

**Addendum Number 4 - Attachment I  
(Replaces in its entirety Section 7.9 Proposal Format)**

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**“7.9 Proposal Format (Revised)**

Proposers are required to respond to all sections of the RFP, including each Sub-section, if applicable.

**The content and sequence of the proposal must be as follows:**

1. Title Page
2. Cover Letter
3. Appendix V, Proposer’s Submission Checklist and Appendix V – Attachment A, Proposer Survey Questionnaire
4. Exhibit 2, Proposer’s Affidavit of Adherence to Minimum Mandatory Requirements, found in Appendix D (Required Forms)
5. Appendix T, Certification of Non-Acceptance of Tobacco Funds
6. Table of Contents
7. Executive Summary (Section A)
8. Exhibit 1, Proposer’s Organization Questionnaire/Affidavit and CBE Information and Required Support Documentation, found in Appendix D (Required Forms)
9. Proposer’s Qualifications (Section B)
  - a. Proposer’s Background and Experience (Section B-1)
  - b. Proposer’s References (Section B-2)
  - c. Proposer’s Pending Litigations and Judgements (Section B-3)
  - d. Financial Capability (Section B-4)
10. Proposer’s Approach to Provide Required Services (Section C)
11. Proposed Budget and Budget Justification (Section D)
12. Proposer’s Quality Control Plan (Section E)
13. Proposer’s Green Initiative (Section F)
14. Terms and Conditions in Sample Contract, and Requirements of the SOW: Acceptance of / or Exceptions to (Section G)
15. Proposal Required Forms (Section H)

**7.9.1 Title Page**

Proposers must include a Title Page which bears the words

**“PROPOSAL FOR CALFRESH HEALTHY LIVING PROGRAM  
RFP No. 2019-008, FUNDING CATEGORY (INCLUDE  
CATEGORY NUMBER): (INCLUDE FUNDING CATEGORY  
NAME)”**

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**7.9.2 Cover Letter**

Proposal must include one (1) original Cover Letter signed in blue ink. The Cover Letter must be on agency letterhead and addressed to:

**County of Los Angeles - Department of Public Health  
Division of Chronic Disease and Injury Prevention  
3530 Wilshire Boulevard, Suite 800  
Los Angeles, California 90010  
Attention: Jose C. Garcia**

**7.9.3 Appendix V, Exhibit 2, and Appendix T**

**Appendix V**, Proposer's Submission Checklist. The Proposer's Submission Checklist is provided to assist Proposer in ensuring that all applicable sections, forms, exhibits, attachments, etc. are submitted with the proposal. Includes an optional survey questionnaire.

**Exhibit 2**, Proposer's Affidavit of Adherence to Minimum Mandatory Requirements, found in Appendix D (Required Forms); AND

**Appendix T**, Certification of Non-Acceptance of Tobacco Funds, as referenced in RFP Subsection 3.3.

**7.9.4 Table of Contents**

List all material included in the Proposal. Include a clear definition of the material, identified by sequential page numbers and by section reference numbers.

**7.9.5 Executive Summary (Section A) (1 page maximum)**

The Executive Summary shall condense and highlight contents of the proposal to provide DPH and the evaluation committee with a broad understanding of the proposer's mission, relevant experience, understanding of the CalFresh Healthy Living Program; and showcase the organization's approach to the work. Proposers are advised that this section will not be scored.

**7.9.6 Proposer's Organization Questionnaire/Affidavit and CBE Information and Required Support Documentation**

The Proposer shall complete, sign and date Exhibit 1 (Proposer's Organization Questionnaire/Affidavit and CBE Information and

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Required Support Documents) found in Appendix D (Required Forms). **The person signing the form must be authorized to sign on behalf of the Proposer and to bind the applicant in a Contract.**

Taking into account the structure of the proposer's organization, proposer shall determine which of the below referenced supporting documents the County requires. If the proposer's organization does not fit into one of these categories, upon receipt of the proposal or at some later time, the County may, in its discretion, request additional documentation regarding the proposer's business organization and authority of individuals to sign contracts.

If the below referenced documents are not available at the time of proposal submission, proposers must request the appropriate documents from the California Secretary of State and provide a statement on the status of the request.

**A. Required Support Documents:**

**1. Corporations or Limited Liability Company (LLC):**

The Proposer must submit the following documentation with the Proposal:

- 1) A copy of a "Certificate of Good Standing" with the state of incorporation/organization.
- 2) A conformed copy of the most recent "Statement of Information" as filed with the California Secretary of State listing corporate officers or members and managers.

**B. Limited Partnership:**

The Proposer must submit a conformed copy of the Certificate of Limited Partnership or Application for Registration of Foreign Limited Partnership as filed with the California Secretary of State, and any amendments.

**7.9.7 Proposer's Qualifications (Section B)**

Demonstrate that the Proposer's organization has the experience and financial capability to perform the required services. The following sections must be included:

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**A. Proposer's Background and Experience (Section B-1)  
(1 page maximum)**

Provide a summary of relevant background information to demonstrate that the Proposer meets the Minimum Mandatory Requirements stated in RFP Section 3.0 (Proposer's Minimum Mandatory Requirements) of this RFP and has the capability to perform the required services. Information in response to the Proposer's ability in meeting each of the Minimum Mandatory Requirements must support Proposer's response provided in its completed Exhibit 2 (Proposer's Affidavit of Adherence to Minimum Mandatory Requirements) in Appendix D (Required Forms).

**B. Proposer's References (Section B-2)**

It is the Proposer's sole responsibility to ensure that the firm's name, and point of contact's name, title and phone number for each reference is accurate. **Proposer cannot use DPH's Division of Chronic Disease and Injury Prevention staff as references on Exhibit 3 (Prospective Contractor References).** The same references may be listed on both Exhibit 3 (Prospective Contractor References) and Exhibit 4 (Revised) (Prospective Contractor List of Contracts) of Appendix D (Required Forms).

1. County may disqualify a Proposer as non-responsive and/or non-responsible if:
  - a) references fail to substantiate Proposer's description of the services provided; or
  - b) references fail to support that Proposer has a continuing pattern of providing capable, productive and skilled personnel, or
  - c) DPH is unable to reach the point of contact with reasonable effort. It is the Proposer's responsibility to inform the point of contact that DPH will be contacting point of contact for a reference.
2. The Proposer must complete and include the following Appendix D (Required Forms):

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- a) Exhibit 3 (Prospective Contractor References) found in Appendix D (Required Forms). Proposer must provide five (5) references where the same or similar scope of services was provided. References must be a contractual relationship, in which the Proposer received grant funding for services.
  - b) Exhibit 4 (Revised) (Prospective Contractor List of Contracts) found in Appendix D (Required Forms). The listing must include all non-profit and public entity contracts for which the Contractor has provided the same or similar services within the last five (5) years. Proposer may use additional sheets if necessary.
  - c) Exhibit 5 (Revised) (Prospective Contractor List of Terminated Contracts) found in Appendix D (Required Forms). Listing must include contracts terminated prior to their expiration, within the past five (5) years, and must include a reason for termination.
3. The Proposer must complete and include Appendix Q (Revised), Site Eligibility Documentation.

**C. Proposer's Pending Litigation and Judgments (Section B-3)**

On Exhibit 6 (Prospective Contractor Pending Litigation and Judgements) in Appendix D (Required Forms), identify by name, case and court jurisdiction any pending litigation in which Proposer is involved, or judgments against Proposer in the past five (5) years. Provide a statement describing the size and scope of any pending or threatening litigation against the Proposer or principals of the Proposer. If a Proposer has no Pending Litigation and/or Judgments, Proposer shall provide a statement or indicate "Not Applicable".

**D. Financial Capability (Section B-4)**

Proposer must provide copies of the organization's annual financial statements issued for the last three (3) years.

**NOTE: A total of three (3) sets of financial statements must be submitted.** Financial statements should reflect the financial strength and capability of the organization in the provision of required services throughout the term of any resultant Contract, as well as evidence of the Organization's capability to absorb all

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costs related to the provision of services for a minimum of sixty (60) days, during any resultant Contract.

The following accounts must be included in your organization's financial statements:

**BALANCE SHEET ACCOUNTS**

1. Current Assets
  - Cash
  - Short Term Investments\*
  - Accounts Receivable \*
2. Current Liabilities
3. Total Assets
4. Total Liabilities
5. Owner's/Shareholder's Equity

**INCOME STATEMENT ACCOUNTS**

1. Total Operating Expenses (before taxes)
  - Bad Debts \*
  - Depreciation\*
  - Amortization\*
2. Total Expenses
3. Gross Income
4. Net Income

**\*May be excluded if they do not apply to your organization's operations**

Depending on the nature of the entity, i.e., for-profit, non-profit, governmental, the title of financial statements may differ. For example, for a non-profit entity, the Balance Sheet is referred to as the Statement of Financial Position. Please submit the applicable document to reflect the information requested.

If audited statements or Single Audit Reports are otherwise required, these should be submitted to meet this requirement.

Do not submit Income Tax Returns to meet this requirement.

**Financial statements will be kept confidential if so stamped on each page.**

**7.9.8 Proposer's Approach to Provide Required Services (Section C)**

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**NOTE: Proposers are required to refer to the specific category instructions below when responding to this Section of the RFP.**

**Category 1: Early Childcare and Education (ECE)  
(17 pages maximum)**

**Section 1: Mission Alignment (2 pages maximum)**

1. Provide Proposer's history, mission, vision, and examples of a minimum of two (2) currently offered programs that address health and wellness and/or obesity prevention.

**Section 2: Staffing and Teams (2 pages maximum)**

2. Describe Proposer's staffing plan to meet the programmatic and administrative requirements as outlined in the Scope of Work, including a brief description of the qualifications (e.g. experience, skills, related work history, etc.) and resumes of current staff members identified to carry out CalFresh Healthy Living Program strategies. If Proposer does not currently have staff to fulfill all administrative and programmatic requirements, describe Proposer's plan to establish a CalFresh Healthy Living Program team within sixty (60) days.

**Section 3: Target Audience and Community Responsiveness  
(3 pages maximum)**

3. Describe Proposer's target audience; include demographics and related health indicators, results of previous needs assessments, and/or any other relevant data to demonstrate need to address food insecurity and obesity prevention interventions. **(1 page maximum)**
4. Describe Proposer's ability to implement programs and services that are linguistically and culturally appropriate in Latinx, African-American, Asian and Pacific Islander, and/or other racial/ethnic communities. **(1 page maximum)**
5. Describe how Proposer solicits and incorporates community feedback to implement or modify programs and services to meet community needs. **(1 page maximum)**

**Section 4: Sites (2 pages maximum)**

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6. Proposer will be required to identify and select 10 ECE sites (*final sites will be determined in coordination with DPH based on geographic distribution*) to implement CalFresh Healthy Living Program strategies throughout LAC.
  - a. List the ECE sites the Proposer has identified as potential sites to implement CalFresh Healthy Living Program strategies. Include names, estimated number of children and parents served, and describe why these ECE sites were selected.

**Section 5: Outreach and Promotion (1 page maximum)**

7. If selected, Proposer must promote nutrition education activities and share information about program successes and accomplishments.
  - a. Describe how Proposer will implement required outreach and promotion strategies to engage parents in programs and services, including methods of promotion (e.g. flyers, posters, word of mouth, social media, email, texting etc.), plans for implementing promotions, and identification of staff that will complete the deliverables.
  - b. Provide examples that demonstrate Proposer's experience and qualifications to carry out required outreach and promotion strategies.

**Section 6: Smarter Mealtimes (3 pages maximum)**

8. If selected, Proposer must implement Smarter Mealtimes (SMT) strategies to improve the nutritional quality of food offered and encourage healthy choices during meal times (please visit <https://www.smarterlunchrooms.org/sites/default/files/documents/SMM-Scorecard.pdf> for a list of SMT strategies).
  - a. Describe how Proposer will implement SMT strategies. Include how Proposer will accomplish the assessment, planning, implementation, and evaluation activities of SMT.
  - b. Describe key school personnel and staff needed to support SMT implementation. Include how Proposer will engage, secure buy-in, and coordinate with staff to implement SMT strategies.
  - c. Provide examples that demonstrate Proposer's experience and qualifications to implement SMT strategies. If Proposer

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does not have experience implementing SMT strategies, provide examples of experience implementing strategies to improve the nutritional quality of school meals and encourage healthy choices at mealtime.

**Section 7: Nutrition Education and Physical Activity (2 pages maximum)**

9. If selected, Proposer must conduct evidence-based nutrition education classes on-site at selected ECE sites for children and parents.
  - a. Describe how Proposer will conduct nutrition education classes for parents in ECE sites, including potential instructional spaces that can be used, resources available to support nutrition education activities, and how the activities will be scheduled.
  - b. Describe how Proposer will conduct Coordinated Approach to Child Health Early Childhood nutrition education classes for children in ECE sites, including potential instructional spaces that can be used, resources available to support nutrition education activities, and how the activities will be scheduled.
  - c. Provide examples that demonstrate Proposer's experience and qualifications to conduct Nutrition Education and Physical activities, including curricula used, reach numbers, and evaluation results.

**Section 8: Free Produce "Pickups" (2 pages maximum)**

10. If selected, Proposer will receive produce from an assigned CalFresh Healthy Living Program Produce Distributor (Category 5) to distribute during free produce "pickups".
  - a. Describe how Proposer will conduct free produce "pickups", including receiving, sorting, displaying, and distributing produce, setup/breakdown, and specify location(s) where produce will be distributed to parents.
  - b. Describe how Proposer will establish volunteer teams to support free produce "pickups", including existing and/or potential volunteer partnerships and volunteer engagement strategies.

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- c. Provide examples that demonstrate Proposer's experience, qualifications and/or ability to conduct free produce "pickups" strategies. If Proposer does not have experience implementing free produce "pickups" strategies, provide examples of experience implementing strategies providing free resources for families.

**Category 2: K-12 Schools and Afterschool Programs**  
**(20 pages maximum)**

**Section 1: Mission Alignment (2 pages maximum)**

1. Provide Proposer's history, mission, vision, and provide examples of a minimum of two (2) currently offered programs that address health and wellness and/or obesity prevention.

**Section 2: Staffing and Teams (2 pages maximum)**

2. Describe Proposer's staffing plan to meet the programmatic and administrative requirements as outlined in the Scope of Work, including a brief description of the qualifications (e.g. experience, skills, related work history, etc.) and resumes of current staff members identified to carry out CalFresh Healthy Living Program strategies. If Proposer does not currently have staff to fulfill all administrative and programmatic requirements, describe Proposer's plan to establish a CalFresh Healthy Living Program team within sixty (60) days.

**Section 3: Target Audience and Community Responsiveness**  
**(3 pages maximum)**

3. Describe Proposer's target audience; include demographics and related health indicators, results of previous needs assessments, and/or any other relevant data to demonstrate need to address food insecurity and obesity prevention interventions. **(1 page maximum)**
4. Describe Proposer's ability to implement programs and services that are linguistically and culturally appropriate in Latinx, African-American, Asian and Pacific Islander, and/or other racial/ethnic communities. **(1 page maximum)**
5. Describe how Proposer solicits and incorporates community feedback to implement or modify programs and services to meet community needs. **(1 page maximum)**

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**Section 4: Outreach and Promotion (1 page maximum)**

6. If selected, Proposer must promote nutrition education activities and share information about program successes and accomplishments.
  - a. Describe how Proposer will implement required outreach and promotion strategies to engage parents in programs and services, including methods of promotion (e.g. flyers, posters, word of mouth, social media, email, texting etc.), plans for implementing promotions, and identification of staff that will complete the deliverables.
  - b. Provide examples that demonstrate Proposer's experience and qualifications to carry out required outreach and promotion strategies.

**Section 5: Youth Engagement: Water Access and Appeal and "Share Tables" (3 pages maximum)**

7. If selected, Proposer or subcontractor will conduct youth engagement activities to implement Water Access and Appeal and "share tables" strategies in middle and/or high school campuses.
  - a. Describe how Proposer or subcontractor will implement Water Access and Appeal and "share tables" strategies. Include how Proposer will leverage current student engagement activities to implement strategies and how Proposer will accomplish the assessment, planning, and implementation of these strategies.
  - b. Describe the staff and leadership from various school departments needed to support implementation of Water Access and Appeal and "share tables" strategies and how Proposer will engage, secure buy-in, and coordinate with staff to implement Water Access and Appeal and "share tables" strategies. Describe how and why the potential schools were identified to implement Water Access and Appeal (one school) and "share tables" (one school) strategies.
  - c. Provide examples that demonstrate Proposer's or subcontractor's experience and qualifications to implement Water Access and Appeal and "share tables" strategies. If Proposer or subcontractor does not have experience implementing Water Access and Appeal and or "share tables" strategies, provide examples of experience

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implementing strategies to engage youth to address health related issues.

**Section 6: Smarter Lunchroom Movement (3 pages maximum)**

8. If selected, Proposer must implement Smarter Lunchroom Movement (SLM) strategies (please visit <https://www.smarterlunchrooms.org/sites/default/files/documents/SLM-Scorecard2.0-2018-web.pdf> for a list of SLM strategies).
  - a. Describe how Proposer will implement SLM strategies, including how Proposer will accomplish assessment, planning, implementation, and evaluation activities.
  - b. Describe key school personnel and staff needed to support SLM implementation and how Proposer will engage, secure buy-in, and coordinate with staff to implement SLM strategies.
  - c. Describe two (2) potential schools that Proposer identified to implement SLM strategies, including how and why proposed schools were identified.
  - d. Provide examples that demonstrate Proposer's experience and qualifications to implement SLM strategies. If Proposer does not have experience implementing SLM strategies, provide examples of experience implementing strategies to improve the nutritional quality of school meals and encourage healthy choices at mealtime.

**Section 7: Daily Quality Physical Activity (2 pages maximum)**

9. If selected, Proposer must coordinate with an after-school provider to implement Daily Quality Physical Activity strategies in elementary and/or middle schools.
  - a. Describe how Proposer will coordinate with after-school provider to accomplish assessment, planning, implementation deliverables and evaluation activities.
  - b. Describe staff needed to implement Daily Quality Physical Activity strategies, including how Proposer will engage staff with Daily Quality Physical Activity.
  - c. Describe which three potential schools Proposer has identified to implement Daily Quality Physical Activity

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strategies, including why and how proposed schools were identified.

- d. Provide examples that demonstrate the after-school provider's experience and qualifications to implement Daily Quality Physical Activity strategies.

**Section 8: Nutrition Education (2 pages maximum)**

10. If selected, Proposer must coordinate with Category 6: Nutrition Education and Physical Activity funded partner to conduct evidence-based nutrition education classes at selected school sites for youth and parents.
  - a. Describe how Proposer will coordinate nutrition education classes for students in school sites, including potential instructional spaces that can be used, resources available to support nutrition education activities, and how the activities will be scheduled into 4th and 5th grade academic instructional time.
  - b. Describe how Proposer will coordinate nutrition education classes for parents in school sites, including potential instructional spaces that can be used, resources available to support nutrition education activities, and how the activities will be scheduled.

**Section 9: Free Produce "Pickups" (2 pages maximum)**

11. If selected, Proposer will receive produce from an assigned CalFresh Healthy Living Program Produce Distributor (Category 5) to distribute during free produce "pickups" for families.
  - a. Describe how Proposer or subcontractor will conduct free produce "pickups", including receiving, sorting, displaying, and distributing produce, setup/breakdown, and specify location(s) where produce will be distributed to students and parents.
  - b. Describe how Proposer or subcontractor will establish volunteer teams to support free produce "pickups", including existing and/or potential volunteer partnerships and volunteer engagement strategies.
  - c. Provide examples that demonstrate Proposer's or subcontractor's experience, qualifications and/or ability to conduct free produce "pickups" strategies. If Proposer or

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subcontractor does not have experience implementing free produce “pickups” strategies, provide examples of experience implementing strategies providing free resources for families.

**Category 3: Healthcare Clinics (17 pages maximum)**

**Section 1: Mission Alignment (2 pages maximum)**

1. Provide Proposer’s history, mission, vision, and examples of a minimum of two (2) currently offered programs that address health and wellness and/or obesity prevention.

**Section 2: Staffing and Teams (2 pages maximum)**

2. Describe Proposer’s staffing plan to meet the programmatic and administrative requirements as outlined in the Scope of Work, including a brief description of the qualifications (e.g. experience, skills, related work history, etc.) and resumes of current staff members identified to carry out CalFresh Healthy Living Program strategies. If Proposer does not currently have staff to fulfill all administrative and programmatic requirements, describe Proposer’s plan to establish a CalFresh Healthy Living Program team within sixty (60) days.

**Section 3: Target Audience and Community Responsiveness  
(3 pages maximum)**

3. Describe Proposer’s target audience; include demographics and related health indicators, results of previous needs assessments, and/or any other relevant data to demonstrate need to address food insecurity and obesity prevention interventions.  
**(1 page maximum)**
4. Describe Proposer’s ability to implement programs and services that are linguistically and culturally appropriate in Latinx, African-American, Asian and Pacific Islander, and/or other racial/ethnic communities. **(1 page maximum)**
5. Describe how Proposer solicits and incorporates community feedback to implement or modify programs and services to meet community needs. **(1 page maximum)**

**Section 4: Sites (2 pages maximum)**

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6. Proposer will be required to identify and select three (3) healthcare clinics to implement CalFresh Healthy Living Program strategies throughout LAC.
  - a. List the clinics that Proposer identified as potential sites to implement CalFresh Healthy Living Program strategies. Include names, estimated number of individuals served and describe why and how these healthcare clinic sites were selected.

**Section 5: Outreach and Promotion (1 page maximum)**

7. If selected, Proposer must promote nutrition education activities and share information about program successes and accomplishments.
  - a. Describe how Proposer will implement required outreach and promotion strategies to engage patients in programs and services, including methods of promotion (e.g. flyers, posters, word of mouth, social media, email, texting etc.), plans for implementing promotions, and staff that will complete the deliverables.
  - b. Provide examples that demonstrate Proposer's experience and qualifications to carry out required outreach and promotion strategies.

**Section 6: Food Insecurity Screening and Referrals  
(3 pages maximum)**

8. If selected, Proposer must conduct food insecurity screenings and referrals to nutrition resources.
  - a. Describe how Proposer will implement food insecurity screening in healthcare clinics. Include how Proposer will accomplish assessment, planning, and implementation, and how Proposer will integrate food insecurity screening questions into an electronic health records system to screen for food insecurity.
  - b. Describe how Proposer will implement a referral system to emergency nutrition resources.
  - c. Describe the key stakeholders, personnel and/or departments (e.g. physicians, nurses, social workers, front desk, IT etc.) who will be involved in implementing food insecurity screening and referral systems, how Proposer will engage and coordinate with them to implement food insecurity screening

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processes, and how Proposer will engage leadership to secure buy-in to support implementation.

- d. Describe the Proposer's current clinical/community linkages and collaboration with community-based partners and external resources.
- e. Provide examples that demonstrate Proposer's experience and qualifications to implement food insecurity screening and referral strategies. If Proposer does not have experience implementing food insecurity screening and referral strategies, provide examples of experience implementing strategies to establishing clinical/community linkages.

**Section 7: Nutrition Education (2 pages maximum)**

9. If selected, Proposer must conduct evidence-based nutrition education classes on-site at selected healthcare clinics.
  - a. Describe how Proposer will conduct nutrition education classes for individuals in healthcare clinic sites, including potential instructional spaces to be used, resources available to support nutrition education activities, and how activities will be scheduled.
  - b. Provide examples that demonstrate Proposer's experience and qualifications to conduct nutrition education and physical activities, including curricula used, reach numbers, and evaluation results.

**Section 8: Free Produce "Pickups" (2 pages maximum)**

10. If selected, Proposer will receive produce from an assigned CalFresh Healthy Living Program Produce Distributor (Category 5) to distribute during free produce "pickups".
  - a. Describe how Proposer will conduct free produce "pickups", including receiving, sorting, displaying, and distributing produce, setup/breakdown, and specify location(s) where produce will be distributed to patients or community members.
  - b. Describe how Proposer will establish volunteer teams to support free produce "pickups" including existing and/or potential volunteer partnerships and volunteer engagement strategies.
  - c. Provide examples that demonstrate Proposer's experience, qualifications and/or ability to conduct free produce "pickups"

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strategies. If Proposer does not have experience implementing free produce “pickups” strategies, provide examples of experience implementing strategies providing free resources for patients or community members.

**Category 4: Food Banks/Pantries (17 pages maximum)**

**Section 1: Mission Alignment (2 pages maximum)**

1. Provide Proposer’s history, mission, vision, and examples of a minimum of two (2) currently offered programs that address health and wellness and/or obesity prevention.

**Section 2: Staffing and Teams (2 pages maximum)**

2. Describe Proposer’s staffing plan to meet the programmatic and administrative requirements as outlined in the Scope of Work, including a brief description of the qualifications (e.g. experience, skills, related work history, etc.) and resumes of current staff members identified to carry out CalFresh Healthy Living Program strategies. If Proposer does not currently have staff to fulfill all administrative and programmatic requirements, describe Proposer’s plan to establish a CalFresh Healthy Living Program team within sixty (60) days.

**Section 3: Target Audience and Community Responsiveness  
(3 pages maximum)**

3. Describe Proposer’s target audience. Include demographics and related health indicators, results of previous needs assessments, and/or any other relevant data to demonstrate need to address food insecurity and obesity prevention interventions. **(1 page maximum)**
4. Describe Proposer’s ability to implement programs and services that are linguistically and culturally appropriate in Latinx, African-American, Asian and Pacific Islander, and/or other racial/ethnic communities. **(1 page maximum)**
5. Describe how Proposer solicits and incorporates community feedback to implement or modify programs and services to meet community needs. **(1 page maximum)**

**Section 4: Sites (2 pages maximum)**

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6. If selected, Proposer will be required to work with DPH to identify and select eight (8) food pantry sites (*final sites will be determined in coordination with DPH based on geographic distribution*) to implement Healthy Living program strategies throughout LAC.
  - a. List the food pantry sites the Proposer has identified as potential sites to implement CalFresh Healthy Living Program strategies. Include names, addresses, Service Planning Area, estimated number of individuals served, a brief description of history of collaboration with listed food pantries, and why these sites were selected.
    - i. To find Service Planning Areas: Visit <http://gis.lacounty.gov/districtlocator> and enter the addresses of proposed sites to determine the Service Planning Area.

**Section 5: Outreach and Promotion (1 page maximum)**

7. If selected, Proposer must promote nutrition education activities and share information about program successes and accomplishments.
  - a. Describe how Proposer will implement required outreach and promotion strategies to engage community members in programs and services, including methods of promotion (e.g. flyers, posters, word of mouth, social media, email, texting etc.), plans for implementing promotions, and staff that will complete the deliverables.
  - b. Provide examples that demonstrate Proposer's experience and qualifications to carry out required outreach and promotion strategies.

**Section 6: Nutrition Pantry Program (5 pages maximum)**

8. If selected, Proposer must provide technical assistance to food pantries using Leah's Pantry's *Nutrition Pantry Program* (NPP) model. Please visit <https://www.leahspantry.org/what-we-offer/nutrition-pantry-program/> for more information about the NPP model.
  - a. Describe how Proposer will provide technical assistance to food pantries, including how Proposer will accomplish assessment, planning, implementation, and evaluation activities to:

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- i. improve the nutritional quality of food offered to food pantry clients;
  - ii. improve behavioral economics, marketing, enhancements to the food pantry space;
  - iii. increase cultural and dietary accommodations; and
  - iv. conduct community engagement activities.
- b. Describe food pantry staff needed to support NPP implementation, how Proposer will engage and coordinate with them to implement NPP strategies, and how Proposer will engage food pantry leadership to secure buy-in to support implementation of NPP.
- c. Provide examples that demonstrate Proposer's experience and qualifications to implement the NPP. If Proposer does not have experience implementing NPP, provide examples of experience implementing strategies to improve the quality of food inventory and encourage healthy choices by clients.

**Section 7: Nutrition Education (2 pages maximum)**

9. If selected, Proposer must conduct evidence-based nutrition education classes on-site at selected food pantry sites.
- a. Describe how Proposer will conduct nutrition education classes for individuals in food pantries, resources available to support nutrition education activities, and how activities will be scheduled.
  - b. Provide examples that demonstrate Proposer's experience and qualifications to conduct Nutrition Education and Physical activities, including curricula used, reach numbers, and evaluation results.

**Category 5: Produce Distribution (14 pages maximum)**

**Section 1: Mission Alignment (2 pages maximum)**

1. Please provide Proposer's history, mission, and vision.

**Section 2: Staffing and Teams (2 pages maximum)**

2. Describe Proposer's staffing plan to meet the programmatic and administrative requirements as outlined in the Scope of

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Work, including a brief description of the qualifications (e.g. experience, skills, related work history, etc.) and resumes of current staff members identified to carry out CalFresh Healthy Living Program strategies. If Proposer does not currently have staff to fulfill all administrative and programmatic requirements, describe Proposer's plan to establish a CalFresh Healthy Living Program team within sixty (60) days.

**Section 3: Target Audience and Community Responsiveness  
(1 page maximum)**

3. Describe how Proposer solicits and incorporates community feedback to implement or modify programs and services to meet community needs.

**Section 4: Produce Distribution (7 pages maximum)**

4. Describe Proposer's produce distribution infrastructure, drivers, type, size, and number of vehicles, distribution centers, and storage ability. **(2 pages maximum)**
5. Describe Proposer's produce sourcing and/or rescue process, including the number and types of produce providers and distribution model. **(1 page maximum)**
6. Describe Proposer's tracking systems for produce rescue and distribution activities. **(1 page maximum)**
7. If selected, Proposer must deliver produce to assigned CalFresh Healthy Living Program partners. **(3 pages maximum)**
  - a. Provide examples that demonstrate Proposer's experience and qualifications to distribute produce to community-based partners, including type and number of partners, frequency of distribution, number of people reached, and amount of produce distributed.
  - b. Describe how Proposer will staff (coordinators, drivers, volunteers etc.) free produce distribution delivery to DPH-funded partners (Early Childcare and Education, K-12 Schools and Afterschool Programs, and Healthcare Clinics).
  - c. Provide examples that demonstrate Proposer's experience, qualifications and/or ability to conduct produce distribution strategies. If Proposer does not have experience implementing produce distribution strategies,

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provide examples of experience implementing strategies providing free resources to patients or community members.

**Section 5: Free Produce “Pickups” (2 pages maximum)**

8. If selected, Proposer must conduct free produce “pickups” in assigned parks.
  - a. Describe how Proposer will conduct free produce “pickups” in parks, including delivering, sorting, displaying, distributing produce, and setup/breakdown.
  - b. Provide examples that demonstrate Proposer’s experience and qualifications to implement free produce “pickups” in parks.
  - c. Describe how Proposer will staff (coordinators, drivers, volunteers etc.) free produce “pickups” in DPH-assigned parks, including existing and/or potential volunteer partnerships and volunteer engagement strategies.

**Category 6: Nutrition Education and Physical Activity (13 pages maximum)**

**Section 1: Mission Alignment (2 pages maximum)**

1. Please provide Proposer’s history, mission, vision, and examples of a minimum of two (2) currently offered programs that address health and wellness and/or obesity prevention.

**Section 2: Staffing and Teams (2 pages maximum)**

2. Describe Proposer’s staffing plan to meet the programmatic and administrative requirements as outlined in the Scope of Work, including a brief description of the qualifications (e.g. experience, skills, related work history, etc.) and resumes of current staff members identified to carry out CalFresh Healthy Living program strategies. If Proposer does not currently have staff to fulfill all administrative and programmatic requirements, describe Proposer’s plan to establish a CalFresh Healthy Living program team within sixty (60) days.

**Section 3: Target Audience and Community Responsiveness  
(3 pages maximum)**

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3. Describe Proposer's target audience. Include demographics and related health indicators, results of previous needs assessments, and/or any other relevant data to demonstrate need to address food insecurity and obesity prevention interventions. **(1 page maximum)**
4. Describe Proposer's ability to implement programs and services that are linguistically and culturally appropriate in Latinx, African-American, Asian and Pacific Islander, and/or other racial/ethnic communities. **(1 page maximum)**
5. Describe how Proposer solicits and incorporates community feedback to implement or modify programs and services to meet community needs. **(1 page maximum)**

**Section 4: Outreach and Promotion (1 page maximum)**

6. If selected, Proposer must coordinate with assigned Category 2: K-12 Schools and Afterschool funded partners to promote nutrition education activities and share information about program successes and accomplishments.
  - a. Describe how Proposer will implement required outreach and promotion strategies to engage parents in programs and services, including methods of promotion (e.g. flyers, posters, word of mouth, social media, email, texting etc.), plans for implementing promotions, and staff that will complete the deliverables.
  - b. Provide examples that demonstrate Proposer's experience and qualifications to carry out required outreach and promotion strategies.

**Section 5: Nutrition Education (5 pages maximum)**

7. Describe how Proposer trains and provides professional development opportunities to support health educators to provide evidence-based nutrition education and physical activity.
8. If selected, Proposer must coordinate with assigned Category 2: K-12 Schools and Afterschool funded partners to conduct evidence-based nutrition education classes at selected school sites for youth and parents.
  - a. Provide examples that demonstrate Proposer's experience and qualifications to conduct nutrition education and physical activity to students (grades K-12) and parents in

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school and community settings, including programs and classes provided, curricula used; include reach numbers, and assessment and evaluation activities and results.

- b. Describe Proposer's strategies to maintain attendance for nutrition education and physical activity classes (e.g., convenient class times, recognition, offering a variety of curricula and topics, adapting classes to the population, etc.).

**7.9.9 Proposed Budget and Budget Justification (Section D)**

Proposer must submit budgets and justifications for the three periods identified in Section 1.5.1, Availability of Funds, for the selected Funding Category, subject to the funding limits set forth for each period. Proposer shall adhere to the instructions as described in Appendix C (Revised), Budget and Budget Justification instructions, to prepare budgets and budget justifications.

**PROPOSERS RECOMMENDED FOR FUNDING MAY BE REQUIRED TO MODIFY PROPOSED BUDGET, BUDGET JUSTIFICATION, AND/OR SOW.**

If Proposer is applying for more than one category, Proposer must provide a separate Budget and Budget Justification for each category for which the Proposer is applying for funding.

**7.9.10 Proposer's Quality Control Plan (Section E) (½ page maximum)**

Present a comprehensive Quality Control Plan to be utilized by the Proposer as a self-monitoring tool to ensure the required services are provided as specified in Appendix A (Scopes of Work) and Appendix B (Sample Contract).

The following factors should be included in the Plan:

- Activities to be monitored to ensure compliance with all Contract requirements;
- Monitoring methods to be used;
- Frequency of monitoring;

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- Title/level and qualifications of personnel performing monitoring functions;
- Documentation methods of all monitoring results, including any corrective action taken; and
- Include samples of forms to be used in monitoring (not counted towards page limitation).

**7.9.11 Proposer's Green Initiatives (Section F) (½ page maximum)**

The selected contractor shall use reasonable efforts to initiate green practices for environmental and energy conservation practices. Describe Proposer's current environmental policies and practices and those proposed to be implemented.

**7.9.12 Terms and Conditions in Sample Contract, and Requirements of the SOW: Acceptance of/ or Exceptions to (Section G)**

- A. It is the duty of every Proposer to thoroughly review the Sample Contract (Appendix B) and Scopes of Work (Appendix A) to ensure compliance with all terms, conditions and requirements. It is the County's expectation that in submitting a proposal the Proposers will accept, as stated, the County's terms and conditions in the Sample Contract. However, the Proposers are provided the opportunity to take exceptions to the County's terms, conditions, and requirements.
- B. Section G of Proposer's response must include:
  1. Submission of completed required form Exhibit 25 (Acceptance of Terms and Conditions Affirmation Form) in Appendix D (Required Forms), offering the Proposer's acceptance of **all** terms and conditions listed in Appendix B (Sample Contract) and Appendix A (Scopes of Work).

**OR**

2. A statement listing the Proposer's exceptions to terms and conditions listed in Appendix B (Sample Contract) or Appendix A (Scopes of Work). For each exception, the Proposer shall provide:

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- a. An explanation of the reason(s) for the exception; and
- b. A 'red-lined' version of the Sample Contract and/or Appendix A (Scopes of Work), indicating all exceptions and proposed alternative language. **The County relies on this procedure and any Proposer who fails to make timely exceptions as required herein, may be barred, at the County's sole discretion, from later making such exceptions.**
- C. The County reserves the right to determine if Proposers' exceptions are material enough to deem the proposal non-responsive and not subject to further evaluation.
- D. The County reserves the right to make changes to the Sample Contract and its appendices and Exhibits at its sole discretion.

**7.9.13 Proposal Required Forms (Section H)**

Proposal shall include all completed, signed, and dated forms identified in Appendix D (Required Forms) referenced below. The person signing the forms must be authorized to sign on behalf of the Proposer and to bind the Proposer in a Contract.

Exhibit 7 Certification of No Conflict of Interest

Exhibit 8 Familiarity with the County Lobbyist Ordinance Certification

Exhibit 9 Request for Local SBE Preference Program Consideration and CBE Firm/Organization Information Form **(Intentionally Omitted)**

Exhibit 10 Proposer's EEO Certification

Exhibit 11 Attestation of Willingness to Consider GAIN/GROW Participants

Exhibit 12 County of Los Angeles Contractor Employee Jury Service Program Certification Form and Application for Exception

Exhibit 13 – 16 Cost Forms **(Intentionally Omitted)**

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- Exhibits 17 – 20 Living Wage Forms (**Intentionally Omitted**)
- Exhibit 21 Charitable Contributions Certification
- Exhibit 22 Transitional Job Opportunities Preference Application  
(**Intentionally Omitted**)
- Exhibit 23 Certification of Compliance with the County’s Defaulted  
Property Tax Reduction Program
- Exhibit 24 Request for Disabled Veteran Business Enterprise  
Preference Program Consideration (**Intentionally  
Omitted**)
- Exhibit 26 Zero Tolerance Policy on Human Trafficking  
Certification
- Exhibit 27 Proposer’s Compliance with Encryption Requirements
- Exhibit 28 Compliance with Fair Chance Employment Hiring  
Practices Certification
- Exhibit 29 Certification Regarding Debarment, Suspension,  
Ineligibility and Voluntary Exclusion – Lower Tier  
Covered Transactions (45 C.F.R. Part 76) ”