



County of Marin

**Department of Health and Human Services
Division of Public Health**

**Community Conveners for Marin County HEAL Collaborative Community Action
Teams**

RFP-HHS-2021-23

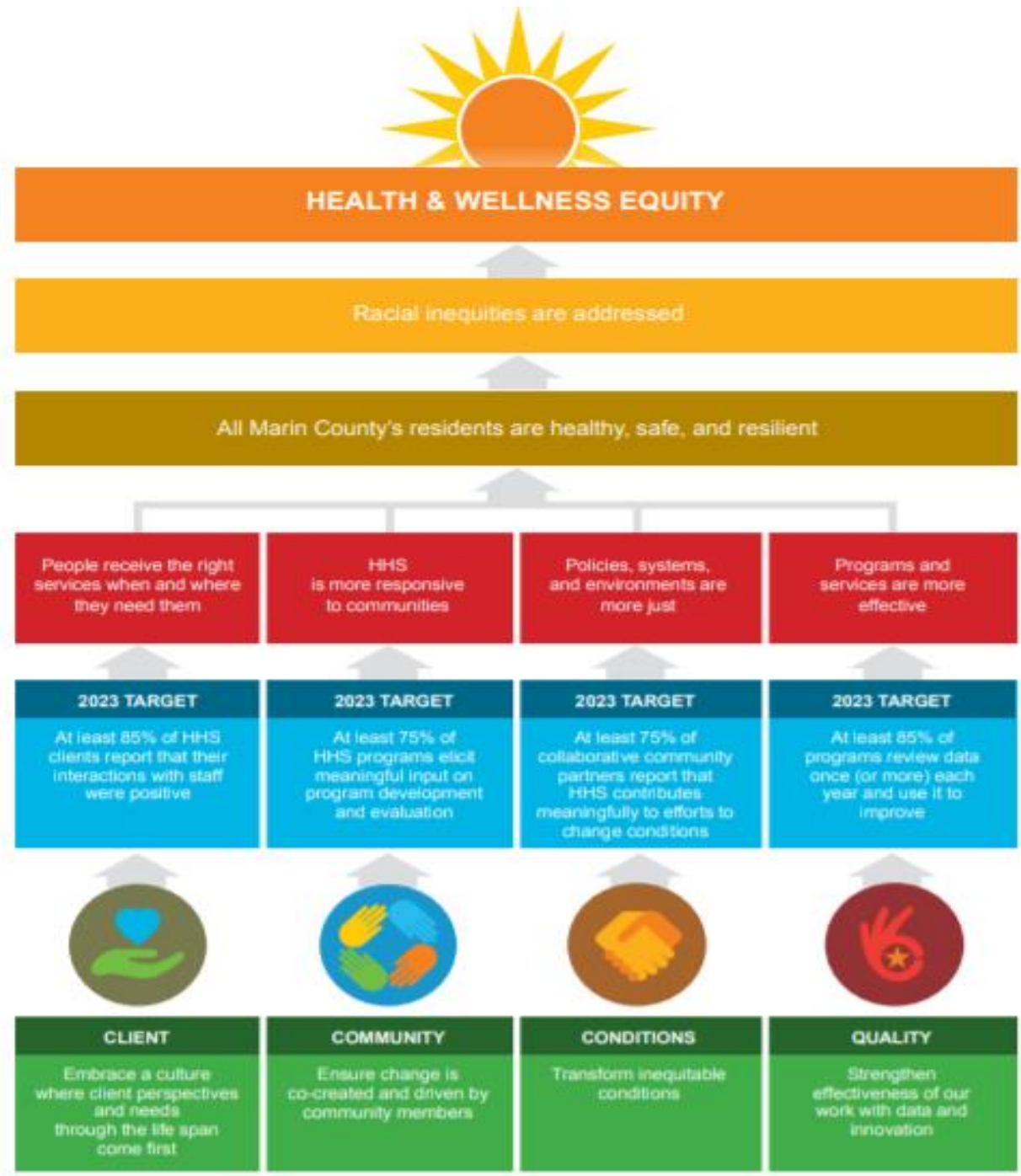
www.marinhhs.org/rfp/2021-13

DATE ISSUED: September 13, 2021

DEADLINE FOR SUBMISSIONS: Oct 22, 2021, 4:30pm PST

I. Background

- HHS Racial Equity Plan
 1. EMBRACE A CULTURE WHERE CLIENT PERSPECTIVES AND NEEDS THROUGHOUT THE LIFE SPAN COME FIRST
 2. ENSURE CHANGE IS CO-CREATED AND DRIVEN BY COMMUNITY MEMBERS
 3. TRANSFORM INEQUITABLE CONDITIONS
 4. STRENGTHEN EFFECTIVENESS OF OUR WORK WITH DATA AND INNOVATION



I. Background



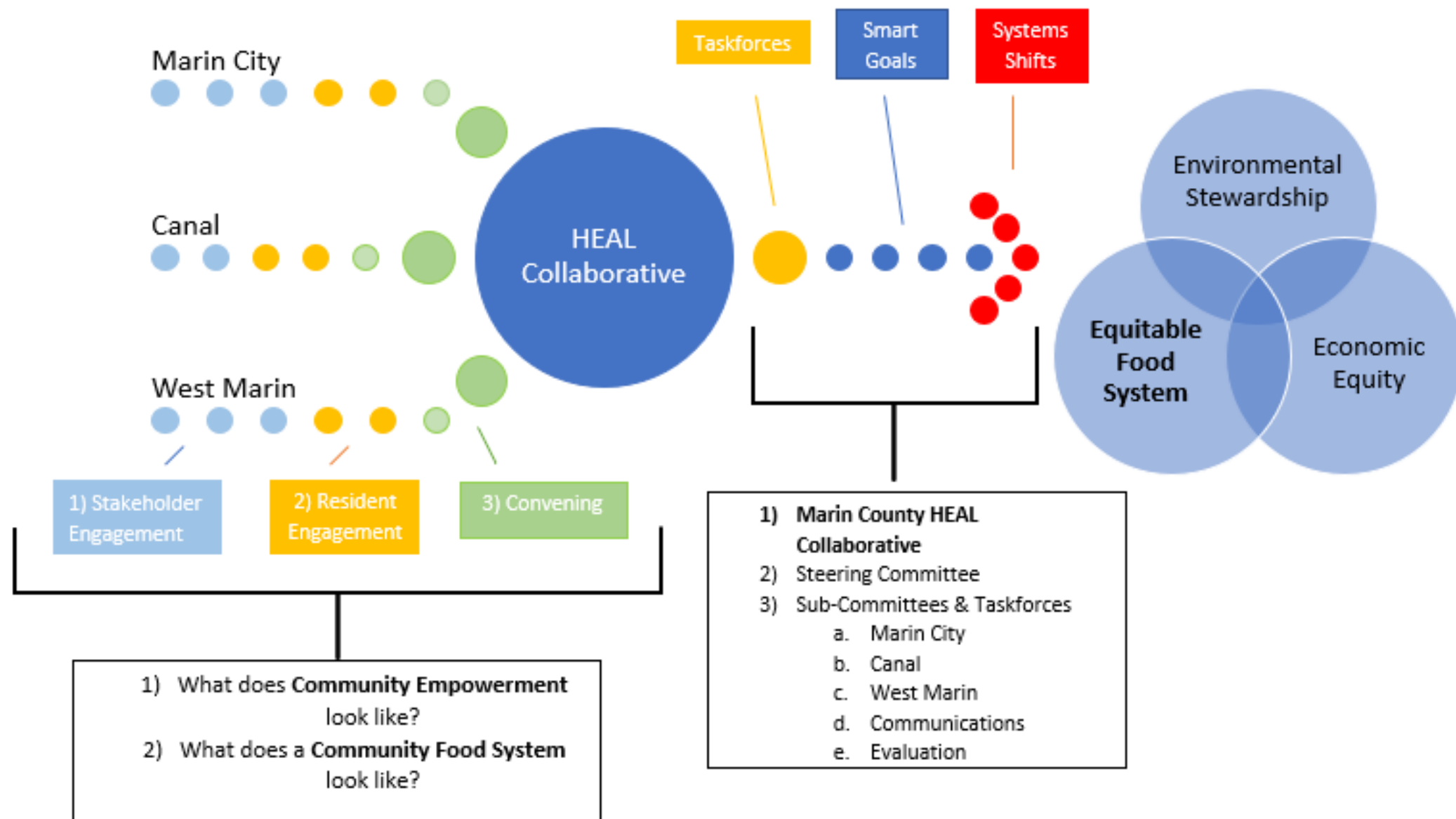
- Marin County HEAL Collaborative <https://marinheal.org/guiding-principles/>
 - Racial Equity
 - Prioritize the needs and voices of BIPOC communities
 - Placed-based solutions:
 - The Canal, Marin City & West Marin
 - Community Empowerment
 - Community Action Teams
 - Community Food System

<u>Community Empowerment</u>	<i>Leadership Development, Health Educators, Peer Advocates, Etc.</i>
<u>Food production</u>	<i>Farms, Community Gardens, Home Gardens, Etc</i>
<u>Food Transportation</u>	<i>Delivery, Distribution, Food Hubs, Etc.</i>
<u>Food Processing</u>	<i>Cooking, Preparation, Packaging, Etc</i>
<u>Food Retail</u>	<i>Farmer's Markets, Restaurants, Grocery Stores, Etc</i>
<u>Food Consumption</u>	<i>Incentive Programs, Education, Skills Building Etc.</i>
<u>Food Waste</u>	<i>Composting, Waste Reduction, Waste Conversion, Etc.</i>
<u>Economic Development</u>	<i>Small Business Incubation, Workforce Development/ Training, Education, Etc.</i>

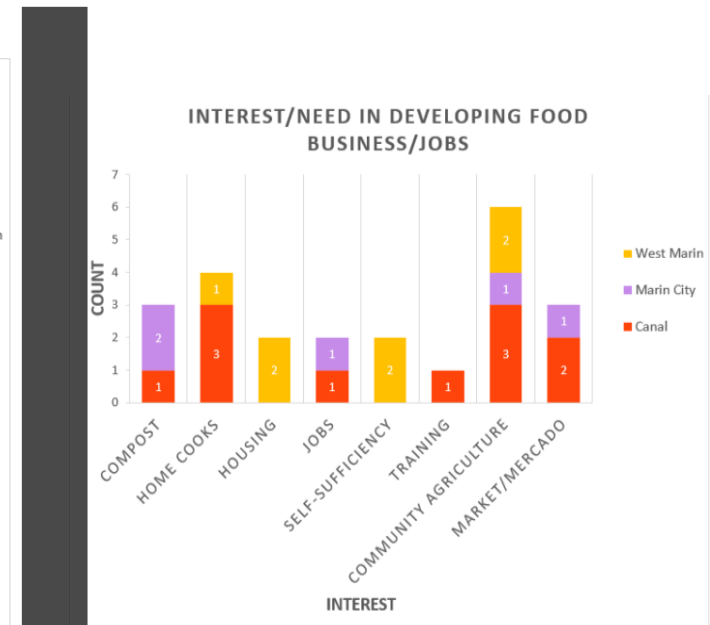
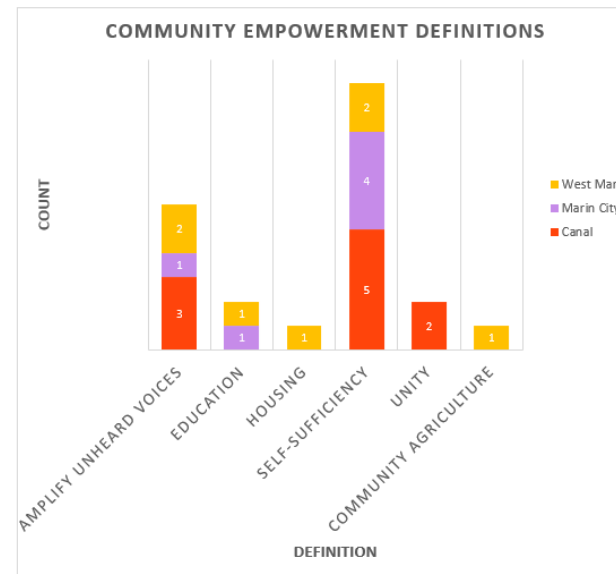
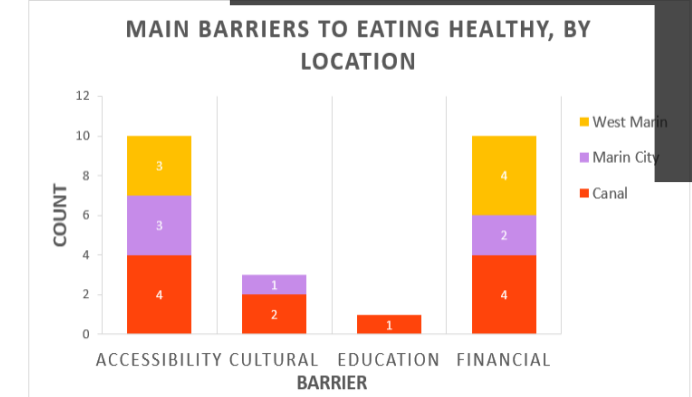
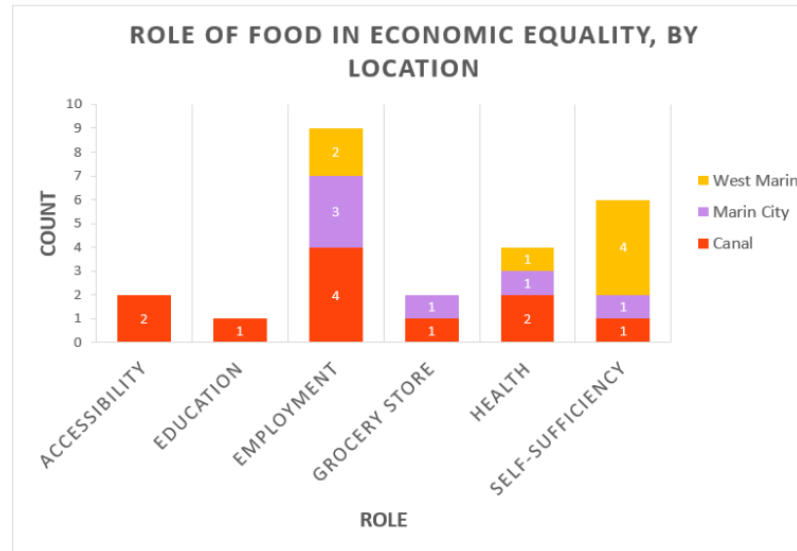
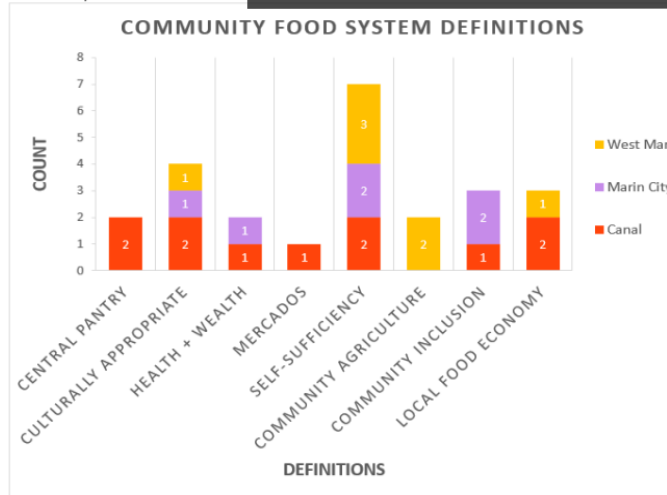
I. Background: HEAL Collaborative Guiding Principles

1. **Collaborations:** Center work on intersecting and aligning strategic partnerships to leverage existing community resources and wisdom.
2. **Community Driven:** Create meaningful opportunities for community engagement and leadership to inform and drive solutions from the ground up in historically excluded communities.
3. **Systems Change:** Prioritize efforts that lead towards greater systems shifts and upstream solutions that address root causes and will promote greater equity within the food system.
4. **Capacity Building:** Program implementation provides skill building and workforce development opportunities for impacted community members.
5. **Outcomes Driven:** Work towards impactful outcomes that capture meaningful results on a community level for long lasting change.
6. **Sustainability:** Align food systems work with mitigating climate change, stewardship of the Earth, and the wellbeing of food workers.
7. **Healthy Foods:** Remove financial and accessibility barriers for communities to have healthy bodies through the access of nutrient dense and culturally relevant foods.
8. **Lasting Change:** Promote long-term policy, systems, and environmental change towards a more equitable food system.
9. **Affordable:** Prioritize providing opportunities that are of no or little cost to impacted community members.

Marin County HEAL Collaborative: Process for Community Food System Priorities



Background: Stakeholder Interviews



Potential Community Driven Solutions



Community Health

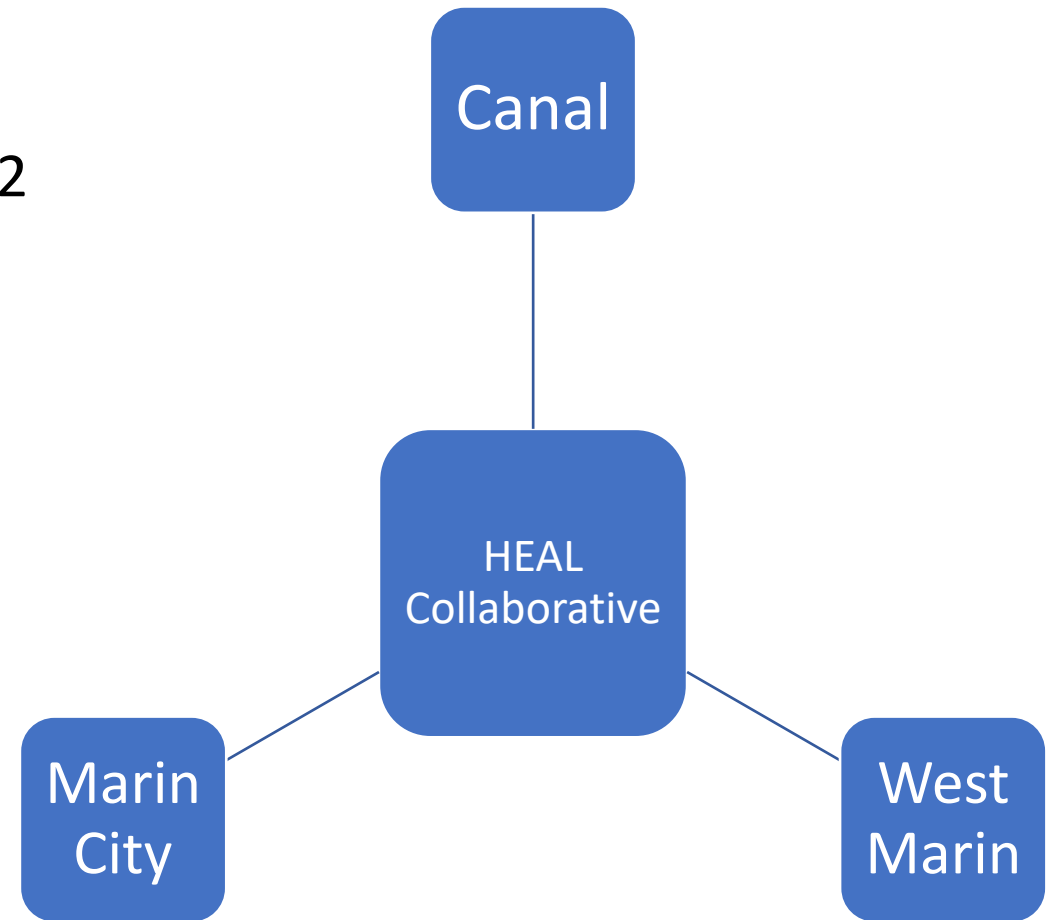
Economic Development

Community Driven

- Supporting home cooks to start-up food businesses, home catering, food trucks, and/or restaurants
- Creating local food production goals and expand community gardens
- Establish a public market for food vendors to sell goods
- Youth leadership programs for health educators and promoters
- Community owned grocery store
- Pathways for land ownership tied to food production
- Community gatherings through meals, seed/plant exchanges

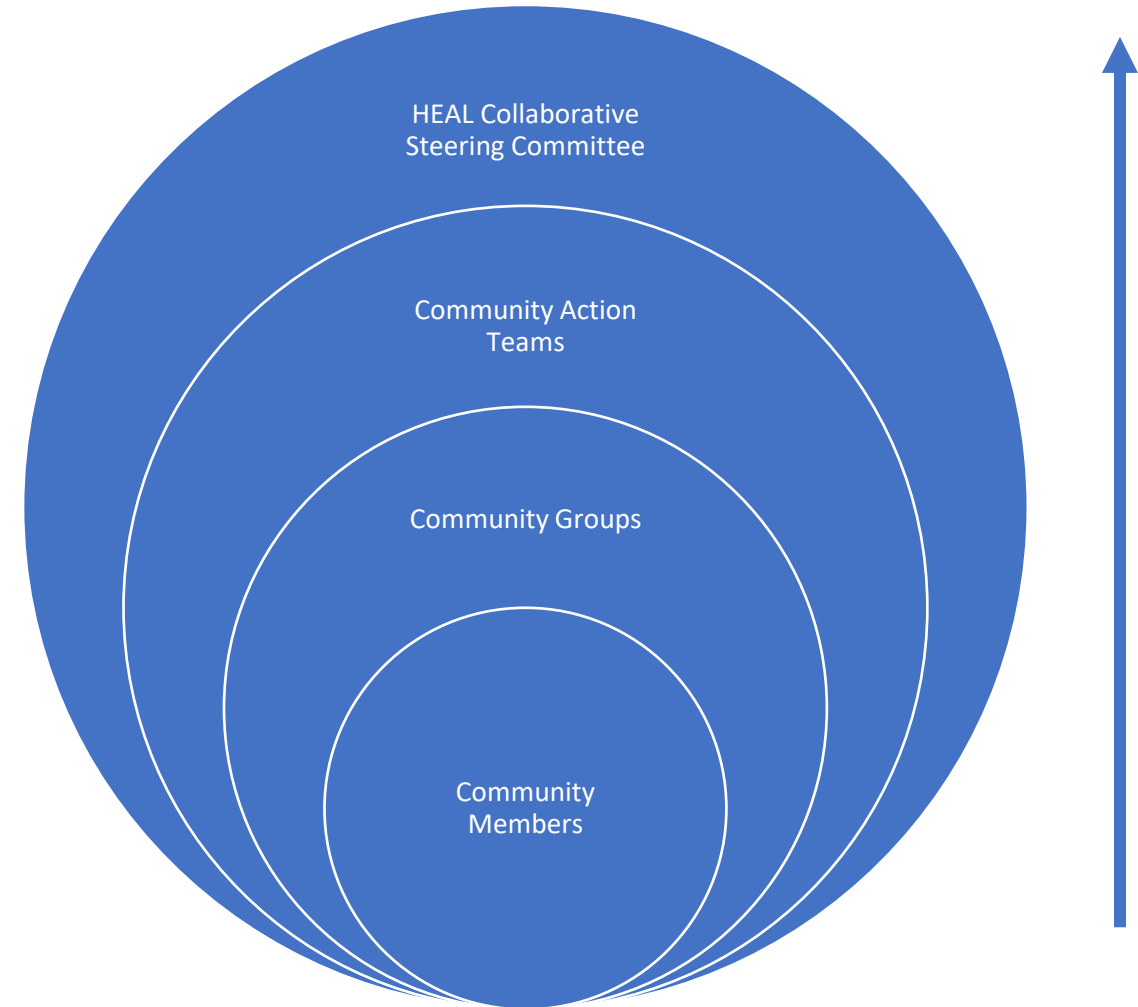
II. Project Description & Expectations

- Project Period
 - 12 Month Period: 1/3/2022-12/31/2022
- Funding Available
 - \$90,000 in total
 - Up to \$30,000 per community
 - Canal
 - Marin City
 - West Marin
- Priority Populations
 - Low-income BIPOC Communities
 - Marin City, Canal, and West Marin



Project Description

- HEAL Collaborative Structure
 - Steering Committee
 - Community Action Teams
- Nutrition and Wellness Program
 - Co-Lead Community Action Teams
- Collaborative Process
 - Community Stakeholders
 - Community Members
 - HEAL Collaborative Members



Project Description

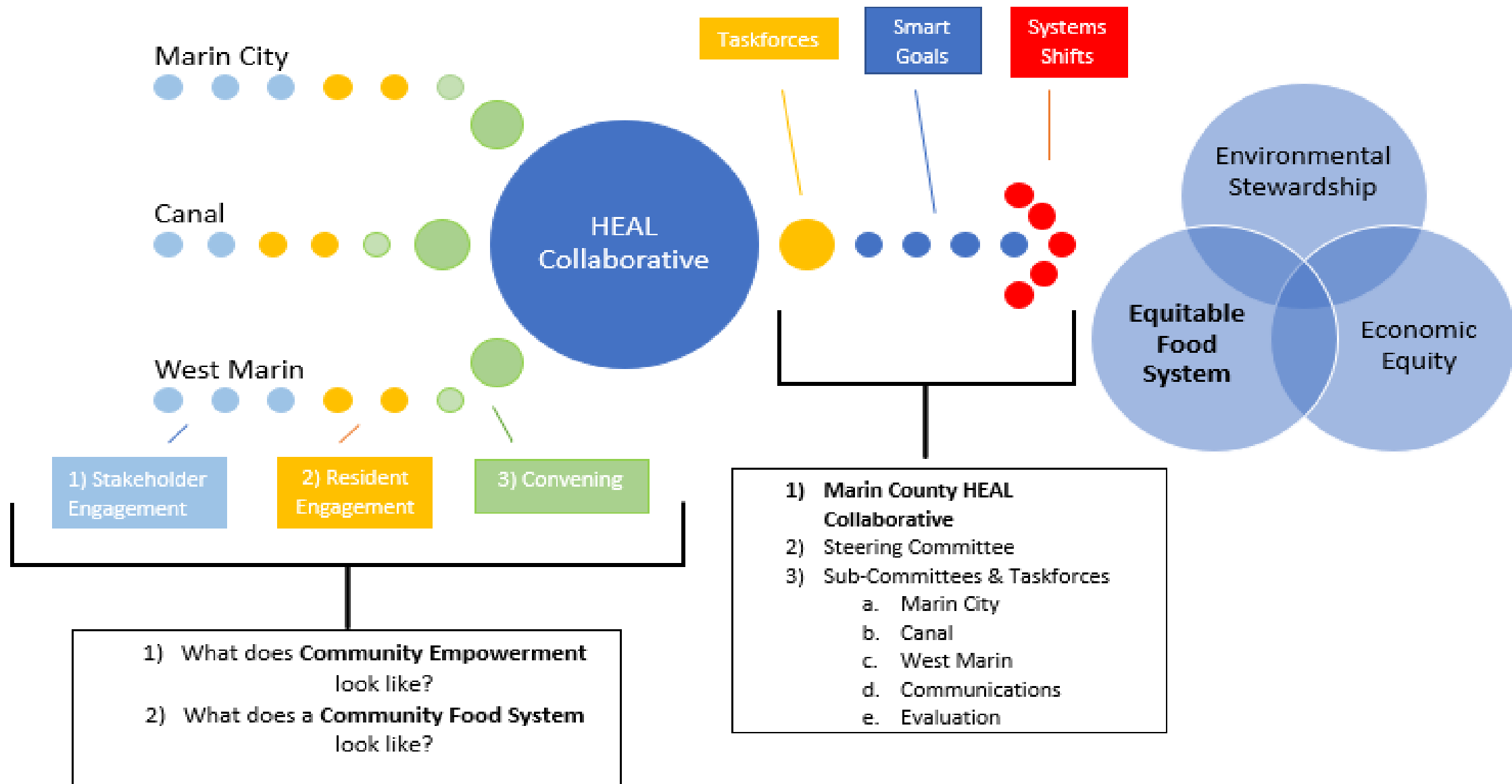
- Community Action Teams
 - Co-Lead with Nutrition Wellness Program Staff
 - Convene Community Stakeholders
- Work Plan and Priority Action Areas
 - Identify Priorities from a community perspective
 - Co-create a plan to move priorities forward
- Community Engagement
 - Gather interests from community members
 - Understand barriers, challenges, and needs
- Upholding Racial Equity
 - Community Action Teams reflect the needs, voices, and meaningful participation of BIPOC communities
 - Outcomes are intended to benefit and prioritize low-income BIPOC community members



Outcome and Goals

- Establish Community Action Teams
 - Schedule and convene regular meetings
 - Recruit community representatives to participate
 - Facilitate Meetings and communicate updates
- Set Food Equity Priorities
 - Collaborate with Community Action Team members
 - Create a community engagement strategy
 - Ensure community engagement is documented and informs priority actions
- Work with the HEAL Collaborative
 - Attend regular Steering Committee meetings
 - Work with HHS staff as Co-Lead for each Community Action Team

Marin County HEAL Collaborative: Process for Community Food System Priorities



III. Requirements and Expectations for Grantees

- Summary of Contract Terms, Conditions and Requirements
- Insurance
- Admin and Legal Requirements

- Key dates:

RFP Due	October 22, 2021
Application Review and Selection Process	October 25, 2021
Notification of Intent to Award	November 11, 2021
Public Announcement	November 19, 2021
Contract Start Date	January 3, 2022

V. Application Instructions

- Cover Page (1 page limit)
- Application Capability (4 pages limit)
- Scope of Work
- Budget
- 1 Document submitted
 - PDF preference
 - Other formats allowed are listed on the HHS RFP webpage
 - Email to Ryan Thayer Rthayer@marincounty.org and CC Negussie, Elaini ENegussie@marincounty.org

Applicant Capability (4 page limit)

1. What is your experience with and current capacity to provide services through an equity and inclusion perspective which meets the diverse linguistic, cultural, gender and other needs of the target population, as appropriate?
2. Please describe which geographic area (Canal, Marin City or West Marin) your application is for, how you are connected to this community, and your experience working with diverse community stakeholders and residents around community food systems and food equity work.

Applicant Capability (4 page limit)

3. How are you set up to convene a collaborative Community Action Team to develop priority action goals? Why are you a good fit for this project?
4. What is your experience engaging community members to inform decision making?
5. What challenges do you anticipate for completing this scope of work within the contract time period?

Scope of Work Template
Community Conveners for Marin County HEAL Collaborative Community Action Teams
Fiscal Year 21-22 RFP HHS 2021-23

SCOPE OF WORK DESCRIPTION AND PROJECT NAME:			
ACTIVITY	OBJECTIVE	OUTCOME	DATA COLLECTION AND CONTINUOUS QUALITY IMPROVEMENT (CQI)
<p><i>Activities are the specific processes, events and/or actions that are intentionally used to bring about the intended results. Also be sure to include any evidence-based practices being implemented to achieve the expected outcome.</i></p>	<p><i>Objectives are specific, measurable, action-oriented, reasonable and time limited (SMART) to achieving the goal. At a minimum, they must include projected numbers served.</i></p>	<p><i>Outcomes are the specific changes in a program participants' risk factors, protective factors, behavior, knowledge, skills, mental health status or level of functioning.</i></p>	<p><i>Include what data collection instruments/tools (e.g. database, validated tools, surveys) will be used to measure objectives and outcomes, as well as information on how the data will be used for CQI.</i></p>
<p><u>Example (for reference use only):</u></p> <p><i>Activity:</i></p> <p>Complete 5 equitable food system workshops with a total of 100 duplicated participants in attendance on by May 1st, 2021.</p> <p><i>Sub-Activity:</i></p> <p>Create 5 workshop modules and facilitator guides.</p> <p>Work with CBO program staff to recruit and identify participants.</p> <p>Pre/post evaluation of participant's gained knowledge of food systems</p>	<p><u>Example (for reference use only):</u></p> <p>5 facilitator guides in total for each food system module (1 guide per module)</p> <p>100 duplicated participants</p> <p>85 unduplicated individuals contacted for workshop participation</p> <p>75% of participants show increased knowledge of food systems</p>	<p><u>Example (for reference use only):</u></p> <p>Create workshop curriculum and facilitator guides to be used to train future participants in food systems.</p> <p>Participants will gain increased knowledge in issues surrounding local food systems.</p> <p>Participants will be provided networking opportunities to learn about local organizations involved with local food system issues.</p>	<p><u>Example (for reference use only):</u></p> <p>Workshop participants will provide feedback evaluation after each workshop to identify areas of improvement.</p> <p>Pre evaluation will establish baseline knowledge of participants before workshop series</p> <p>Post evaluation will show knowledge gained of participants after completion of workshop series</p> <p>Informal interviews with CBO staff will gain better understanding if workshop participants are joining their programs</p>

		NWP RFP Budget	Total Budget
A. Expenditures			
1. Personnel Expenditures			
a. Employee Salary			
	i. Employee 1 Title (\$/hour, hours/week assigned to this project)		
	ii. Employee 2 Title (\$/hour, hours/week assigned to this project)		
	iii. Employee 3 Title (\$/hour, hours/week assigned to this project)		
	iv. Employee 4 Title (\$/hour, hours/week assigned to this project)		
b. Subtotal of all salaries		\$ -	\$ -
c. Employee Benefits			
	i. Part time benefits		
	ii. Full time benefits		
	iii. Subtotal of benefits	\$ -	\$ -
Subtotal of Personnel Expenditures		\$ -	\$ -
2. Operating Expenditures			
a. Rent			
b. Utilities			
c. Office Supplies			
d. Technology equipment and licenses			
e. Telephone and cell phones			
f. Web/internet			
g. Insurance			
h. Staff development			
i. Staff finger-printing /background checks			
j. Other – describe			
k. Other – describe			
l. Other – describe			
Subtotal of Operating Expenditures		\$ -	\$ -
3. Start Up Costs			
a.			\$ -
b.			\$ -
a.			\$ -
Subtotal One-Time Start-up Costs		\$ -	\$ -
4. Admin/Indirect rate: 15% (max.) of budget			
Subtotal Admin/Indirect Costs		\$ -	\$ -
B. Revenues -- if applicable			
a. Grants			
b. Donations			
c. Other Revenue			
Total Revenues		\$ -	\$ -
D. Total Proposed Operational Budget		\$ -	\$ -

Scoring

- Panel of County staff and HEAL Collaborative stakeholders
 - Description of Project (30 pts)
 - Experience with Priority Population (25 pts)
 - Racial Equity (20 pts)
 - Results-based Practices (10 pts)
 - Proposed Evaluation Plan (10 pts)
 - Additional Information (5 pts)
 - Budget (15 pts)
 - Total (120 pts)

Questions?

- After today, please submit any questions via the RFP home page until October 8th
- Ryan Thayer: Rthayer@marincounty.org