Request for Proposals (RFP)

RFP RELEASE DATE	**January 30, 2012**
DEADLINE FOR PROPOSALS	**3:00 PM, Friday, February 24, 2012**
RETURN TO:	**Peggy Leggat** **New York City Department of Health and Mental Hygiene** **mleggat@health.nyc.gov**
PRE-APPLICATION PHONE CONFERENCE CALL:	**February 15, 2012** **1:00 PM-2:30 PM** **Call in Number: 1-866-213-1863** **Passcode: 8738613**

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AUTHORIZED DOHMH CONTACT PERSON

The authorized agency contact person for all matters concerning this Request for Applications (RFP) is:

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Green Carts Coordinator
New York City Department of Health and Mental Hygiene
Gotham Center
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Tel: (347)396-4276
Email: greencarts@health.nyc.gov

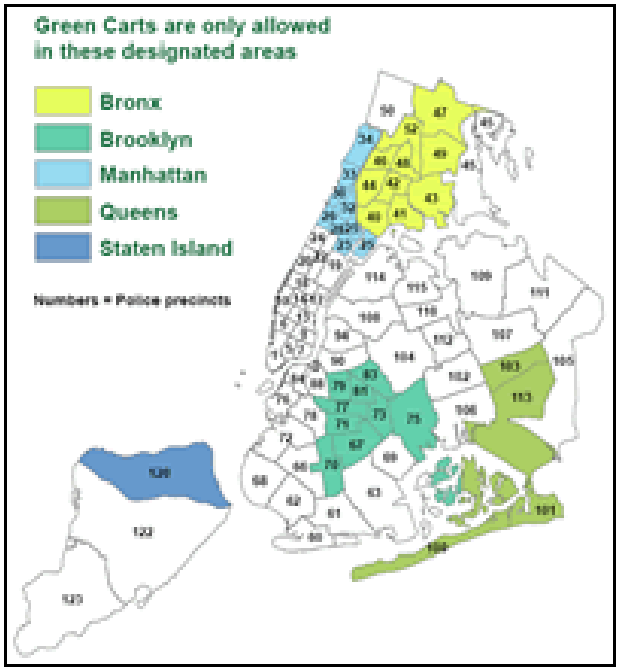
On Wednesday, February 15 from 1:00 PM to 2:30 PM EST, all applicants and potential applicants are invited to participate in a pre-proposal conference call. To participate in the conference, call 1-866-213-1863. The access code is: 8738613.

NOTE ON E-MAIL INQUIRIES: Applicants should enter "NYC Green Carts RFP" on the subject line of the e-mail. DOHMH/LMTIF/Mayor's Fund cannot guarantee a timely response to written questions regarding this RFP received less than one week prior to the RFP due date.

Applicants should note that any written response that may constitute a change to the RFP will not be binding unless DOHMH/LMTIF/Mayor's Fund subsequently issues such a change as a written addendum to the RFP.

Introduction

In 2008, New York City Council passed Local Law 9, signed by Mayor Bloomberg on March 13, 2008, which established 1,000 permits for Green Carts. Green Carts may only sell raw fruits and vegetables such as whole carrots, bananas and apples and berries. The precincts where Green Carts are permitted to vend have limited availability of fresh produce and according to the city's annual Community Healthy Survey, 14% or more of adults reported eating no fruits and vegetables the day before.



When Green Carts launched in 2008, the Mayor's Fund received funding from the Laurie M. Tisch Illumination Fund (LMTIF) on behalf of DOHMH to provide technical and business assistance to Green Cart vendors- this is now known as the NYC Green Cart Initiative. This initiative aims to increase the accessibility of fresh produce in underserved areas of New York City while creating an entrepreneurship opportunity for individuals interested in mobile food vending. In 2012, LMTIF supplied an additional grant to the Mayor's Fund to provide assistance to the network of community based organizations that aim to support Green Cart vendors.

The Mayor's Fund to Advance New York City is a 501(c) (3) not-for-profit organization, which facilitates innovative public-private partnerships throughout NYC's five boroughs. The Fund relies on individuals, foundations, and corporations to support public programs in areas including the environment, youth development, financial empowerment, health, volunteerism, and the arts. The Mayor's Fund is a closely affiliated, non-profit partner to the NYC Department of Health and Mental Hygiene (DOHMH), responsible for soliciting, administrating and receiving funds, and using such funds to further assist the work of DOHMH.

Purpose of RFP

Through this Request for Proposals (RFP), the Mayor's Fund to Advance New York City (Mayor's Fund) and the Department of Health and Mental Hygiene (DOHMH) seek qualified organizations to provide business and technical assistance to existing and new Green Cart vendors throughout Green Cart precincts in the five boroughs. This business and technical assistance will be funded by a grant to the Mayor's Fund from the Laurie M. Tisch Illumination Fund (LMTIF) and will be monitored by DOHMH to ensure that it supports the Green Cart Initiative.

II: Summary of Request for Proposals

1. Project Overview:

The Mayor's Fund and DOHMH are seeking proposals from Community-Based Organizations (CBOs) who wish to provide on-going resources and support to Green Cart vendors in support of the DOHMH Green Cart Initiative. Up to 10 CBOs will be chosen. Each will receive a one-time grant of $7,500, funded by the LMTIF, to support staff time to participate in Green Cart vendor support training activities. These CBOs will use their existing networks to promote supporting Green Cart businesses.

The potential of NYC Green Carts to provide new retail outlets for fresh produce in NYC neighborhoods rests on the viability of the vendors' businesses. Since the NYC Green Cart Initiative's outset, Karp Resources, a NYC-based food and agriculture consulting firm, has provided a range of business support services to Green Cart vendors. These services, from assistance with the Green Cart permit application to site selection, produce purchasing advice, and small business financing workshops, have proven to be valuable resources to vendors. The 10 selected CBOs will be trained to provide services akin to that which Karp has provided since 2008. Selected CBOs will also use their networks to identify and help to develop new community partnerships for Green Cart vendors.

In 2012, Green Cart partners seek to build on these successes by engaging Community Based Organizations (CBOs) to provide support services to Green Cart vendors to support their viability.

2. Grant Requirements

Eligibility Requirements:
Applicants must be not-for-profit organizations (501(c) (3) or 501(c) (4) or faith-based organizations located within Green Cart precincts. All grantee organizations must demonstrate in their proposal that the organization focuses on one or more of the following:

- Entrepreneurship or Small business development
- Community development
- Advocacy
- Food access
- Healthy eating

An eligible organization must be able to demonstrate that it has all of the following:

- Staff capacity to participate in Green Carts training.
- Person able to attend trainings who is fluent in one or more of the following languages: Spanish, Bengali, Urdu, Arabic, Turkish or Mandarin.
- Workshop facilities (sufficient space and technology to hold a PowerPoint workshop)
- Existing training programs for groups or individuals, including direct one-on-one assistance for clients

3. Deliverables:

Each Green Cart CBO partner will be required to do outreach activities with Green Cart vendors and complete the following activities in support of the Green Cart Program during the contract period:

a. Attend a full day CBO partnership launch and training meeting on March 13, 2012.
b. Host and observe at least at least one Green Cart vendor workshop led by Karp Resources;
c. Host, lead and provide participants for at least one vendor workshop with support from Karp Resources (either existing Recruitment, Permit and Produce, or Building Your Business workshop or new approved curriculum);
d. Conduct one field visit to vendors in the surrounding community for training in field-based vendor support and data collection;
e. Conduct monthly field support visits to vendors in surrounding community;
f. Conduct monthly vendor "drop in" hours at CBO location from April through November (2- hour drop in sessions twice a month); and
g. Submit monthly vendor support tracking sheet to DOHMH.

4. Role of Mayor's Fund/ NYC DOH/Karp

On behalf of the DOHMH, the Mayor's Fund will develop contracts and issue grant monies to the selected CBOs. The DOHMH will coordinate and ensure the implementation of the goals and objectives previously stated. Karp Resources and DOHMH will carry out trainings for staff selected by CBOs to educate them on the processes of Green Cart vending. Karp Resources and DOHMH will provide the following to each grantee:

- Educational materials for potential Green Cart vendors
- Technical assistance "class" to aid organizations in providing feedback to nearby Green Cart vendors.
- Regular communications about campaign goals and progress

III. Timetable

The contract term will last from March 13- December 30, 2012, a period of nine and a half months. All grant activities must be completed within this time period. This is a non-renewable, one-time grant opportunity.

The deadline for submission of proposals is **Friday, February 24, 2012 by 5:00 PM via email.** The following schedule of events represents the best estimate of the schedule that will be followed. Unless otherwise specified, the time of day of the following events will take place between 9:00 and 5:00 EST.

EVENT	DATE
Release of RFP	January 30, 2012
Inquiry period	January 30-February 13, 2012
Pre-proposal Phone Conference	February 14, 2012
Proposal Deadline	February 24, 2012
Notice of Award	March 2, 2012
Contract Start Date	March 13, 2012
Full-day Orientation	March 13, 2012
Contract End Date	December 31, 2012

IV. Format and Content of Proposal

Application Requirements:

Each response to the RFP must consist of:

- Proposal Transmission Sheet (Attachment 1)
- A one page narrative description, on CBO letterhead, of the applicants' plan to educate client base about the process of becoming a Green Cart vendor.

Failure to submit any of these elements may cause the application to be considered non-responsive and therefore ineligible.
Applicants will not be reimbursed for any costs incurred in preparing proposals.

Submission requirements:

Each applicant must submit an electronic copy of the application. The format should be Microsoft Professional Office 2000 or compatible format.

All proposals in response to this RFP must be completed and received no later than February 24, 2012 at 5:00 PM.

Please send **VIA EMAIL** to:

Peggy Leggat
Green Carts Outreach Coordinator
New York City Department of Health and Mental Hygiene
Email: greencarts@health.nyc.gov

V. Evaluation Process and Grant Award Procedures

Evaluation Categories and Maximum Points Awarded

The proposal evaluation process is designed to award the contract to the proposers with the best combination of attributes based on the criteria set forth below. A selection team will be made up three individuals from the NYC DOH, the Mayor's Fund and Karp Resources.

Organizational and content area elements will be considered in the evaluation of proposals. Preference will be given to organizations that are located in Green Cart precincts and are currently working in some combination of areas that include entrepreneurship or small business development, community development, advocacy, food access, healthy eating and community empowerment. Organizations that apply must have at least one staff member who speaks fluently at least one of the following languages: Spanish, Bengali, Arabic, Russian, Urdu or Mandarin. Preference will be given to organizations that provide services to targeted neighborhood residents, women and immigrant populations and have had demonstrated success reaching those populations. The maximum number of points that shall be awarded for each of the categories is detailed below.

CATEGORY	POINTS
Location of organization	10
Workshop facility space availability	10
Existing programming	20
Impacted community	10
Organizational reach	15
Staff capacity to participate in Green Carts training	5
Language capability: On-site staff speaks at least one of the following fluently: Bengali, Spanish, Mandarin, Arabic, Urdu, Turkish	5
Effectiveness of educational proposal	25
MAXIMUM POINTS AWARDED	100

Method of Award

A contract may be awarded to the successful proposers whose proposals are determined to be the most advantageous to the DOHMH Green Cart Initiative. Proposals will be evaluated based on the factors described in Section V, Evaluation Process.

Please note that any awards made pursuant to this RFP are made contingent upon the availability of funds and the successful negotiation of a formal contract between the Mayor's Fund and the recipient and the execution of such a contract by an authorized officer or agent of such proposer. All contracts entered into pursuant to this RFP will incorporate the terms and conditions as are deemed necessary by the Mayor's Fund to accommodate the grant-related, contract-related, statutory and regulatory restrictions that affect NYC DOHMH Mayor's Fund of New York City and the Laurie M. Tisch Illumination Fund in relation to the funding activities and programs referred to herein.

IV. Grant Award Procedures Funding to each participating nonprofit organization will cover staff time for participation in training activities. Organizations will receive one half of $7,500 ($3750) upon completion of Deliverables a, b and c listed in Section 3 of the Summary of Proposal. Upon completion of all eight deliverables to the satisfaction of DOHMH, organizations will receive the remaining amount, subject to funding availability. DOHMH/LMTIF/Mayor's Fund reserves the right to revise funding amounts as necessary based on completion of deliverables.

RFP Application Form

Attachment 1

Organizational Information	
Organization Name:	
EIN Number:	
Contact Name and Title:	
Mailing Address:	Physical Address: (if different)
Phone	Fax
Email address:	
Web address:	
Does your organization have physical and technical capacity to host a workshop of 20 people with a laptop computer and overhead projector? Yes/No	
Provide a statement that describes the current services and/or programs that are provided by this organization.	
Community served (Less than 50 words):	
Number of Individuals impacted Annually:	
Provide a statement that the vendor organization is adequately staffed and trained to perform the required services. Provide the name and title of the contact for day-to-day operations. Attach the curriculum vitae of key personnel. Circle the languages spoken fluently in addition to English by staff at your organization. Bengali Spanish Mandarin Arabic Urdu Turkish Other:_____	
Application Narrative: Please attach an application narrative of not more than one page, on your organization's letterhead, that addresses your organization's plan to educate the majority of your clientele reach about the Green Carts Initiative.	

Attachment 2
Proposal Evaluation Form

Reviewer:

Organizational Information	
Organization Name:	
EIN Number:	
	Total grant requested: $7500
Location of organization *(Up to 10 points)*	**Score:**
Does your organization have physical and technical capacity to host a workshop of 20 people with a laptop computer and overhead projector? Yes/No *(Up to 10 points)*	**Score:**
Provide a statement that describes the current services and/or programs that are provided by this organization. *(Up to 20 points)*	**Score:**
Community served *(Up to 10 points)*	**Score:**
Number of Individuals impacted *(Up to 15 points)*	**Score:**
Provide a statement that the vendor organization is adequately staffed and trained to perform the required services. Provide the name and title of the contact for day-to-day operations. Attach the curriculum vitae of key personnel. *(Up to 5 points)*	**Score:**
Circle the languages that the aforementioned person speaks fluently in addition to English: Bengali Spanish, Mandarin Arabic, Urdu Turkish *(Up to 5 points)*	**Score:**
Effectiveness of proposal *(Up to 25 points)*	**Score:**
	Total Points: