal law, regulation, governmental or regulatory authority, the contractor may disclose the confidential information after providing the state with written notice of the requested disclosure (to the extent such notice to the state is permitted by applicable law) and giving the state opportunity to review the request. If the contractor receives no objection from the state, it may release the confidential information within 30 days. Notice of the requested disclosure of confidential information by the contractor must be provided to the state within a reasonable time after the contractor's receipt of notice of the requested disclosure and, upon request of the state, shall seek to obtain legal protection from the release of the confidential information.

The following information shall not be considered confidential information: information previously known to be public information when received from the other party; information freely available to the general public; information which now is or hereafter becomes publicly known by other than a breach of confidentiality hereof; or information which is disclosed by a party pursuant to subpoena or other legal process and which as a result becomes lawfully obtainable by the general public.

## SECTION FOUR BACKGROUND INFORMATION

### 4.01 Background Information

The purpose of the Division of Public Health, Section of Chronic Disease Prevention and Health Promotion, Obesity Prevention and Control Program (OPCP) is to improve and promote health among Alaskans by reducing mortality and morbidity associated with overweight and obesity through the promotion of physical activity and healthy nutrition. Obesity continues to be a serious health concern in Alaska: 67% of adults are overweight or obese; 26 % of Alaska high school students are overweight or obese; and 36% of K-12<sup>th</sup> graders in the Anchorage School District are overweight or obese. [1] Overweight and obesity are alarming because both conditions increase the risk for a number of health problems, including chronic diseases, which can lead to reduced quality of life, premature death, and substantial healthcare - and productivity-related costs [2]. Obesity is expected to overtake tobacco as the leading cause of death. It already surpasses tobacco in estimates of annual medical costs in Alaska (\$459 million [3] vs. \$318 million). Alaska's obesity-related Medicaid costs will be \$684 million annually by 2030 if rates continue as predicted. [4]

Increasing the consumption of fruits and vegetables is one of the six principle target areas of the Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity and Obesity (CDC DNPAO) for reducing the prevalence of overweight and obesity. The CDC DNPAO recommends the establishment of food policy councils (FPCs) to support and advise residents and governments in developing policies and programs to improve the local food system, with the goal of increasing consumer access to and the availability of affordable, healthy foods such as fruits and vegetables [5]. An FPC is established in a community or state to develop policy related to healthy food access, including fruit and vegetable production, availability, and distribution. FPCs are a means to improve the food environment at the state and local levels.

#### **The Alaska Food Policy Council**

In 2010, the Alaska OPCP received funding through the Centers for Disease Control and Prevention to establish a statewide food policy council, and OPCP has continued to provide funding and technical support for the Alaska Food Policy Council (AFPC). The AFPC is a group of agencies and individuals interested in improving the food system to improve the health, self-reliance and prosperity of all Alaskans. Goals of the AFPC include improved access to healthy food for all Alaskans; a supportive food-related business environment and strong workforce; safe, protected and secure food supplies; a more sustainable food system; and Alaskans engaged in our food system.

Food affects every Alaskan and is an integral part of our society. All the activities related to food - production, processing, distribution, consumption, and waste management – impact Alaskans and their communities. The purpose of this contract is to help the AFPC reach a broader base and engage the general public, local communities and decision-makers in food system issues in Alaska. The offeror will help the AFPC increase awareness about the economic and health costs of our current food system and the evidence-based strategies that work to improve it.

#### **Section Health Equity Values Statement:**

Health equity is a value of the Section of Chronic Disease Prevention and Health Promotion. To achieve optimal health for Alaskans, the section both engages in and supports activities that promote health equity and respect for diversity.

Achieving health equity means addressing unjust health disparities through the modifiable social and economic conditions that policies can shape. These conditions include education, income, poverty, and housing, as well as access to affordable, healthy food. Health equity is aligned with the acknowledgement and respect of diversity within a community.

To this end, we expect the successful offeror to incorporate this value into the work they do on behalf of our section. The expectations of how this value should be reflected will be clearly defined in the scope of work section of RFPs. Clarification of the definition of health equity is provided below.

**Definitions:**

**Health Equity** - When everyone has the opportunity to attain their full health potential and no one is disadvantaged from achieving this potential because of their social position or other socially determined circumstance. These social circumstances are what have become known in public health as the social determinants of health.

**Social Determinants of Health** - "...life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education and health care, whose distribution across populations effectively determine length and quality of life." (World Health Organization)

[1] Alaska Department of Health and Social Services. *Alaska Obesity Facts Report – 2012*. Anchorage Alaska: Section of Chronic Disease Prevention and Health Promotion, Division of Public Health, Alaska Department of Health and Social Services; August 2012. Available at <http://www.hss.state.ak.us/dph/chronic/obesity/pubs/2012AlaskaObesityFacts.pdf>.

[2] US Department of Health and Human Services. *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*. Rockville, MD: HHS, Public Health Service, Office of the Surgeon General; 2001.

[3] Trogon JG, Finkelstein EA, Feagan CW, Cohen JW. State- and Payer- Specific Estimates of Annual Medical Expenditures Attributable to Obesity. *Obesity* (2001) doi:10.1038/oby2011.169.

[4] Alaska Department of Health and Social Services, 2011. Alaska Obesity Prevention and Control Program: 2010-2011 Status Report. Available at [http://www.hss.state.ak.us/dph/chronic/obesity/pubs/10-11ObesityStatus\\_web.pdf](http://www.hss.state.ak.us/dph/chronic/obesity/pubs/10-11ObesityStatus_web.pdf).

[5] Centers for Disease Control and Prevention. *Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables*. Atlanta: U.S. Department of Health and Human Services; 2011.

**Where to go to find more information:**

Alaska Food Policy Council: <http://www.akfoodpolicy.wordpress.com/>

State of Alaska, Chronic Disease Prevention & Health Promotion: <http://www.hss.state.ak.us/dph/chronic/>

National Association of Chronic Disease Directors, Health Equity Council: <http://www.nacddarchive.org/nacdd-initiatives/health-equity>

Alaska Native Knowledge network: <http://ankn.uaf.edu/NPE/anl.html>



## SECTION FIVE SCOPE OF WORK

### 5.01 Scope of Work

*Funding will be up to \$75,000 for FY14, \$75,000 for FY15, and \$75,000 for FY16.*

The Alaska Department of Health and Social Services (DHSS), Division of Public Health (DPH), Obesity Prevention and Control Program (OPCP) is soliciting the services of a contractor to assist the Alaska Food Policy Council (AFPC) with public outreach and engagement to increase the number of people around the state with knowledge and skills to improve their local food system. The successful offeror will develop a comprehensive communication plan; organize and facilitate food system “town hall” meetings in 7 communities around the state; organize a 2-day food systems conference for the general public; update the AFPC Strategic Plan in 2016; and provide administrative support, planning and facilitation of AFPC Governing Board and Work Group teleconference and face-to-face meetings. The successful offeror should be experts in, organizing and facilitating meetings and large conferences, strategic planning and communications. The successful offeror should have experience with food policy councils, food system-related or health-related coalitions.

The successful offeror will work with the OPCP Public Health Nutritionist, hereafter referred to as the “Project Director”. The successful offeror shall report to the project director and work closely with the AFPC Governing Board and Work Groups, and other designated partners. The Project Director will assign specific administrative tasks to the successful offeror as needed to ensure projects are moving forward.

Within the first 3 months of the award the successful offeror will develop a plan for the AFPC to strategically communicate and engage the general public and other target audiences, such as Alaska Native groups, rural residents and policy makers. The communication plan should include messaging, goals, strategies using a variety of outreach (such as earned media, press releases, reports, events, etc.) and individuals/groups responsible for implementation. Specific activities to implement the communication plan will be determined during the communication planning process in FY14. The successful offeror should allocate a sufficient amount of funds in FY15 and FY16 to accomplish the goals of the communication plan in the most efficient manner. These activities will be determined during the communication planning process in FY14 and may include teleconference “town hall” meetings, webinars, and/or printing and mailing materials.

The successful offeror will organize and facilitate 7 community food system meetings for the general public. These meetings will be approximately 3 hours each, with 20-40 attendees each, and held in a “town hall” style with several presentations and testimonies from local community members and opportunities for public discussion on local food system issues. The goals of these meetings are to increase awareness of Alaska food issues among the general population, increase involvement in local food issues by community members, gain a perspective of local food issues to inform AFPC and policy makers, and recruit new members for the AFPC.

The successful offeror will complete all the tasks necessary to organize and host successful community meetings, including, but not limited to, securing the facilities, promoting the meetings, developing the agenda, securing the speakers, facilitating the discussions, and providing travel assistance for staff and AFPC Governing Board members. The community food system meetings will likely be held in Anchorage, Juneau, Bethel, Fairbanks, Palmer, Homer and Barrow. These meetings will be held during FY14 and FY15, with the initial meeting on October 24, 2013, National Food Day, and the last meeting before the food system conference in the fall of 2014.

The successful offeror will organize a 2-day food system conference for the general public in the fall of 2014 in Anchorage for approximately 300 people. The conference will include keynote speakers, educational sessions, and hands-on workshops. The goals of this conference are to increase awareness of Alaska food issues among the general population, provide training and resources to increase involvement in local food issues by community members and decision-makers, increase connections between the public and Alaska food businesses to support local economic development, and recruit new members for the AFPC.

The successful offeror will complete all the tasks necessary to organize and host a successful conference, including, but not limited to, facilitating the conference planning committee, on-line registration, promoting the conference, designing and printing conference materials, managing the site and speakers, communicating with registrants and potential registrants, and providing travel assistance for one keynote speaker and 10 participants.

Throughout the duration of the contract, the successful offeror will provide administrative support for the AFPC Governing Board meetings via teleconferences and/or in-person meetings. The purpose of these meetings is to facilitate the development and implementation of activities of this contract, the implementation and evaluation of the current strategic plan, and the development of a new strategic plan. The successful offeror will complete all administrative tasks for the committees which will include, but is not limited to, facility or teleconference arrangements; recording and distribution of meeting minutes; providing the supplies to conduct meetings, meeting notification and reminders to all participants; facilitating the meetings and the development of the strategic plan, and securing travel for in-person meetings.

## 5.02 Deliverables

Consultant will prepare the following deliverables under the direction of the project director of designee.

### **SFY14 Deliverables**

#### **1. Management and technical assistance deliverables**

The successful offeror will:

- Meet with the Project Director in person within the first 2 weeks of the award to review details of contract and develop an annual work plan.
- Provide the Project Director a detailed work plan for the first state fiscal year (SFY) within 2 weeks of the first meeting. A new/updated work plan will be submitted each SFY thereafter.
- Be available to meet with the Project Director at least one time each month via telephone or in person. The successful offeror will also regularly communicate via telephone and email with the Project Director and some AFPC Governing Board and Work Group members.
- Be available to meet with the project director during the business hours of 8:00 am to 4:30 pm Alaska Prevailing Time and/or as needed at other arranged times.
- Develop and supply progress reports and documents as negotiated with the Project Director.
- Monitor the project budget, as well as prepare and submit monthly invoices to the DHSS Grants & Contracts office.
- Work independently on assignments and in a respectful manner with AFPC Governing Board, AFPC Work Groups, AFPC members, OPCP staff, and other OPCP partners and contractors.
- Provide technical assistance and expertise to the Project Director and AFPC Governing Board regarding outreach and public engagement strategies.

#### **2. Develop a communication plan for the AFPC**

Work with the AFPC Governing Board, Public Engagement Work Group and other interested members to develop a plan to strategically communicate to the general public and other target audiences, such as Alaska Native groups, rural residents and policy makers.

The successful offeror will:

- Organize and facilitate meetings with a communication plan committee. Provide meeting minutes of the discussions.
- Provide input and technical assistance to AFPC and the project director regarding the communication planning process and evaluation.
- The plan should include, but not be limited to, messaging, goals, strategies using a variety of tools for outreach (such as earned media, press releases, reports, events, etc.) and individuals/groups responsible for implementation.

- Develop and disseminate interim and final drafts of the communication plan. This is an internal document for AFPC members, so will not need layout and design. The project director and AFPC Governing Board must approve the final draft before distributing to other AFPC members.
- The communication plan should be completed within the first 3 months of the award.
- Work with the AFPC Governing Board and communication plan committee to begin implementing activities to accomplish the goals of the communication plan.

### **3. Organize and facilitate community food system “town hall” meetings**

Work with the AFPC Governing Board, Public Engagement Work Group and other AFPC members to organize and facilitate community food system meetings for the general public.

- These meetings will be approximately 3 hours each.
- Approximately 20-40 attendees at each meeting.
- These meetings will likely be held in Anchorage, Juneau, Bethel, Fairbanks, Palmer, Homer and Barrow. Site locations will be determined by the AFPC Governing Board.
- At least four meetings should be held during FY14, with the initial meeting on October 24, 2013. The remaining 3 meetings can be held in FY15, before the food system summit in the fall of 2014.

The successful offeror will:

- Work with the AFPC Governing Board and Public Engagement Work Group to identify communities, speakers and local partner agencies in each community.
- Plan, negotiate, pay and manage meeting site arrangements to include facility costs, audiovisual and related supplemental services, amenities and supplies, and light refreshments and beverages.
- Communicate with all speakers to confirm date, time, location and audiovisual equipment needs.
- Promote meetings in each community via local radio, newspapers, mailers and social media.
- Provide copies of the agenda, AFPC educational materials and other pertinent materials for all attendees at each meeting.
- Facilitate the speakers and audience discussion during the meetings. Record meeting minutes with summaries of speakers and discussions.
- Conduct a survey of audience members to identify their knowledge, attitudes and beliefs on local food issues. A simple survey will be developed by AFPC members.
- Provide a written report of each town hall meeting with meeting notes and survey results within 14 days of the meeting. Provide a final overall report within 30 days of the final meeting. The overall report should be a 4-6 page summary of each meeting that can be distributed to AFPC members, participating communities, policy makers and other interested people.

Travel

- Provide travel assistance for 2 successful offeror staff (the facilitator and note-taker) and 2 AFPC Governing Board Members to each meeting except Anchorage. Travel assistance includes arranging and paying for airfare, lodging, meals, and airport/hotel transportation.
- All travel must be pre-approved by the project director.
- All travel arrangements must be completed a minimum of two weeks prior to the meeting. The successful offeror will only reimburse travel expenses that meet this timeline requirement. All exceptions to the arrangements need to be pre-approved by the project director.

### **4. Organize and manage a 2-day food system conference.**

Work with the AFPC Governing Board, Public Engagement Work Group and other interested AFPC members and outside agencies to organize and manage a 2-day food system conference for the general public.

- This conference will be held in Anchorage.
- This conference may have up to 300 attendees.
- This conference will likely be held in September/October 2014 (SFY15).
- This conference will include keynote speakers, educational sessions, and hands-on workshops.

The successful offeror will:

- Facilitate the food system conference planning committee, which will meet monthly and include the AFPC Public Engagement Work Group, other interested AFPC members and nonmember partners.
- Work with the food system conference planning committee to identify, secure and manage keynote speakers, individual session presenters and co-sponsors.
- Work with the food system conference planning committee to secure a conference venue. The contractor will not be responsible for the cost of the venue.

**5. Organize and facilitate two (2) AFPC Governing Board and Work Group Chairs face-to-face meetings.**

- These are 2-day meetings held in the fall and spring of each year.
- Plan for the meetings to be held in Anchorage.
- Approximately 20-25 attendees at each meeting.

The successful offeror will:

- Plan, negotiate and manage meeting site arrangements to include audiovisual and related supplemental services, facility costs, amenities and supplies, and meals and beverages.
- Work with the AFPC Governing Board to develop the agenda.
- Facilitate the group discussion and action planning to achieve the AFPC Strategic Plan goals.
- Record meeting minutes. Meeting notes will be submitted to the project director within 10 business days following the meeting. Approved minutes will be distributed electronically and posted on the AFPC website.

Travel

- Provide travel assistance for up to 8 AFPC members who live in Alaska but outside of Anchorage to each meeting. Travel assistance includes arranging and paying for airfare, lodging, meals, and airport/hotel transportation.
- All travel must be pre-approved by the project director.
- All travel arrangements must be completed a minimum of two weeks prior to the meeting. The successful offeror will only reimburse travel expenses that meet this timeline requirement. All exceptions to the arrangements need to be pre-approved by the project director.

**6. Provide administrative support, planning, and facilitation of AFPC Governing Board meetings.**

- These are 2-hour meetings held each month. The Project Director estimates there will be 10 meetings in FY14.
- These are teleconference meetings. The Project Director will provide the teleconference line.

The successful offeror will:

- Work with the AFPC Governing Board Co-Chairs to develop the agenda and distribute to Governing Board members at least one week prior to the meeting.
- Assist Co-Chairs with meeting facilitation as needed.
- Record meeting minutes. Meeting notes will be submitted to the project director within 10 business days following the meeting. Approved minutes will be distributed electronically and posted on the AFPC website.

**7. Develop and design an annual report to highlight AFPC's accomplishments during the year.**

- This report will be posted on the AFPC website and distributed to AFPC members, partners, the general public and policy makers.
- This report should be 2-4 full color pages with appropriate graphics and pictures that can be distributed to AFPC members, participating communities, policy makers and other interested people.
- The report should be available by January 1, 2014.

The successful offeror will:

- Gather information on accomplishments from AFPC Work Group Chairs. Information is currently tracked on Work Group Action Plans.
- Develop and disseminate interim and final drafts of the annual report, including layout and design that is formatted for print and web upload (meeting ADA requirements), to the AFPC Governing Board for review and approval.

## **SFY15 Deliverables**

### **1. Management and technical assistance deliverables**

The successful offeror will:

- See “FY14 Deliverables” #1.
- Meet with the Project Director in person within the first 2 weeks of FY15 (July 1, 2015) to review details of contract and develop an annual work plan.

### **2. Implement the AFPC Communication Plan**

Work with the AFPC Governing Board, Public Engagement Work Group and other interested members to continue to implement the communication plan developed in FY14. The successful offeror should allocate a sufficient amount of funds to accomplish the goals of the communication plan in the most efficient manner. These activities will be determined during the communication planning process in FY14 and may include teleconference “town hall” meetings, webinars, and/or printing and mailing materials.

### **3. Organize and facilitate community food system “town hall” meetings**

Complete the final 3 community food system town hall meetings, if they were not done in FY14. See “FY14 Deliverables” #3 for required activities. These meetings should be completed before the food system conference is held in the fall of 2014.

### **4. Organize and manage a 2-day food system conference.**

The successful offeror will continue “FY14 Deliverables” #4, as well as:

- .
- Manage all site arrangements, including room scheduling, audiovisual and related supplemental services, amenities and supplies, and coordinating food and coffee/beverage service. Contractor will not be responsible for the cost of food and beverages.
- Develop and manage attendee registration using an online registration system. A conference fee will be charged.
- Promote the conference via a website, mailers and social media.
- Communicate with all speakers to confirm date, time and location of presentation, identify audiovisual equipment needs, and obtain electronic copies of handouts for posting on a website.
- Design, print and distribute attendee materials, such as agendas, name tags, and general conference information. Contractor will not be responsible for printing individual session handouts.
- Identify and implement long-distance connections to allow people who cannot attend access to keynote presentations and education sessions.

Travel

- Provide travel assistance and honorarium for one keynote speaker from outside of Alaska. Travel assistance includes arranging and paying for airfare, lodging, meals, and airport/hotel transportation.
- Provide travel assistance for up to 10 people who live in Alaska but outside of Anchorage to attend the conference. Travel assistance includes arranging and paying for airfare, lodging, meals, and airport/hotel transportation.
- All travel must be pre-approved by the project director.

- All travel arrangements must be completed a minimum of two weeks prior to the meeting. The successful offeror will only reimburse travel expenses that meet this timeline requirement. All exceptions to the arrangements need to be pre-approved by the project director.
- 5. Organize and facilitate two (2) AFPC Governing Board and Work Group Chairs face-to-face meetings.**
    - See “FY14 Deliverables” #5.
  - 6. Provide administrative support, planning, and facilitation of AFPC Governing Board meetings.**
    - See “FY14 Deliverables” #6.
    - The Project Director estimates there will be 12 meetings in FY15.
  - 7. Develop and design an annual report to highlight AFPC’s accomplishments during the year.**
    - See “FY14 Deliverables” #7.
    - The report should be available by January 1, 2015.

### **SFY16 Deliverables**

#### **1. Management and technical assistance deliverables**

The successful offeror will:

- See “FY14 Deliverables” #1.
- Meet with the Project Director in person within the first 2 weeks of FY16 (July 1, 2016) to review details of contract and develop an annual work plan.
- Provide input and technical assistance to the Project Director and AFPC Governing Board regarding the strategic planning process and evaluation.

#### **2. Implement the AFPC Communication Plan**

Work with the AFPC Governing Board, Public Engagement Work Group and other interested members to continue to implement the communication plan developed in FY14. The successful offeror should allocate a sufficient amount of funds to accomplish the goals of the communication plan in the most efficient manner. These activities will be determined during the communication planning process in FY14 and may include teleconference “town hall” meetings, webinars, and/or printing and mailing materials.

#### **3. Organize and facilitate two (2) AFPC Governing Board and Work Group Chairs face-to-face meetings.**

- See “FY14 Deliverables” #5.

#### **4. Conduct an evaluation of the AFPC and 2012-2015 AFPC Strategic Plan.**

Work with the Project Coordinator and AFPC Governing Board to evaluate the processes and outcomes of the AFPC and the 2012-2015 Strategic Plan. The evaluation should be completed prior to the fall 2015 face-to-face meeting and be used for developing the new strategic plan.

The successful offeror will:

- Conduct a coalition/partnership evaluation of the AFPC that includes, at a minimum, member participation, member satisfaction, and progress on strategic plan indicators.
- Gather data from annual reports and other sources to evaluate the accomplishments of the AFPC and progress towards 2012-2015 strategic plan indicators.
- Develop evaluation report and distribute to members prior to fall 2015 face-to-face meeting.

#### **5. Facilitate the development of the 2016-2019 AFPC Strategic Plan**

- Strategic planning will take place at the fall 2015 face-to-face meeting. Additional people should be included for new perspectives.

- The new strategic plan should be available by January 1, 2016.

The successful offeror will:

- Facilitate the meeting to develop new goals, objectives and strategies for 2016-2019.
- Develop and disseminate interim and final drafts of the strategic plan, including layout and design that is formatted for print and web upload (meeting ADA requirements), to the AFPC Governing Board for review and approval. The strategic plan should be 12-15 full color pages with appropriate graphics and pictures that can be distributed to AFPC members, participating communities, policy makers and other interested people.
- The Project Director and AFPC Governing Board must approve the final draft prior to printing or posting.
- Print and distribute 1000 copies of the new AFPC Strategic Plan by January 31, 2016.
- By the spring 2016 face-to-face meeting, assist work groups in identifying and prioritizing activities, persons and/or agencies responsible for implementation, resources available, timeline and evaluation measures for new strategies.

**6. Provide administrative support, planning, and facilitation of AFPC Governing Board meetings.**

- See "FY14 Deliverables" #6.

**7. Develop and design an annual report to highlight AFPC's accomplishments during the year.**

- See "FY14 Deliverables" #7.
- The report should be available by January 1, 2016.

## **SECTION SIX**

# **PROPOSAL FORMAT AND CONTENT**

### **6.01 Proposal Format and Content**

The state discourages overly lengthy and costly proposals, however, in order for the state to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

### **6.02 Introduction**

Proposals must include the complete name and address of offeror's firm and the name, mailing address, and telephone number of the person the state should contact regarding the proposal.

Proposals must confirm that the offeror will comply with all provisions in this RFP; and, if applicable, provide notice that the firm qualifies as an Alaskan bidder. Proposals must be signed by a company officer empowered to bind the company. An offeror's failure to include these items in the proposals may cause the proposal to be determined to be non-responsive and the proposal may be rejected.

### **6.03 Understanding of the Project**

Offerors must provide comprehensive narrative statements that illustrate their understanding of the requirements of the project and the project schedule.

### **6.04 Methodology Used for the Project**

Offerors must provide comprehensive narrative statements that set out the methodology they intend to employ and illustrate how the methodology will serve to accomplish the work and meet the state's project schedule.

### **6.05 Management Plan for the Project**

Offerors must provide comprehensive narrative statements that set out the management plan they intend to follow and illustrate how the plan will serve to accomplish the work and meet the state's project schedule.

### **6.06 Experience and Qualifications**

Offers must provide a description of their experience and/or provide examples of:

- a. working with government agencies and coalitions in Alaska similar to those in this RFP,
  - b. developing a communication plan,
  - c. organizing, hosting and facilitating community meetings and large conferences for the public,
  - d. developing strategic and action plans,
  - e. providing administrative support, planning, and facilitation of coalitions,
- working with food policy councils, food system-related organizations, food system-related or health-related coalitions.



Offerors must provide an organizational chart specific to the personnel assigned to accomplish the work called for in this RFP; illustrate the lines of authority; designate the individual responsible and accountable for the completion of each component and deliverable of the RFP.

Offerors must provide a narrative description of the organization of the project team and a personnel roster that identifies each person who will actually work on the contract and their specific assignments. Provide the following information about each person listed:

- a. title,
- b. resume,
- c. description of experience on projects similar to their specific assignments on this contract, and
- d. location(s) where work will be performed.

If a subcontractor will perform work on the contract, offerors must provide the requirements specified in **Section 1.15 Subcontractors**. Offerors must provide resumes for subcontractors and descriptions of their experience on projects similar to their specific assignments on this contract.

Please provide three letters of reference from previous clients discussing the agency's ability to provide the services listed in this RFP.

**Offerors must provide evidence within their proposal that they meet the minimum requirements specified in Section 2.08 Minimum Qualifications along with any certifications and credentials referenced in the resume or their proposal may be found non-responsive and may be rejected.**

## 6.07 Cost Proposal

Please complete the Cost Proposal template in Section Eight (Attachments) of this RFP.

The completed cost proposal, along with any reference to pricing, is to be **excluded** from the body of the offeror's proposal. Instead, it should accompany the proposal in a separate, sealed envelope. Failure to comply with this requirement will result in a proposal rejected as non-responsive.

## 6.08 Evaluation Criteria

All proposals will be reviewed to determine if they are responsive. They will then be evaluated using the criterion that is set out in Section SEVEN.

An evaluation may not be based on discrimination due to the race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, disability, or political affiliation of the offeror.

A proposal shall be evaluated to determine whether the offeror responds to the provisions, including goals and financial incentives, established in the request for proposals in order to eliminate and prevent discrimination in state contracting because of race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, or disability.

## **SECTION SEVEN**

# **EVALUATION CRITERIA AND CONTRACTOR SELECTION**

**THE TOTAL NUMBER OF POINTS USED  
TO SCORE THIS PROPOSAL IS 1,000**

### **7.01 Understanding of the Project (5 Percent)**

Proposals will be evaluated against the questions set out below:

- [a] How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project?
- [b] To what degree has the offeror demonstrated an understanding of the deliverables the State expects it to provide?
- [c] How well does the offeror demonstrate an understanding of the steps necessary to develop an effective communication plan?
- [d] How well does the offeror demonstrate an understanding of the steps necessary to organize and implement meetings and conferences for the general public?
- [e] How well does the offeror demonstrate an understanding of a statewide strategic planning process and the action planning process?
- [f] Has the offeror demonstrated an understanding of the State's time schedule and that they can meet it?
- [g] How well has the offeror identified pertinent issues and potential problems related to the project?

### **7.02 Methodology Used for the Project (10 Percent)**

Proposals will be evaluated against the questions set out below:

- [a] How well has the offeror demonstrated the ability to work independently and in a respectful manner?
- [b] How well does the offeror explain the logical steps necessary to develop and implement a communication plan?
- [c] How well has the offeror explained the logical steps necessary to organize and facilitate community food system "town hall" meetings in seven different locations?
- [d] How well does the offeror explain the logical steps necessary to organize and manage a large, 2-day food system conference?
- [e] How well does the offeror explain the logical steps necessary for developing and evaluating a strategic plan?
- [f] How well does the offeror address social determinants of health in their discussion of the strategic plan and planning process?

[g] How well does the offeror explain the logical steps necessary for providing administrative support, planning, and facilitation to AFPC Governing Board teleconference and face-to-face meetings?

### **7.03 Management Plan for the Project (10 Percent)**

Proposals will be evaluated against the questions set out below:

- [a] How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?
- [b] How well is accountability completely and clearly defined?
- [c] How well does the organization of the project team support all of the project requirements?
- [d] How well does the management plan illustrate the lines of authority and communication?
- [e] Does the offeror demonstrate a willingness and ability to work with the OPCP Project Director, AFPC Governing Board and Work Group Chairs, food festival contractor, and other partners??
- [f] Does it appear that the offeror can meet the schedule set out in the RFP?
- [g] Has the offeror gone beyond the minimum tasks necessary to meet the objectives of the RFP?
- [h] Does it appear that the offeror will be able to be physically present at all required meetings and events set out in the RFP?
- [i] To what extent has the offeror identified potential problems?

### **7.04 Experience and Qualifications (25 Percent)**

Proposals will be evaluated against the questions set out below:

*Questions regarding the personnel:*

- [a] Do the individuals assigned to the project have experience on similar projects?
- [b] Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires?
- [c] How extensive is the applicable education and experience of the personnel designated to work on the project?
- [d] Did the offeror provide solid examples of how the individuals assigned to the project have experience in facilitating meetings in a manner that effectively responds to the race, ethnicity, age, gender identity, cultural practices, sexual orientation, socioeconomic status, educational background and language of the AFPC membership?

*Questions regarding the firm:*

- [e] How well did the offeror describe their experience working with government agencies and coalitions in Alaska? How relevant is the list of previous government agencies and coalitions?

- [f] How well did the offeror describe their experience in working with a group to develop a communication plan? Does the offeror provide a solid example of communication plans the offeror has previously developed?
- [g] How well did the offeror describe their experience working in organizing, hosting and facilitating community meetings and large conferences for the public? How strong are the examples of previously organized and hosted community meetings and conferences?
- [h] How well did the offeror describe their experience developing strategic and action plans? How strong are the examples of previously developed strategic and action plans?
- [i] How well did the offeror describe their experience providing administrative support, planning, and facilitation of coalitions? Does the offeror have experience with food policy councils, food system-related or health-related coalitions?
- [j] How relevant are the three letters of reference from previous clients?
- [k] If a subcontractor will perform work on the contract, how well do they measure up to the evaluation used for the offeror?

## **7.05 Contract Cost (40 Percent)**

Overall, **40%** of the total evaluation points will be assigned to cost. The cost amount used for evaluation may be affected by one or more of the preferences referenced under Section 2.13.

### ***Converting Cost to Points***

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out in Section 2.15.

## **7.06 Alaska Offeror Preference (10 Percent)**

If an offeror qualifies for the Alaska Bidder Preference, the offeror will receive an Alaska Offeror Preference. The preference will be 10 percent of the total available points. This amount will be added to the overall evaluation score of each Alaskan offeror.

## **SECTION EIGHT ATTACHMENTS**

### **8.01 Attachments**

**Included in this RFP document**

1. Offeror's Checklist
2. Cost Proposal Form
3. Proposal Evaluation Form
4. Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions

**Attached Separately**

5. Sample Standard Agreement Form
  - a. Appendix A
  - b. Appendix B1
  - c. Appendix C
  - d. Appendix D
6. Sample Notice of Intent to Award

## OFFEROR'S CHECKLIST

IMPORTANT NOTE TO OFFERORS: This checklist is provided to assist offerors and the Procurement Officer in addressing and/or locating specific requirements identified in the RFP for the offeror's proposal. **Offerors are to complete and return this form.** Completion of this form does not guarantee a declaration of responsiveness.

Offeror: \_\_\_\_\_

1. Per section 2.12, evidence that the offeror holds a valid Alaska business license.

**Evidence is provided on page #\_\_\_\_\_.**

2. Per section 1.04, the budget **does not exceed \$225,000** (\$75,000 each for SFY14, SFY15, and SFY16)

**Evidence is provided on page #\_\_\_\_\_.**

3. Per section 1.16, provide a statement regarding Offeror's Certification.

**Evidence is provided on page #\_\_\_\_\_.**

4. Per section 1.17, provide a Conflict of Interest statement.

**Evidence is provided on page #\_\_\_\_\_.**

5. Per section 2.08, evidence that the offeror meets the minimum prior experience requirements.

**Evidence is provided on page #\_\_\_\_\_.**

- A minimum of two (2) years' experience within the last three (3) years in the field of strategic and action planning, with at least one (1) year experience with a federal, state, tribal or local government health agency.

**Evidence is provided on page #\_\_\_\_\_.**

- A minimum of two (2) years' experience within the last three (3) years in the field of communication planning.

**Evidence is provided on page #\_\_\_\_\_.**

- A minimum of three (3) years' experience within the last five (5) years in meeting and conference planning.

**Evidence is provided on page #\_\_\_\_\_.**

- A minimum of three (3) years' experience in the last five (5) years in meeting and workgroup facilitation.

**Evidence is provided on page #\_\_\_\_\_.**

- A minimum of two (2) years' experience within the last three (3) years providing training and technical assistance, with at least one (1) year experience with a federal, state, tribal or local government health agency.

**Evidence is provided on page #\_\_\_\_\_.**

6. Per section 1.16, proposal has been **signed** by an individual authorized to bind the offeror to the provisions of the RFP.

**Evidence is provided on page #\_\_\_\_\_.**

7. Per section 1.24, offeror has signed and returned the *Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions* form.

**Evidence is provided on page #\_\_\_\_\_.**

## COST PROPOSAL

Note: The purpose of the cost formula is to provide a mechanism for offerors to submit costs per each deliverable in a manner that DHSS can evaluate and score and then use to establish billing rates for the resultant contract. Please enter your cost in the spaces provided below for completing each deliverable.

### INSTRUCTIONS:

The following must be completed by each offeror. The table will be used to establish contract rates to complete this project. (Cost not to exceed \$75,000/per fiscal year.)

#### I. Deliverables CHART

		SFY 14	SFY15	SFY16	Total
1	Management and technical assistance deliverables				
2	Develop a communication plan		NA	NA	
3	Implement a communication plan	NA			
4	Organize and facilitate "town hall" meetings			NA	
	Travel costs for "town hall" meetings			NA	
5	Organize and facilitate AFPC face to face meetings				
	Travel costs for AFPC face to face meetings				
6	Administrative support/facilitation for AFPC Governing Board teleconferences				
7	Develop and design AFPC annual report				
8	Organize and manage a 2-day food system conference			NA	
	Travel costs for food system conference	NA		NA	
9	Evaluation of AFPC and 2012-2015 strategic plan	NA	NA		
10	Facilitate development of 2016-2019 strategic plan	NA	NA		
	<b>TOTAL</b>				



## PROPOSAL EVALUATION FORM

All proposals will be reviewed for responsiveness and then evaluated using the criteria set out herein.

Person or Firm Name \_\_\_\_\_

Name of Proposal Evaluation (PEC) Member \_\_\_\_\_

Date of Review \_\_\_\_\_

RFP Number \_\_\_\_\_

### EVALUATION CRITERIA AND SCORING

THE TOTAL NUMBER OF POINTS USED TO SCORE THIS PROPOSAL IS 1,000

#### 7.01 Understanding of the Project—5 Percent

Maximum Point Value for this Section - 50 Points  
1000 Points x 5 Percent = 50 Points

Proposals will be evaluated against the questions set out below.

[a] How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[b] To what degree has the offeror demonstrated an understanding of the deliverables the State expects it to provide?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[c] How well does the offeror demonstrate an understanding of the steps necessary to develop an effective communication plan?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[d] How well does the offeror demonstrate an understanding of the steps necessary to organize and implement meetings and conferences for the general public?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[e] How well does the offeror demonstrate an understanding of a statewide strategic planning process and the action planning process?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[f] Has the offeror demonstrated an understanding of the State's time schedule and that they can meet it?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[g] How well has the offeror identified pertinent issues and potential problems related to the project?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

**EVALUATOR'S POINT TOTAL FOR 7.01** \_\_\_\_\_

## **7.02 Methodology Used for the Project—10 Percent**

Maximum Point Value for this Section - 100 Points  
1000 Points x 10 Percent = 100 Points

Proposals will be evaluated against the questions set out below.

[a] How well has the offeror demonstrated the ability to work independently and in a respectful manner?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[b] How well does the offeror explain the logical steps necessary to develop and implement a communication plan?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[c] How well has the offeror explained the logical steps necessary to organize and facilitate community food system "town hall" meetings in seven different locations?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

[d] How well does the offeror explain the logical steps necessary to organize and manage a large, 2-day food system conference?

EVALUATOR'S NOTES \_\_\_\_\_

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[e] How well does the offeror explain the logical steps necessary for developing and evaluating a strategic plan?

EVALUATOR'S NOTES \_\_\_\_\_

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[f] How well does the offeror address social determinants of health in their discussion of the strategic plan and planning process?

EVALUATOR'S NOTES \_\_\_\_\_

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[g] How well does the offeror explain the logical steps necessary for providing administrative support, planning, and facilitation to AFPC Governing Board teleconference and face-to-face meetings?

EVALUATOR'S NOTES \_\_\_\_\_

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**EVALUATOR'S POINT TOTAL FOR 7.02** \_\_\_\_\_

## **7.03 Management Plan for the Project—10 Percent**

Maximum Point Value for this Section - 100 Points  
1000 Points x 10 Percent = 100 Points

Proposals will be evaluated against the questions set out below.

[a] How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?

EVALUATOR'S NOTES \_\_\_\_\_

---

[b] How well is accountability completely and clearly defined?

EVALUATOR'S NOTES \_\_\_\_\_

---

[c] How well does the organization of the project team support all of the project requirements?

EVALUATOR'S NOTES \_\_\_\_\_

---

[d] How well does the management plan illustrate the lines of authority and communication?

EVALUATOR'S NOTES \_\_\_\_\_

[e] Does the offeror demonstrate a willingness and ability to work with the OPCP Project Director, AFPC Governing Board and Work Group Chairs, food festival contractor, and other partners?

EVALUATOR'S NOTES \_\_\_\_\_

[f] Does it appear that offeror can meet the schedule set out in the RFP?

EVALUATOR'S NOTES \_\_\_\_\_

[g] Has the contractor gone beyond the minimum tasks necessary to meet the objectives of the RFP?

EVALUATOR'S NOTES \_\_\_\_\_

[h] Does it appear that the offeror will be able to be physically present at all required meetings and events set out in the RFP?

EVALUATOR'S NOTES \_\_\_\_\_

[i] To what extent has the offeror identified potential problems?

EVALUATOR'S NOTES \_\_\_\_\_

**EVALUATOR'S POINT TOTAL FOR 7.03** \_\_\_\_\_

## 7.04 Experience and Qualifications—25 Percent

Maximum Point Value for this Section - 250 Points  
1000 Points x 25 Percent = 250 Points

Proposals will be evaluated against the questions set out below.

Questions regarding the personnel.

[a] Do the individuals assigned to the project have experience on similar projects?

EVALUATOR'S NOTES \_\_\_\_\_

- [b] Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

- [c] How extensive is the applicable education and experience of the personnel designated to work on the project?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

- [d] Did the offeror provide solid examples of how the individuals assigned to the project have experience in facilitating meetings in a manner that effectively responds to the race, ethnicity, age, gender identity, cultural practices, sexual orientation, socioeconomic status, educational background and language of the AFPC membership?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

Questions regarding the firm.

- [e] How well did the offeror describe their experience working with government agencies and coalitions in Alaska? How relevant is the list of previous government agencies and coalitions?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

- [f] How well did the offeror describe their experience in working with a group to develop a communication plan? Does the offeror provide a solid example of communication plans the offeror has previously developed?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

- [g] How well did the offeror describe their experience working in organizing, hosting and facilitating community meetings and large conferences for the public? How strong are the examples of previously organized and hosted community meetings and conferences?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

- [h] How well did the offeror describe their experience developing strategic and action plans? How strong are the examples of previously developed strategic and action plans?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

- [i] How well did the offeror describe their experience providing administrative support, planning, and facilitation of coalitions? Does the offeror have experience with food policy councils, food system-related or health-related coalitions?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

- [j] How well relevant are the three letters of reference from previous clients?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

- [k] If a subcontractor will perform work on the contract, how well do they measure up to the evaluation used for the offeror?

EVALUATOR'S NOTES \_\_\_\_\_

\_\_\_\_\_

**EVALUATOR'S POINT TOTAL FOR 7.04**

\_\_\_\_\_

## **7.05 Contract Cost — 40 Percent**

Maximum Point Value for this Section - 400 Points  
1000 Points x 40 Percent = 400 Points

Overall, 40 percent of the total evaluation points will be assigned to cost. The cost amount used for evaluation may be affected by one or more of the preferences referenced under Section 2.13.

### **Converting Cost to Points**

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out in Section 2.15.

**EVALUATOR'S POINT TOTAL FOR 7.05**

\_\_\_\_\_

## **7.06 Alaska Offeror Preference — 10 Percent**

Alaska bidders receive a 10 percent overall evaluation point preference.  
Point Value for Alaska bidders in this section -- 100 Points  
1000 Points x 10 Percent = 100 Points

If an offeror qualifies for the Alaska Bidder Preference, the offeror will receive an Alaska Offeror Preference. The preference will be 10 percent of the total available points. This amount will be added to the overall evaluation score of each Alaskan offeror.

**EVALUATOR'S POINT TOTAL FOR 7.06 (either 0 or 100)**

\_\_\_\_\_

**EVALUATOR'S COMBINED POINT TOTAL FOR ALL SECTIONS**

\_\_\_\_\_

## **CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, Participant's responsibilities. The regulations were published as Part VII of the May 26, 1988 Federal Register (pages 19160-19211).

### **(BEFORE COMPLETING CERTIFICATION, READ THE INSTRUCTIONS ON THE FOLLOWING PAGE WHICH ARE AN INTEGRAL PART OF THE CERTIFICATION)**

(1) The prospective recipient of Federal assistance funds certifies, by submission of this bid, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

(2) Where the prospective recipient of Federal assistance funds is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this Proposal.

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Name and Title of Authorized Representative

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Signature

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Date



### Instructions for Certification

1. By signing and submitting this Proposal, the prospective recipient of Federal assistance funds is providing the certification as set out below.
2. The certification in this class is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective recipient of Federal assistance funds knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the Department of Labor (DOL) may pursue available remedies, including suspension and/or debarment.
3. The prospective recipient of Federal assistance funds shall provide immediate written notice to the person to whom this Proposal is submitted if at any time the prospective recipient of Federal assistance funds learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "Proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this Proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective recipient of Federal assistance funds agrees by submitting this Proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the DOL.
6. The prospective recipient of Federal assistance funds further agrees by submitting this Proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may but is not required to check the List of Parties Excluded from Procurement or Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the DOL may pursue available remedies, including suspension and/or debarment.