



## INSTRUCTIONS FOR RESPONSE TO REQUEST FOR BEST VALUE PROPOSALS (RFP) #852P020

Issue Date: January 24, 2018  
Title: Healthy Communities Action Teams to Prevent Childhood Obesity  
Issuing Agency: Virginia Foundation for Healthy Youth (VFHY)

- Period of Contract: From July 1, 2018 through June 30, 2020.
- Anticipated amount of awards: Not to exceed \$30,000 in year one; Not to exceed \$30,000 in year two. \$60,000 total for two years.
- This is an online proposal process. No hard copy proposals will be accepted.
- All offerors are required to attend one of three mandatory Offerors' Conferences. Information about location and dates is on page 3 of this RFP.
- Online proposals are due and must be uploaded by **5:00 p.m., Eastern Standard Time, March 26, 2018**. To be considered, all proposals must be uploaded on or before the date and hour stipulated. Offerors are encouraged to submit online proposals prior to the deadline to avoid any delays due to busy servers or other internet failures. No late proposals will be accepted, under any circumstances, regardless of the reason(s). VFHY is not responsible if the proposal is not submitted by the appointed time. The official time used in the receipt of responses is the electronic time stamp recorded by the server's clock. Proposals uploaded after the date and hour designated are automatically disqualified and will not be considered.
- All inquiries for information should be directed to Donna Gassie, Director of Programs at (804) 225-3619 or [dgassie@vfhy.org](mailto:dgassie@vfhy.org), Regional Grants Administrators (contact information on Page 2), or Heidi Hertz, Obesity Prevention Coordinator at (804) 371-0424 or [hhertz@vfhy.org](mailto:hhertz@vfhy.org).
- **Late proposals will not be accepted. Proposals will be accepted until 5:00 p.m., March 26, 2018.**
- All data, materials, and documentation originating and prepared for the VFHY pursuant to the RFP shall belong exclusively to the VFHY and such data, materials and documents shall be subject to public inspection and disclosure in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an

Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of Section -2.2-4342 (F) of the *Code of Virginia*, in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures or paragraphs that constitute trade secrets or proprietary information. The classification of the entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection and return of the proposal.

## REGIONAL GRANTS ADMINISTRATORS

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## MANDATORY OFFERORS' CONFERENCES

All offerors are required to attend one of three offerors' conferences. The conferences are repeated in different regions of the state. These conferences will provide detailed information about RFP #852P020, specific requirements and information about policy, system and environmental changes related to preventing and reducing childhood obesity. It is recommended that at least 2 members of coalitions/proposed Healthy Communities Action Teams (HCATs) attend a conference to maximize the quality of the submitted proposal.

Offerors are required to attend only one conference. They must register online at:  
<http://www.cvent.com/d/5tqr13>

## DATES & LOCATIONS OF OFFERORS' CONFERENCES

### **February 20, 2018**

10:00 a.m. – 1:00 p.m.

Marriott – Newport News Town Center

740 Town Center Drive

Newport News, VA 23606

(757) 873-9299

Contact: Judy Link, VFHY Regional Grants Administrator, Southeast Region  
(804)642-2418

### **February 21, 2018**

10:00 a.m. – 1:00 p.m.

University of Mary Washington -Stafford Campus

Gate Hudson Building (North bldg.)

125 University Boulevard

Fredericksburg VA 22406

540-286-8000

Contact: Lisa Brown, VFHY Regional Grants Administrator, North Region: (703)501-3042  
Terri-ann Brown, VFHY Regional Grants Administrator, Central Region: (804)225-3466

### **February 22, 2018**

1:00 p.m. – 4:00 p.m.

Hilton Garden Inn Blacksburg

900 Plantation Road

Blacksburg, VA 24061

540-552-5005

Contact: Jenny Martin, VFHY Regional Grants Administrator, Southwest Region  
(540)961-8485

**I. PURPOSE**

The purpose of the Request for Best Value Proposals (RFP) is to solicit online proposals to establish a contract through competitive negotiations for the purchase of the implementation of youth obesity prevention activities by the Virginia Foundation for Healthy Youth. This solicitation is using *Best Value* procurement procedures.

**II. BACKGROUND**

The Virginia Foundation for Healthy Youth awards funding through grants to local partnerships to prevent and reduce childhood obesity and tobacco use in the Commonwealth of Virginia.

**III. STATEMENT OF NEEDS**

A total of up to \$1,117,000 is available for grants across the state for the two year grant period. Individual awards will not exceed \$30,000 per year, the total amount available per two year grant is \$60,000. Grant awards will be made to more than one offeror. Competition for grant awards takes place on a statewide basis.

**IV. EVALUATION AND AWARD CRITERIA**

All areas described in “*Specific Requirements*” of the VFHY Proposal Instructions will be reviewed for level of completeness and accuracy.

All proposals will be reviewed and evaluated by Regional and Statewide Review Panels comprised of members of the VFHY Regional Advisory Boards and other experts in the field of childhood obesity prevention. Best Value concepts will be used for the evaluation and award. Best Value means the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body’s needs. Various elements may include location, target population, demonstrated need, health disparities, sustainability and type of project. VFHY will consider awards to other than the highest technically acceptable proposal. The Review Panels will recommend to the VFHY Board of Trustees those proposals which most closely meet the requirements of VFHY and are considered to be Best Value.

A. Evaluation Criteria: Proposals will be evaluated using the following Best Value method:

Acceptable:

Offeror’s proposal demonstrates a very good understanding of goals and objectives of the RFP. There may be strengths and weaknesses, however strengths outweigh the weaknesses.

Marginal:

Offeror’s proposal demonstrates a fair understanding of the goals and objectives of the RFP. Weaknesses are present and may outweigh strengths that exist. Weaknesses can be corrected.

Unacceptable:

Offeror's proposal fails to demonstrate an understanding of the goals and objectives of the RFP. The proposal has one or more significant weaknesses that outweigh the strengths and is generally deemed unresponsive to the RFP.

- B. Award Criteria: Selection will be made of Offerors deemed to be fully qualified and best suited among those submitting proposals on the following: the adjectival ratings from the reviewers' individual evaluation, the group consensus rating at the team review, the Best Value requirements and the amount of funding available. Negotiations will be conducted with the Offerors so selected. Price will be considered, but need not be the sole determining factor. After negotiations have been conducted with each Offeror so selected, the agency will select the Offeror(s) that, in its opinion, has made the best proposal(s), and will award the contract(s) to those Offeror(s). The VFHY may cancel this Request for Best Value Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. (See Section, 2.2-4359 D of the *Code of Virginia*.) Awards are contingent on availability of funds through the Master Settlement Agreement and/or appropriations made by the General Assembly, and/or as budgeted and approved by the VFHY Board of Trustees.

# ONLINE PROPOSAL INSTRUCTIONS

## General Requirements:

- **Read the entire online RFP, VFHY Terms and Conditions, and Proposal Instructions before completing a proposal.**
- To complete the application online, go to: [www.tinyurl.com/vfhygrantlogin](http://www.tinyurl.com/vfhygrantlogin) or connect directly from the VFHY website.
- Offerors must complete each required section of the online proposal and upload all of the required VFHY forms.

### Summary Information to include:

Name of Project  
Project Summary  
Amount Requested  
Geographic Region  
Virginia State Senate and House Legislative Districts

### Detailed information to include:

- I. Offeror's Background and Description – History, Group Membership, Previous Activities and Outcomes, Previous Grants Management Experience
- II. Project Information – Statement of Need, HCAT Response, Project Workplan(s), Sustainability, Staff/Volunteers & Responsibilities
- III. Evaluation – Evaluation Strategies, Outcome Measures, VFHY Statewide Evaluation, Responsible Staff
- IV. Budgets – Funding Requested, Matching Funds, Budget Form
- V. Appendix – Partner Profile Agreements, Job Descriptions, Terms and Conditions/Required Statements

All sections must be completed. All questions must be answered to ensure a complete proposal. Non-responsive proposals may not be forwarded for review.

Appendix and other additional items must be submitted electronically (uploaded) as part of the online proposal. Directions for file uploading, including scanning and Fax-to-File, can be found on page 12.

## Specific Requirements

### Promising Practices and Activities

All proposals must select activities related to the VFHY Promising Practices and Activities to Prevent and Reduce Childhood Obesity document. Examples of these practices are listed separately and are available on the VFHY website, <https://www.vfhy.org/funding-opportunities>. The practices listed have been identified by the CDC, the Robert Wood Johnson Foundation, the Institute of Medicine and other sources as strategies that are effective in addressing childhood obesity prevention. At least two of these activities (one from each of the Components) must be selected and implemented in order to receive funding from VFHY.

### Eligible Offerors

Local organizations, coalitions, and teams are ideally positioned to promote behavioral, policy, system, and environmental changes that will increase access to healthy foods, improve opportunities for physical activity, and help children and adolescents reach and maintain healthy weights.

### Targeted Activities

VFHY recognizes the need to focus on two components of community engagement: infrastructure-building (Component I) and promoting best practices in childhood obesity prevention (Component II). Offerors will address infrastructure-building through forming, expanding, and sustaining Healthy Communities Action Teams (HCATs) as their Component I Activity. The established HCAT will also implement a minimum of one activity focused on policy, systems, and environmental changes around nutrition and/or physical activity, their Component II Activity .

### **Component I: Infrastructure-Building: VFHY Healthy Communities Action Team Development**

Community involvement is vital to childhood obesity prevention efforts. Engaging a variety of community members as partners in the process will help identify local assets, focus resources, and improve implementation plans. In adopting policies and practices tailored to improving health, localities have the ability to catalyze, support, and lead collaborations in the community and engage diverse groups to improve the places where children live, learn, and play.

VFHY Healthy Communities Action Teams must consist of a minimum of five representatives from the locality including but not limited to: community organizations, schools, policy makers, local growers, physicians, businesses, health departments, faith based organizations, cooperative extension agencies, afterschool programs, and others active in the call for healthier, sustainable lifestyles that prevent and reduce childhood obesity. Partner Profile Agreements with all participants detailing their role in the Healthy Communities Action Team must be included with the proposal where designated.

Communities and coalitions are at various levels of readiness to address obesity prevention through policy, systems, and environmental changes. Each applicant must select at least one objective from the Component I, *Infrastructure Building: VFHY HCAT Development* area. Less experienced or newly formed groups may select activities such as developing a Mission, Vision, or Strategic Plan while more established groups should provide activities related to ensuring the sustainability of the HCAT's resources, activities and outcomes. In general, these activities will ensure the offeror has the foundation to select, implement and sustain one or more activities from the Nutrition and Physical Activity action steps.

## **Component II: Nutrition and Physical Activity Action Steps**

Localities are experienced in promoting children’s health, with jurisdiction over many aspects of land use, food marketing, community planning, transportation, health and nutrition programs, and other community issues. With this in mind, HCATs should identify opportunities for policy, systems, and environmental changes that promote increased access to healthy foods and opportunities for physical activity at the local level.

Each offeror must select a minimum of one objective in their Component II, *Nutrition or Physical Activity* that best fits the group’s skills, capacity, available resources and experience. Multiple activities and practices may be selected if the offeror is able to show the necessary level of capacity.

Many of the listed activities are in-depth and will require multiple levels of strategies to be successful – in some cases, beyond the timeline of these grant awards. Offerors should identify the strategy steps required to implement and achieve the chosen activities through this grant opportunity as a means for laying the groundwork for sustaining success with the chosen activity.

### **PROPOSAL SECTIONS**

**All sections are required to be completed. This section describes the expectations for proposal content. To register and complete the online proposal, link to: <http://tinyurl.com/VFHYgrantlogin> and select the RFP #852P020 opportunity in the offeror’s specific region.**

#### **I. Offeror’s Background and Description:**

Offeror’s History: Provide a brief overview of the proposed HCAT including an overview of partner or umbrella organizations and any previous accomplishments for HCATs already established.

Group Membership: Identify all partnering organizations, individuals and members of the Healthy Communities Action Team and provide a description of their contributions and responsibilities within the scope of the proposed project. Signed Partner Profile Agreements are required and should be uploaded as an attachment to the proposal.

Previous Program/Project Activities and Experience: Identify and discuss previous efforts of the HCAT or group (if not previously funded as an HCAT) with health initiatives as it relates to the ability of the proposed HCAT to understand and adequately address childhood obesity prevention activities.

Previous Grants Management Experience: Describe previous experience with grants and grants management including descriptions of types of grants and outcomes.

#### **II. Project Information:**

Statement of Need: VFHY’s goal is to prevent childhood obesity throughout the Commonwealth. There are specific risk factors that increase the likelihood of childhood

obesity. This area must identify and discuss any risk factors identified for youth in your community. Offerors must provide a clear description of the problem utilizing relevant data and local information.

Organization Response: Offerors must provide an explanation of the steps it will take to address the described need. When developing a response, offerors should be inclusive and ensure that representation from the community is included throughout the proposed project. Offerors should ensure that the organizational response directly relates to the statement of need by adequately addressing the identified risk factors with the strategies and activities chosen. Offerors must select targeted activities related to the Promising Activities provided from VFHY.

Project Workplan: The Project Workplan form outlines the major implementation components of the selected activity(s) and provides a table to delineate proposed strategies for each chosen activity. The VFHY form must be completed and uploaded to the application. Offerors must provide information about the specific components of the project including goal(s), objective(s), selected activity, the projected timeline, expected outcomes, measurements (evaluation), and responsible parties. Offeror's must use a separate Project Workplan form for each activity selected. Additional copies of workplan pages may be duplicated as needed. Offerors must complete separate workplan forms for each year of the grant.

#### **Directions for Completing the Project Workplan Form**

- All offerors are required to utilize the VFHY Project Workplan form provided. The form can be downloaded from the VFHY website, [www.vfhy.org/funding-opportunities](http://www.vfhy.org/funding-opportunities) and is also directly linked in the online application. Save the form to your computer before entering information to reduce errors.
- Offerors must select at least activity that relates to the VFHY identified Promising Practices from each of the Components (HCAT Infrastructure-Building AND Nutrition and Physical Activity Action Items) based on the level of experience and particular area of focus of the coalition or group. Download the Promising Practices & Activities to Prevent and Reduce Childhood Obesity document from the VFHY website. More than one activity across the two components may be selected. Offerors must use a separate VFHY Project Workplan form for each proposed activity. Each form must provide detailed, specific strategy steps for addressing and completing each activity. Strategies should include activities to address sustainability. The Goal for each of the three areas is already defined by VFHY. Offerors must define their own *measurable* objectives as determined by their evaluation plan to report final outcomes to VFHY related to the selected activities.
- For technical assistance with the workplan, contact the Regional Grants Administrator for your region listed on Page 2.

**Sustainability:** Sustainability refers to an organization’s ability to continue and maintain a program after the grant has ended. Foremost, it refers to an organization’s commitment to sustain or institutionalize the program and include the program as a core element of its overall offerings. Many factors must be addressed to ensure sustainability – board and staff commitment; programmatic, strategic and resource support. Describe how the HCAT plans to sustain/institutionalize the proposed program after the grant period. Include information related to identifying sustainability factors within the organization.

**Staff/Volunteers & Responsibilities:** List the position titles, names (if staff are already hired) and roles of all staff or volunteers providing oversight (fiscal and/or implementation) of the selected programs. Job descriptions (utilizing the VFHY Job Description Template) must be uploaded in the appendix for all positions listed.

- III. Evaluation:** All offerors must include a plan for the evaluation of the proposed activities. Evaluation must provide measurements of expected outcomes as defined in the original proposal. Both qualitative and quantitative measures should be included to provide an overall evaluation of how the HCAT functioned, a summary of the actual outcomes and description of what policy, system and environmental changes were accomplished.

Offerors must also indicate their agreement to participate in the statewide evaluation conducted by VFHY. VFHY evaluation may include an online survey and concept mapping activity.

**IV. Budget and Budget Narrative:**

The VFHY Budget Form must be completed and uploaded to the online application. This form includes templates for both years of the grant utilizing the tab features for separate worksheets in the Excel document. Use this form to list the amount of funding being requested for each line item. List anticipated in-kind or matching donations your organization or partners will provide. Where indicated, provide detailed explanations providing a narrative justification for each line item. Provide calculations for all funds requested or applied as match as part of the justification. All costs associated with the offeror’s proposed project must be reasonable and necessary and required to ensure successful project outcomes. Excessive, unnecessary and unjustified line items will not be funded. Offerors must thoroughly explain all costs of the project as they relate to the planned strategies.

Supplanting of current funding is not allowed. Supplanting is defined by VFHY as replacing funds already available in your organization to implement a program. This includes staff, equipment, materials and any other items required for the implementation of the funded program. All purchases requested must be thoroughly justified.

**Directions for Completing the Budget and Budget Narrative Forms**

- The VFHY Budget Form is provided as an electronic download from [www.vfhy.org/funding-opportunities](http://www.vfhy.org/funding-opportunities). It is also directly linked in the online application. It must be completed and uploaded to each online proposal. Save the

form to your computer before entering information to reduce errors. The Budget Form is in Microsoft Excel.

- Ensure that all line items are reasonable and are adequately justified. Explain how each item was calculated and include formulas used to determine line item costs in the narrative justification. Provide an explanation regarding why the items are necessary for successful implementation of the project.
- Fringe benefits must be listed separately from personnel salaries. The rate of fringe benefits may not exceed 30% of personnel salaries requested from VFHY. Offerors must state their organizational rate for fringe benefits, including the portion (if any) not covered by VFHY. Grant funds cannot be used to provide benefits not normally and customarily offered.
- Indirect costs are defined as general operating expenses required for the program. They are allowable but cannot exceed *10% of the personnel costs requested from VFHY*. Indirect costs are those costs that cannot be assigned to a particular category but are necessary to the operation of the organization for the implementation of the grant program. Examples could include insurance, general office supplies, equipment maintenance, general purpose software and computer supplies, peripheral administrative costs. Indirect costs cannot be included anywhere else in the budget.
- Include travel expenses for a mandatory, one day, VFHY Orientation for two (2) staff. Offeror's may also include expenses for up to 2 HCAT members to attend the 2019 Weight of the State Conference but attendance is not mandatory. When determining mileage for the proposed project, Offerors should use the rate allowable through their organization. However, VFHY will only reimburse up to 53.5 cents per mile. Anything above that can be included as match by the Offeror. Assume the orientation training will be located in your region.
- There is no match required for the grant. However, if an offeror does expect to provide other funds or in-kind services for the grant, these should be reflected in the overall budget information provided. Contractor cannot use grant funds from other sources as matching funds for VFHY grants (if required) if the source of the additional funds are from an organization whose primary mission conflicts with VFHY's mission. As well, VFHY funds cannot be used as matching funds for other grant opportunities from organizations whose primary mission conflicts with VFHY's mission.

## V. **Appendix – Partner Profile Agreements, Terms and Conditions, Job Descriptions**

Partner Profile Agreements: Signed VFHY Partner Profile Agreements must be completed for each member of the HCAT. In the application, *only one file can be uploaded per field. For Partner Agreements, offerors should include all agreements in one file to upload. Two fields have been provided if offerors need to upload two sets due to file size.*

Terms and Conditions/Required Statements: Offerors must enter the name of the organization's Authorized Representative to acknowledge agreement to the Terms and Conditions, including the VFHY Required Statements.

Job Descriptions: All job descriptions for proposed staff to be funded by the VFHY must be included in this area and completed using the VFHY Job Description Template form. Volunteer positions with significant time on the grant should also have job descriptions completed. *These documents should be saved as one file for upload.*

### **Directions for Document Uploading and Fax-to-File**

Several documents must be uploaded with each online proposal. These include the Project Workplan, Budget Form, Partner Profile Agreements, and Job Descriptions.

- Normal document files that are formatted in Microsoft Word, Microsoft Excel or PDF format can be uploaded as electronic documents by selecting the document from its location and uploading it where requested in the online proposal form.
- Only one file can be uploaded per field. For Partner Agreements, offerors should include all agreements in one file to upload. For large quantities of Partner Agreements, an additional field has been provided. Further, all multi-page documents should be in one file to upload. Applicants can upload over an existing file but should understand that this will erase the first upload.
- Documents with original signatures or those only available in hard copy format must be scanned and then uploaded to the online proposal. These files can also be converted into PDF documents. This simple conversion process will reduce the size of the file and protect the content. Free PDF document converter downloads are available online. Some example sites are: [www.cutepdf.com](http://www.cutepdf.com) and [www.primopdf.com](http://www.primopdf.com).
- The VFHY online proposals site also offers the "Fax to File" option for those unable to scan or convert their documents to a digital format. This process will enable offerors to fax documents to an external site which will then convert them into electronic PDF files. Offerors will then be able to download to a computer and upload to the online proposals where required. To use this tool, click on the Fax to File tab on the VFHY online proposals page and follow the directions.