

REQUEST FOR PROPOSALS
SMOKE-FREE MULTI-UNIT HOUSING



c/o Lancaster General Health
2100 Harrisburg Pike, 2nd Floor Wellness Center
Lancaster, PA 17601
Email: contact@LiveWellLancaster.org

TABLE OF CONTENTS	PAGE
I. Introduction	3
II. Scope of Service	4
A. Target Population.....	4
B. Expected Outcomes.....	4
C. Project Description	4
D. Proposer Qualifications.....	5
E. Contracts	6
F. Reimbursement	6
III. Submission of Proposal	8
A. Timeline	8
B. Proposal Submission	8
C. Technical Support.....	9
IV. Proposal Requirements.....	9
A. Format	9
B. Contents of Proposal	10
V. Insurance Requirements.....	14
VI. Vendor Selection and Proposal Conditions	14
VII. Evaluation and Selection	15

To obtain this document in an alternative format, please contact Deb Caskey by email at dcaskey2@lghealth.org or call (717) 544-3779. Please allow a reasonable amount of time for this special accommodation.

I. INTRODUCTION

LiveWELL Lancaster County is seeking a qualified contractor to reduce exposure to secondhand smoke in multi-unit rental housing. The goal of this request for proposals (RFP) is to reduce tobacco-related morbidity and mortality by reducing exposure to secondhand smoke. The two primary targets of this strategy are public housing authorities and managers of privately-owned multi-unit rental housing in low-income areas, with an emphasis on publicly subsidized housing. The proposer will outline a plan of action to assist multi-unit housing managers in implementing smoke-free indoor air policies. The contractor will be required to participate in parts of a comprehensive evaluation of this strategy. However, the details of this evaluation may not be finalized until the time of the award.

In Lancaster County, low-income children and adults living in multi-unit housing are much more likely to be exposed to secondhand smoke than those with higher incomes. Home is the location where children are most exposed to secondhand smoke. Decreasing exposure to secondhand smoke in multi-unit rental housing could lead to decreased rates of asthma attacks for children, and lung cancer and certain cardiovascular events for adults. Decreasing health problems is the primary reason to reduce exposure to secondhand smoke in multi-unit housing, but other reasons exist as well. Landlords of multi-unit rental housing report that secondhand smoke drifting into other units is their second most common tenant complaint. Smoke-free rental housing also reduces fire risk and its associated costs, and is associated with reduced landlord costs due to maintenance and turnover costs.

Contracts resulting from this RFP are funded by Lancaster County's Community Transformation Grant (CTG) which was awarded by the Centers for Disease Control and Prevention. CTG was authorized by the Affordable Care Act of 2010 (sections 4002 and 4201) for the implementation, evaluation, and dissemination of evidence-based community preventive health activities in order to reduce chronic disease rates, address health disparities, and develop a stronger evidence base for effective prevention programming. The overarching purpose of CTG is to prevent heart attacks, strokes, cancer, and other leading causes of death or disability through evidence- and practice- based policy (excluding lobbying), environmental, and infrastructure strategies, and strategies that improve access to programs. CTG strategies must focus on tobacco-free living, active living and healthy eating, mental wellbeing, and clinical and other preventive services, specifically prevention and control of high blood pressure and high cholesterol. This RFP focuses on tobacco-free living.

LiveWELL Lancaster County is the CTG grantee and lead agency for Lancaster County, Pennsylvania, and works in close collaboration with the Tobacco-Free Coalition of Lancaster County.

This vendor selection document does not obligate Lancaster County to complete the vendor selection process or to enter into a contract. Lancaster County is not obligated to respond to any proposal submitted nor are they legally bound in any manner whatsoever by the submission of a proposal. LiveWELL Lancaster County is the entity that will enter into a contract with the accepted proposer(s).

II. SCOPE OF SERVICE

A. Target Population

LiveWELL Lancaster County has identified geographic areas that have significant concentrations of low-income residents. The thirteen municipalities containing these low-income areas constitute the core disparity area. Smoke-free housing strategies should focus on multi-unit rental housing in the City of Lancaster and Columbia Borough. The contractor will work with the Lancaster City Housing Authority to adopt and implement smoke-free policies. The contractor will also work with at least 10 privately-owned multi-unit rental housing managers to adopt and implement smoke-free policies. Within each of the targeted municipalities, contractors will work within the high poverty areas. Efforts should be made to recruit large multi-unit buildings to reach the largest number of low-income residents

B. Expected Outcomes

The selected contractor will work with the Lancaster City Housing Authority to adopt and/or implement smoke-free policies. The contractor will also assist at least 10 privately-owned multi-unit rental housing properties to adopt and implement smoke-free policies.

Outcomes to be achieved during contract period:

- Tenants and managers will be educated about the health and economic benefits of smoke-free multi-unit rental policies.
- Data from tenant surveys will be gathered and reported to LiveWELL Lancaster County.
- Communications and public relations activities, including the collection of success stories, will be conducted in coordination with the local health departments.
- One public housing authority will adopt and implement smoke-free policies for their multi-unit rental housing.
- At least 10 privately owned multi-unit rental housing properties – primarily those in the low-income target areas – will adopt and implement smoke-free policies.
- There will be reduced exposure to secondhand smoke for children, youth, and adults who live in multi-unit rental housing.
- There will be decreased rates of asthma attacks for children and certain cardiovascular events for adults who live in multi-unit rental housing.

C. Project Description

The contractor will partner with LiveWELL Lancaster County staff and Tobacco Free Coalition of Lancaster County members to implement this strategy. The contractor will:

- Provide technical assistance and advisory support, as requested, to the Lancaster City Housing Authority on implementing and enforcing its policy.

- Recruit at least 10 privately-owned properties in the low-income areas of the targeted municipalities to work with on adopting, implementing, institutionalizing, and enforcing smoke-free policies.
- Provide ongoing education and technical assistance to public housing authorities and other owners, landlords or managers on smoke-free multi-unit rental housing adoption, implementation, institutionalization, and enforcement.
- Educate tenants, tenant organizations, and other key stakeholders on the health and economic benefits of smoke-free housing.
- Involve housing tenants in policy change and implementation, as needed.
- Involve other community partners, as needed.
- Identify and share opportunities to connect tenants and staff to cessation resources.
- Implement communications and public relations activities, including the collection of success stories, in coordination with the local health departments.
- Distribute to tenants a self-administered, paper-and-pencil survey developed in collaboration with LiveWELL Lancaster County and the Tobacco-Free Coalition of Lancaster County. The surveys should be distributed before and after a smoke-free policy has been put in place. LiveWELL Lancaster County will provide a sampling plan for selecting buildings and tenants in those buildings who will be asked to participate in the survey. The proposer should plan for administering the survey to a representative sample of tenants. The proposer should devise a mechanism for collecting completed surveys, and should plan for two follow-up contacts to increase the response rate.
- Although the methodology for this activity has not been finalized, plan on distributing the data collection instruments in all multi-unit buildings of the housing authority.

LiveWELL Lancaster County will provide support to the contractor's activities, and provide connections to needed resources. LiveWELL Lancaster County will provide introductions to needed contacts, and will be the starting point for information on public housing authorities to work with and for locating municipal-information, when available. LiveWELL Lancaster County will also review the work plan and progress being made on activities.

Contractors may subcontract with agencies to achieve desired outcomes, if necessary.

D. Proposer Qualifications and Experience

Proposers should have:

- Experience successfully working with landlords, managers, and tenants to adopt, implement, institutionalize, and enforce smoke-free policies with public housing authorities and managers of privately-owned housing for low-income individuals
- Experience educating the public, tenants, and other stakeholders about the health and economic benefits of smoke-free multi-unit housing.
- Experience working with and engaging culturally diverse stakeholders.
- Experience conducting surveys with tenants.

E. Contracts

Contracts will be awarded to successful proposer for a term anticipated to commence approximately December 16, 2013. This is a one-year contract. The contract period will end September 29, 2014. Pending success of year 1 activities and funds availability, funding may become available beyond September 29, 2014.

A successful proposer will work with LiveWELL Lancaster County in the development of a contract. Proposers must be willing to meet all standard contract requirements, including insurance requirements. Refer to Section V. for insurance requirements.

The Contractor is expected to adhere to the following Special Conditions for Community Transformation Grant recipients as established by the U.S. Centers for Disease Control and Prevention:

- *Publications:* Publications, journal articles, etc. produced under a CDC grant support project must bear acknowledgement and disclaimer, as appropriate. For example: This publication (journal article, etc.) was supported by the Cooperative Agreement Number above from The Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.
- *Conference Disclaimer and Use of Logos:* Disclaimer: If a conference is funded by a grant, cooperative agreement, sub-grant and/or a contract the recipient must include the following statement on conference materials, including promotional materials, agenda, and internet sites:
 - *Funding for this conference was made possible (in part) by the Centers for Disease Control and Prevention. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily do not reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.*
- *Logos:* Neither the HHS nor the CDC logo may be displayed if such display would cause confusion as to the conference source or give a false appearance of Government endorsement. Use of the HHS name or logo is governed by U.S.C. 1320b-10, which prohibits misuse of the HHS name and emblem in written communication. A non-federal entity is unauthorized to use the HHS name or logo government by U.S.C. 1320b-10. The appropriate use of the HHS logo is subject to review and approval of the Office of the Assistant Secretary for Public Affairs (OASPA). Moreover, the Office of the Inspector General has authority to impose civil

monetary penalties for violations (42 C.F.R. Part 1003). Neither the HHS nor the CDC logo can be used on conference materials, under a grant, cooperative agreement, and contract or co-sponsored agreement without the expressed, written consent of either the Project Officer or the Grants Management Officer. It is the responsibility of the grantee (or recipient of funds under a cooperative agreement) to request consent for use of the Government logos. In all cases for utilization of Government logos, the grantee must ensure written consent is received from the Project Officer and/or the Grants Management Officer.

The contractor is obligated to comply with any applicable provisions of the Community Transformation Grant (CTG) Grant awarded to LGH under award number 5U58DP003612-03.

Proposers intending to subcontract part or all of one or more of the service components to another service provider(s) must identify the subcontractor(s) and describe the specific services and/or activities that will be provided by the subcontractor(s). If the proposal represents offerings to be provided by different agencies or other organizations, the contract will be solely with the proposer, who will be required to assume responsibility for all obligations under the contract. Any proposed subcontractors will be subject to LiveWELL Lancaster County's approval.

F. Reimbursement

This contract will be a Cost Reimbursement Personal Service Agreement (PSA). The amount is \$15,000 through September 29, 2014. Because of the strict funding requirements, LiveWELL Lancaster County will require that selected agencies seek prior approval for all programmatic and promotional expenses.

Funding can be used for:

- Program costs of staff and staff-related expenses (examples: mileage, and landline phone expenses), supplies, services, and sub-contracts to partner entities.

Funding cannot be used for:

- Provision of direct service, clinical care, or treatment.
- Lobbying or advocacy activities – including grassroots lobbying -- or materials that advocate for the adoption or rejection of an official action of any level of legislative body. (These provisions do not prohibit educational, air quality monitoring, and evaluation efforts relating to public health.)
- Transportation, except mileage expenses of project staff.
- Purchase of computer equipment, other equipment, or furniture.
- Construction.
- Food or meals.
- Research.
- Stipends to individuals or organizations.

III. SUBMISSION OF PROPOSAL

A. Timeline

November 8, 2013	Release of vendor selection request
November 22, 2013	Pre-proposal conference at 2:00pm to 3:30pm: LG Health SOP (2100 Harrisburg Pike, 2 nd Floor, Wellness Center, Lancaster, PA)
December 6, 2013	Proposals due by 4:00 p.m. ET
December 9-13, 2013	Review, selection and notification of accepted proposals
December 16, 2013	Anticipated effective date of contracts and start of services

B. Proposal Submission

Five (5) copies of each proposal and attachments should be mailed or delivered to:

Eboni E. Bryant
LiveWELL Lancaster County
c/o Lancaster General Health
2100 Harrisburg Pike, 2nd Floor Wellness Center
Lancaster, PA 17601

Proposals may be submitted in-person or delivered between 8am and 4pm ET Monday through Friday until December 6, 2013(excluding holidays). Proposals may be sent via U.S. mail or delivery service, but LiveWELL Lancaster County may not accept late proposals due to issues with delivery.

One digital copy should be submitted with your hard copies on a CD or via email. All documents should be contained in a single PDF file and should be e-mailed to the LiveWELL Lancaster County general email account at contact@LiveWellLancaster.org.

Proposals must be received no later than 4:00pm ET on December 6, 2013.

Failure to submit a proposal on time may be grounds for rejection of the proposal. Proposals must include an electronic copy. LiveWELL Lancaster County reserves the right to accept proposals after the date specified. Submit the electronic version of the proposal in one single PDF file.

C. Technical Support

Questions and inquiries concerning any aspect of the vendor selection process and potential contract award may be directed to:

Eboni E. Bryant, Manager
LiveWELL Lancaster County
Email: ebryant2@lghealth.org

LiveWELL Lancaster County will convene a pre-proposal conference to respond to questions related to this vendor selection process. All prospective proposers are invited to attend.

The pre-proposal conference will be held on November 22, 2013 Lancaster General Hospital's Suburban Outpatient Pavilion (2100 Harrisburg Pike, Lancaster, PA 17601). The conference will be held from 2:00pm to 3:30pm in the Wellness Center Conference Room on the 2nd floor. While attendance at the pre-proposal conference is not mandatory, it is strongly encouraged as this will be the only opportunity to ask questions directly to LiveWELL Lancaster County and Tobacco-Free Coalition of Lancaster County staff. To register for the conference, email contact@LiveWellLancaster.org.

There will be no information provided outside of this process.

IV. PROPOSAL REQUIREMENTS

A. Format

Applicants are instructed to use the following format in preparing all proposals. Failure to do so may result in a reduced rating by the proposal review committee.

1. Use 10-point, Arial font, one-inch margins, and single spaced lines on 8½ X 11- inch paper.
2. Consecutively number all pages including any attachments.
3. Do not exceed the proposal narrative page limit set forth below. Pages exceeding the maximum will be removed prior to evaluation.

Proposal narratives should not exceed 11 pages. The attachment(s) (Contractor Fact Sheet, organizational chart, and financial statements, etc.) may be attached as additional pages, and do not count towards the page limitation.

B. Contents of Proposal

1. *Narrative:* The proposal narrative should outline the proposer's capacity and experience related to program responsibilities and requirements. You should describe how you would fulfill the project description. Please respond to the following topics in the order they are presented. The narrative must not exceed 11 pages. Include a list of attachments which will be required with submission of a proposal. Attachments are not included in the page limitation.

a) Organizational overview.

Briefly describe the organization's mission and values, the size of the organization, the geographic location of its service area, and the types of services that are provided. Highlight knowledge and experience with federal and state laws. Include an organizational chart as an attachment.

b) Ability to meet the request for proposals' outcomes.

Describe the proposer's past experiences and accomplishments related to tobacco multi-unit housing strategies, including:

- Recruiting public housing authorities and privately-owned properties to work with on adopting, implementing, and enforcing smoke-free policies.
- Providing ongoing education and technical assistance to public housing authorities and other owners, landlords or managers on smoke-free multi-unit rental housing adoption, implementation, and enforcement.
- Educating tenant organizations, the public, and other key stakeholders on the benefits of smoke-free housing.
- Involving housing tenants in policy change and implementation, as needed.
- Involving other community partners, as needed.
- Providing culturally-inclusive services and services benefiting low-income populations.
- Identifying opportunities to connect residents and staff to cessation resources.
- Implementing communications and public relations activities, including the collection of success stories.
- Administering a survey to tenants.
- Recruiting building managers and tenants to participate in the indoor air quality evaluation; distributing and collecting air quality monitors.

c) Strategies and activities.

In this narrative section, describe your role in implementing the activities. Will you subcontract any activities? If so, describe the potential subcontractor, your past experience with it, and its proposed activities.

Describe your experience working with culturally diverse and low-income residents on smoke-free rental property strategies.

Describe how you will:

- Provide technical assistance and advisory support to the public housing authority and recruit at least 10 large, privately owned multi-unit rental properties (i.e. privately owned properties with 50 or more units) – primarily those in low-income target areas – to adopt and implement smoke-free policies. How will you assess readiness of these properties?
- Educate at least 500 tenants and 11 property managers about the health and economic benefits of smoke-free multi-unit rental properties.
- Implement communications and public relations activities, including the collection of three (3) success stories, in coordination with LiveWELL Lancaster County.
- Engage various partners in this effort to provide cessation services, access to property managers/realtors, and/or to provide assistance in distributing communications and materials through various channels.
- Survey at least 1000 tenants of multi-unit housing to assess current tobacco use and support for smoke-free housing policies, and ensure at least a 10% response rate.

Include any other information on how you will implement activities that is not already included in the work plan.

Include as an attachment a detailed work plan with timeline that describes activities you intend to implement. (The work plan does not count toward the page limitation for the narrative.)

d) Qualifications of Staff Performing Requested Services

Describe the relevant qualifications and experience of the staff who will work on this project. Include résumés or other supporting documents of proposed staff as Attachment E to your application.

2. *Attachments:*

Attachment A: Contractor Fact Sheet

Please submit a one- to two-page Contractor Fact Sheet that provides an overview of the individual or organization submitting a proposal. The name and telephone number of the key contact person must be clearly indicated.

Attachment B: Work plan with Timeline and Logic Model

Please submit a one-year summary of tasks, timeframes, and responsibilities. A logic model must be submitted as well. The timeline should reflect that activities will be completed by September 29, 2014.

Attachment C: Budget

Please provide the following information about the proposed budget:

a. Personnel (Salary/Wages)

For all individuals funded by the grant, describe their role on the project and their qualifications for this role. If an individual is to be hired for the project, describe the qualifications sought for the position. Justify the time allocated to the project for each individual (e.g., explain why a full-time position is needed, or a quarter-time position is adequate, to accomplish the assigned responsibilities).

b. Fringe Benefits

For the amount provided in the table, indicate whether the calculation was based on an across-the-board fringe benefits rate used by your agency (e.g., 25% of salary), or whether it was calculated based on actual costs for each individual. Identify what benefits are included (e.g., health insurance, dental insurance, life or disability insurance, FICA, pension, etc.)

c. Other Expenses

Mileage: Describe the purpose for the travel; provide the anticipated number of miles and mileage rate used (cannot exceed the annual IRS approved rate).

Office supplies: Describe the supplies and their applicability to the project.

Printing: Estimate costs for printing or photocopying and explain how the amount was derived.

Postage/courier: If mailing costs are expected to be more than a minimal amount, provide an explanation for the amount requested.

Other (specify): Add an explanation for any other categories identified in the budget table.

d. Program Expenses

Subcontracts to partner entities: Please identify partners and the amount of the subcontract to each partner.

Strategy implementation activities: Describe costs related to implementing specific strategies.

Engagement activities: Outline the costs of events, promotional activities, outreach and other strategies, if proposed.

e. Administrative Costs

Specify the rate used (not to exceed 10% of the direct costs) and indicate agency costs covered by the rate (examples: rent, computer services, phone).

Attachment D: Budget Narrative

Please submit a one-page budget narrative to provide more clarity and detail on the budget items for which funds are being requested.

Attachment E: Staff Résumés

Please submit a resume for pertinent professional staff.

Attachment F: Organizational Chart

Please submit an organizational chart that includes all staff contributing to this proposal.

Attachment G: IRS W-9 Form

Please submit a completed and signed W-9 Form. The form may be obtained by visiting <http://www.irs.gov/pub/irs-pdf/fw9.pdf>.

V. INSURANCE REQUIREMENTS

LiveWELL Lancaster County has specific insurance requirements for contracted providers. The following is standard contract language for insurance and is non-negotiable:

Contractor shall maintain at all times, and at its expense, the following types and minimum amounts of liability insurance:

- Professional liability insurance in the minimum amounts of \$1,000,000 per occurrence and \$1,000,000 aggregate for any Contractor employee providing the Services;

Contractor shall furnish LiveWELL Lancaster County with evidence that it has obtained the insurance coverages and terms required under this Agreement prior to the commencement of Services. Contractor will promptly notify LiveWELL Lancaster County in the event such insurance policies are cancelled or otherwise not renewed for any reason.

The Professional Liability insurance must be maintained continuously for a period of two years after the termination of this Agreement.

An umbrella or excess liability policy over primary liability insurance coverage is an acceptable method to provide the required insurance limits.

The above establishes minimum insurance requirements. It is the sole responsibility of contractor to determine the need for and to procure additional insurance that may be needed in connection with this Agreement. Copies of insurance policies shall be submitted to LiveWELL Lancaster County upon contract execution.

The contractor shall not commence work until it has obtained required insurance and filed with LiveWELL Lancaster County a properly executed Certificate of Insurance that clearly evidences the required insurance coverage.

If the contractor is unable to obtain a required insurance coverage, or if coverage is not renewed or is cancelled during the term of this Agreement, the contractor must immediately provide written notice to LiveWELL Lancaster County as provided in the Notice section of this Agreement. The contractor shall make immediate good faith efforts to obtain or replace the coverage in the open market. Failure to maintain required insurance shall be considered an event of default pursuant to this Agreement.

VI. VENDOR SELECTION AND PROPOSAL CONDITIONS

The proposer, by submitting a proposal, agrees to the following conditions:

- Proposers are responsible for knowledge of federal, state and local laws, and rules and regulations that govern all applicable services and programs.

- It is the expectation that all proposers will understand and abide by the provisions of all State and Federal laws, rules, regulations and orders relating to data privacy or confidentiality.
- It is understood that any proposal received and evaluated by LiveWELL Lancaster County can be used as a basis for direct negotiation of the terms of a contract between LiveWELL Lancaster County and the particular individual submitting such a proposal.
- LiveWELL Lancaster County reserves the right to negotiate pertinent contract terms concurrently with any number of individuals as it deems in its best interest, whether or not such individual has submitted a proposal.
- LiveWELL Lancaster County is not obligated to respond to any proposal submitted nor is it legally bound in any manner whatsoever by the submission of a proposal. It is the intention of LiveWELL Lancaster County to enter into a contract with a provider with which LiveWELL Lancaster County can make the most satisfactory arrangements for its needs.
- The issuance of this vendor selection request constitutes only an invitation to submit proposals to LiveWELL Lancaster County. It is not to be construed as an official request for bids, but as a means by which LiveWELL Lancaster County can acquire information related to the purchase of services. Any proposal submitted as provided herein constitutes a suggestion to negotiate and is not a bid.
- LiveWELL Lancaster County will not consider any information and references submitted by the proposer to be non-public, confidential or trade secret material. Simply stating that the document is confidential or making a blanket claim of confidentiality without proper supporting justification is also not a valid reason to declare the document confidential.

VII. EVALUATION AND SELECTION

A selection committee will review proposals and make final determinations. Committee members will be unbiased and cannot have a personal or financial interest in the vendor selection. Committee members must have no direct contact about the proposal, either verbal or written, with any proposer during the evaluation period.

The successful proposals will be recommended for selection based on the following criteria:

- The fit of the proposed project with proposer's mission, other initiatives, and past experience.
- Comprehensiveness of work plan for public housing authorities and privately-owned properties to work with on adopting, implementing, institutionalizing, and enforcing smoke-free policies. This includes the plan for educating tenants and managers.
- Plan for implementing communications and public relations activities.
- Experience in providing ongoing education and technical assistance to public housing and redevelopment authorities and other owners, landlords or managers on smoke-free multi-unit rental housing adoption, implementation, and enforcement.

- Experience educating tenant organizations, the public, and other key stakeholders on the health and economic benefits of smoke-free housing.
- Experience engaging housing tenants and other community partners, if need, in policy change and implementation, as needed.
- Experience identifying opportunities to connect tenants and staff to cessation resources.
- Experience implementing communications and public relations activities, including the collection of success stories.
- Quality of existing connections and past successes with organizations that could contribute to the proposer's selected strategies and activities.
- Experience recruiting building managers and tenants to participate in evaluation activities, including administering a tenant survey.
- Quality of plan for conducting the tenant survey.
- Appropriateness of proposed budget and staffing plan.
- LiveWELL Lancaster County has interpreted the completion of the negotiation process to be when its program manager or principal investigator has signed and approved a contract.

Proposers will be notified in writing of the selection decisions and receive award decisions by U.S. mail and email.