

# REQUEST FOR PROPOSAL

## CITY OF FARGO

### I. PURPOSE OF REQUEST

The City of Fargo is requesting proposals for a module development to promote gardening in the child care setting. Services will commence on or about October 1, 2021. All detailed information is outlined in the following Request for Proposal (RFP).

### II. HISTORY OF THE PROJECT

Fargo Cass Public Health received grant funds to develop an online, interactive module promoting gardening in the child care setting. In an effort to achieve the grant objective, Fargo Cass Public Health is looking to build onto their already existing module library. Fargo Cass Public Health has created four modules utilizing the Thinkific platform (<https://www.thinkific.com/>). The proposed gardening module would also be developed on this platform. The majority of the module content will be developed by the Health Promotion Division at Fargo Cass Public Health, but the building of the module, including graphics, videos, copyediting, voice overs, etc., will be completed by the proposer.

Examples of current modules can be viewed at ActiveChildCare.org under Training. <https://fargond.gov/city-government/departments/fargo-cass-public-health/nutrition-fitness/child-care-physical-activity-health-code/training>

### III. INSTRUCTIONS TO PROPOSER

A. All proposals and any questions should be sent to:

Michelle Draxten  
Public Health Nutritionist  
1240 25<sup>th</sup> Street South  
Fargo, ND 58103  
Phone: 701.467.6677  
Email: [MDraxten@FargoND.gov](mailto:MDraxten@FargoND.gov)

B. All proposals must be presented to Fargo Cass Public Health, Health Promotion Division by **1:00 p.m. on September 17, 2021** (1240 25<sup>th</sup> Street South, Fargo, ND 58103). Two copies of the proposal must be presented. Electronic submissions will be accepted.

C. Fargo Cass Public Health, Health Promotion Division 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 up to \$8,000.

## V. TIMETABLE

The City of Fargo will use the following timetable, which should result in a proposal being awarded on or about September 28, 2021.

Immediately	- Proposals available
September 17, 2021	- Due date for written/electronic proposal
September 20-24, 2021	- Review of proposals by committee
September 27-28, 2021	- Notification sent, contract awarded
October 1, 2021	- Module planning & development begins
June 1, 2022	- Module completed

## VI. SELECTION CRITERIA

- A. The City of Fargo intends to award the contract to the entity whose proposal fulfills each of the below selection criteria and best meets the program needs. Written proposals shall not exceed six pages, 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. Description of past and current work experience with health-related projects, modules or campaigns **(Maximum points: 10)**.
  - ii. Description of past or current experience developing online media that uses graphics, videos, voice overs, etc. **(Maximum points: 10)**.
  - iii. Ability to work with the Fargo Cass Public Health, Health Promotion Division to collect material related to youth gardening experiences that will be beneficially utilized in the module **(Maximum points: 10)**.
  - iv. Ability to meet project timeline **(Maximum points: 10)**.
  - v. Quote and description for the cost to develop the module using the Thinkific platform **(Maximum points: 10)**. *(The module developer will have access to Thinkific through Fargo Cass Public Health's account.)*
- B. Each proposal will be evaluated on the above criteria by the Fargo Cass Public Health, Health Promotion division. The Health Promotion division will determine which proposal would best provide the required services and meet the need of the project.