Healthy Food Access Initiative: Community Gardens Project Administrator RFP Information Session

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September 13, 2011
2:00pm-4:00pm
Overview of Information Session

- Welcome
- Background
- Project Description
- Eligibility Requirements
- Proposal Submittal Process
- Online Application
- Selection Process and Review Criteria
- Key Dates
- Q & A
Healthy Food Access Initiative

Background

• The Healthy Food Access Initiative was approved by the Commission in November of 2010 with a total allocation of up to $7.5 million dollars over five years.

• Of the total amount allocated, $5 million is for the construction of community gardens (which includes start-up costs and ongoing maintenance and operations) and $2.5 million is for the expansion of a “veggie voucher” program.

• This RFP is solely for the implementation of the community gardens component.
Project Description: A Three Phase Approach

• Phase 1: Identify sites and community partners for the construction of community gardens across LA County

• Phase 2: work with community partners to ensure that programmatic activities that engage 0-5 children and their parents are being implemented at the new community garden sites

• Phase 3: provide technical assistance and maintenance support to the constructed community gardens
Additional Project Requirements

• Work with First 5 LA staff to ensure the sustainability of this effort in terms of resources and policy change; and
• Incorporate an evaluation plan to measure how the community gardens are helping reduce 0-5 obesity rates
Eligibility Requirements

• Proposals will be considered from applicants that are not-for-profit and/or public or private organizations.

• Applicants should have a presence in California, the capacity to work in Los Angeles County and be familiar with the technicalities of constructing and managing community gardens.
Continued

1. Capacity to organize, identify and partner with community organizations whose mission is to create access to healthy food options and that have the capacity to manage community gardens.

2. Applicant can contribute or attract fiscal/non-fiscal resources to the project (i.e. access to land, water, materials such as seeds, water hoses, fertilizer tools, etc.).

3. Applicant has an L.A. County reach.

4. Applicant is affiliated to experts in the field of community gardens/food policy in L.A. County.

5. Applicant obtains the level of expertise/experience needed to construct community gardens.
Contract Period

• Project Administrator contract will not exceed $5 million over 5 years
• The award can be used to cover costs associated with garden construction, ongoing maintenance, and program implementation, including:
  – Direct personnel costs and any other subcontracts needed for the implementation of this project
  – Indirect administrative costs, which are not allowed to exceed 10% of personnel costs
Proposal Submittal Process

• Online Application
• Proposal Narrative (8 pages maximum)
• Budget & Budget Narrative (6-months)
• Projected Budget Summary (5 years)
• Required Attachments & Checklist
Project Narrative

The Project Narrative will include the following 6 elements:

1. Description of the Project Administrator
2. Description of the Project Staff and Qualifications
3. Description of the Service Area and Target Population
4. Description of the Project
5. Sustainability of the Project
6. Evaluation of the Project
Online Application

Step 1: Register online using link from webpage at:
http://www.first5la.org/Community-Gardens-Request-for-Proposal

Step 2: Complete online form

Step 3: Upload proposal documents (see Application Checklist)

Also submit hard-copies (signed in blue ink) of Application Checklist, Signature Authorization Form, and Agency Involvement in Litigation Form
Selection Process and Review Criteria

• Review for completeness (see Application Checklist)
• External Review Process (3 external reviewers)
• Project Budget Review
• Financial Review
• Interview
• Funding Announcement (week of November 1\textsuperscript{st})
• Feedback Process
Key Dates

Last day to submit Questions
September 19, 2011

Responses to FAQs Posted
September 23, 2011

Application Due Date
September 30, 2011 by 5:00pm

Review of Applications
October 3-31, 2011

Interview/Site Visit
Week of October 24th

Award Announcement
Week of November 1st
Questions & Answers
Contact Information

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