

REQUEST FOR PROPOSAL

CITY OF FARGO

I. PURPOSE OF REQUEST

The City of Fargo is requesting proposals for tobacco prevention and cessation activities through reducing tobacco-related disparities in special populations (American Indians, behavioral health, low socioeconomic status, and Lesbian, Gay, Bisexual, Transgender) through tobacco cessation-related activities and/or preventing the initiation of tobacco use, including e-cigarettes and other vaping devices among youth and young adults. Services will commence Fall 2019. All detailed information is outlined in the following Request for Proposal (RFP).

II. HISTORY OF THE PROJECT

Fargo Cass Public Health received grant funds from the North Dakota Department of Health through funds allocated from the North Dakota Legislature to be used for tobacco prevention, control, and cessation activities. Funding for such activities are a result of the Master Settlement Agreement (MSA) and are to be use for residents of Cass County and the State of North Dakota. Fargo Cass Public Health has received funding because of the MSA since 2001.

III. INSTRUCTIONS TO PROPOSER

- A. All proposals and any questions should be sent to:
Melissa Markegard
Tobacco Prevention Coordinator
1240 25th Street South
Fargo, ND 58103-2367
Phone: 701.476.4083
Email: MMarkegard@FargoND.gov
- B. All proposals must be presented to the Fargo Cass Public Health Tobacco Prevention Committee by 3:00 pm on August 9, 2019 (1240 25th Street South, Fargo, ND 58103). Three copies of the proposal are required.
- C. Fargo Cass Public Health Tobacco Prevention Committee will review, score, and approve all proposals.
- D. The City of Fargo reserves the right to reject all submittals.

IV. FUNDING AVAILABLE

The total amount of funding available is \$50,000. Funding may be spread across multiple proposals. Funding amounts awarded may be adjusted as determined by the Fargo Cass Public Health Tobacco Prevention Committee. Funding provided must be utilized in programs serving the residents of Cass County.

The strategies identified for funding are:

- A. Reducing tobacco-related disparities in special populations (American Indians, behavioral health, low socioeconomic status, and Lesbian, Gay, Bisexual, Transgender) through tobacco cessation-related activities.
- B. Preventing the initiation of tobacco use, including e-cigarettes and other vaping devices among youth and young adults.

V. TIMETABLE

The City of Fargo will use the following timetable, which should result in a proposal being awarded in August 2019.

| | |
|--------------------------------|---|
| Immediately | - Proposals available |
| August 9, 2019 | - Due date for written proposal |
| August 12-14, 2019 | - Review of proposals by committee |
| August 15-16, 2019 | - Notification sent, contract awarded |
| September 3, 2019 | - Campaign implementation begins |
| The first Monday of each month | - Monthly report due |
| June 14, 2020 | - Campaign completed – final report due |

VI. SELECTION CRITERIA

A. The City of Fargo intends to award contracts to entities whose proposal fulfills each of the below selection criteria, addresses at least one of the strategies listed above, and best meets the program needs. Written proposals shall contain all items listed in the selection criteria and will be weighed equally against one another based on the following grading system. The maximum number of points per category is noted after each item below:

- i. Contact Information: **(Maximum points: 5).**
- ii. Organizational Background: **(Maximum points: 20).**
- iii. Proposed Activity: **(Maximum points: 20).**
- iv. Project Evaluation and Data Collection: **(Maximum points: 10).**
- v. Description of past and current work experience with tobacco initiation, prevention, and cessation: **(Maximum points: 15).**
- vi. Project Budget and Justification: **(Maximum points: 15).**

B. The Fargo Cass Public Health Tobacco Prevention Committee (TPC) will evaluate each proposal on the above criteria. The TPC will determine which proposals would best meet the identified strategies.

I. PROPOSAL INSTRUCTIONS

- A. Proposals must be eight pages or less.
- B. Activities must address one or more of the strategies identified (see Funding Available).
- C. All six sections of the RFP are to be completed.

Contact Information – Section I – Maximum 5 Points

Organization Name:

Mailing Address:

City, State, Zip:

Agency Director:

Project Contact Person:

Phone Number:

E-mail Address:

Fax Number:

Organizational Background – Section II – Maximum 20 Points

1. Describe your organization's mission, history, and services provided. Include how your agency serves the residents of Cass County and additional information of your organization's capabilities and qualifications to implement the approved strategy.
2. Provide a brief description of the population served.
3. Does your agency have a tobacco-free grounds policy or are you in the process of adopting one? If yes, please include a copy of your policy and/or supporting documentation.

Proposed Activity Description – Section III – Maximum 20 Points

1. What is the proposed strategy to focus/work on for your organization?
2. What is the proposed project/activity name?
3. What are the goals and objectives of the proposed project/activity?
4. Describe your proposed project/activity. How will it be carried out?
5. Who is the proposed target population? Please include the anticipated number of participants that will be reached.
6. In a similar table below, identify responsibilities for all activities related to your project/activity.

| Activity | Start Date | End Date | Person Responsible |
|-----------------|-------------------|-----------------|---------------------------|
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Project Evaluation – Section IV – Maximum 10 Points

What performance measures(s) will you use, and how will you evaluate the success of your proposed project/activity? Performance measures should be directly related to the goals and objectives described in Section III. Include your organization’s willingness to work with the Fargo Cass Public Health Tobacco Coordinators on data collection and evaluation.

Tobacco Work Experience – Section V – Maximum 15 Points

Description of past and current tobacco prevention and/or cessation work experience. Please include if your agency has received tobacco-related funding in the past and if all of the goals and objectives in your past proposals were met.

Project Budget – Section VI – Maximum 15 Points

Funding cannot be used for the following:

- Capital building projects, overhead, or indirect costs
- Food and beverages
- Research/surveys
- Promotional items (t-shirts, pens, etc.)
- Fundraising activities

Describe the entire budget for the proposed project/activity. Budgets need to be as detailed as possible.

| Budget Line Item and Justification | Amount |
|---|---------------|
| 1. Justification: | |
| 2. Justification: | |
| 3. Justification: | |
| 4. Justification: | |
| Grand Total Requested | |