

**Fund for Public Health in New York** 🍏

[www.fphny.org](http://www.fphny.org)

**REQUEST FOR PROPOSALS**

*Alcohol in the College/University Environment*

**Release Date: February 11, 2013**

**Proposals Due Date: March 14, 2013 at 11:59pm**

## **INTRODUCTION**

The Fund for Public Health in New York, Inc. (FPHNY) is a 501c3 not-for-profit organization incorporated in 2002. FPHNY is the closely affiliated, non-profit partner to the DOHMH, responsible for soliciting, administering and receiving funds, and using such funds to further assist the work of DOHMH. Through this partnership, DOHMH and FPHNY work to advance the health and well-being of all New York City residents by supporting innovation, increasing efficiency and leveraging DOHMH program capacity and reach.

In September 2011, the NYC Department of Health and Mental Hygiene received Community Transformation Grant (CTG) funding from the Centers for Disease Control and Prevention to support evidence-based activities that bring about environmental, programmatic, and infrastructure changes. The goal of such changes is to improve health by preventing the leading causes of death and disability across the life span for all New Yorkers, particularly those who experience disparities in health. CTG funds, thus, support healthy eating, active and tobacco-free living and a reduction in harmful alcohol use.

The Bureau of Alcohol and Drug Use Prevention Care and Treatment (BADUPCT), in the Division of Mental Hygiene seeks to facilitate learning and discussion about alcohol and its impact on communities in New York City.

In this Request for Proposals, the Fund for Public Health in New York (FPHNY), on behalf of the New York City Department of Health and Mental Hygiene (DOHMH) will grant up to \$10,000 per institution, depending upon the number of applications selected to participate in the ongoing Alcohol in the College/University Environment project.

## **BACKGROUND**

From 2003 to 2009, alcohol-related emergency department visits doubled for underage New Yorkers. One in ten hospitalizations for all ages in New York City are alcohol-related. Fifteen percent of adult New Yorkers report heavy drinking and 11% report binge drinking. Alcohol is associated with approximately 46% of homicides, 26% of deaths from accidents and poisoning, and 28% of motor vehicle-related deaths in NYC each year. More than one in four (27%) underage New Yorkers (12-20 years) report drinking alcohol in the past month. Among these underage drinkers, more than half (52%) report binge drinking—consuming five or more alcoholic drinks on one occasion in the past month—and 10% report heavy drinking.

Among full-time college students under 21, the proportion who reported drinking in the past month increased from 45% in 2002-2005 to 57% in 2005-2008. Young adults 18-21 enrolled full-time at a college or university are more likely to drink than their peers not enrolled full-time in a college or university. Underage and excessive drinking are common behaviors among college students nationwide, taking the lives of approximately 1,825 college students in 2009. DOHMH is working with college administrators throughout NYC to identify and implement strategies to reduce harms associated with underage drinking on college campuses.

### **1.1 ELIGIBILITY CRITERIA**

Eligible applicants must be accredited colleges or universities whose main campuses are located within the limits of New York City (any of the 5 boroughs) and enroll at least 2,000 full-time matriculated undergraduate students. Trade and technical colleges are not eligible. Priority will be given to

colleges/universities with the largest reach including applicants with multiple campuses within New York City limits. Faculty members and student organizations functioning under the auspices of an institution as defined above are eligible to apply.

## 1.2 SUMMARY SCOPE OF SERVICE AND PROJECT TIMELINE

### Awardee Responsibilities:

Successful grantees will work collaboratively with community based organizations to conduct and publicize one or more of the following activities:

- Assess alcohol-related consequences among college students
- Assess/improve college policies and their implementation
- Educate campus community about the effects of alcohol advertising on youth
- Organize an alcohol awareness day on campus and/or in the surrounding community

Successful grantees will be expected to maintain communication with the NYC DOHMH as to the progress of their projects. As part of their responsibilities, Grantees will:

- Participate in launch meeting with other participating colleges and DOHMH within the first 3 weeks of the project's inception
- Conduct selected activities as agreed upon with DOHMH
- Compile, analyze, and interpret collected data, if an assessment is conducted
- Provide a preliminary draft of a report on findings or activities at least three weeks prior to the submission of the final report
- Provide final report to DOHMH

**The contract term will be from April 1, 2013 to September 20, 2013. Grantees will be expected to complete all contracted particular activities during this time period.**

### 1.3 DOHMH RESPONSIBILITIES:

- Maintain close contact with the grantee during planning and implementation stages
- Provide contacts to community based organizations to collaborate with on the selected activities
- Provide data and background information as appropriate

## 2.1 APPLICATION TIMELINE

The deadline for submission is **Thursday, March 14, 2013 by 11:59 pm**. *Proposals must be submitted in one PDF document via electronic mail. Late proposals will not be accepted.* Below is a detailed timeline of events related to this Request for Proposals process. Unless otherwise specified, the time of day for the following events will be between 9:00am and 5:00pm EST.

EVENT	DATE
<b>Release of Request for Proposals</b>	February 11, 2013
<b>Inquiry Period</b>	February 11-February 18,2013
<b>Questions Due to lnguyen@fphny.org</b> (questions received after this date will not be answered)	February 18, 2013 at 11:59 pm
<b>Answers will be emailed to the original list of colleges:</b>	February 21, 2013
<b>Deadline for receipt of proposals</b> (late proposals will not be accepted)	March 14, 2013 at 11:59PM

<b>Notice of Award</b>	March 22, 2013
<b>Non-awarded applicants are notified</b>	March 22, 2013
<b>Anticipated Contract Start Date</b>	April 1, 2013
<b>Contract End Date</b>	September 20, 2013

## 2.2 RFP COMMUNICATIONS

Potential vendors may consult in writing with the following contact with any and all questions about this Request for Proposals (RFP):

Liz Nguyen  
Fund for Public Health in New York  
[Lnguyen@fphny.org](mailto:Lnguyen@fphny.org)

All questions must be received by *February 18, 2013 at 11:59 pm.*

## 2.3 APPLICATION REQUIREMENTS

Each response to this RFP must contain:

- Proposal Transmittal Sheet (Attachment 1) – The purpose of this page is to provide basic identification information. The certification section at the bottom of the transmittal sheet must be signed by the Project Director for the application.
- Proof of liability insurance (including Worker's Compensation)
- IRS Form W9 - Request for Taxpayer Identification Number and Certification
- Proof of accreditation
- ***Section A: Description of Relevant Experience and capacity (maximum of 50 points)***
  - Narrative (Attachment 2) – not to exceed two (2) pages total, please use the included forms for your responses. Applications that are not submitted using the enclosed forms will not be reviewed.
  - Identify all campuses and locations in New York City.
  - List all campuses, student organizations, departments, programs, or staff members to be involved and the role each will play
  - Describe experience partnering with community based organizations
  - Describe prior experience conducting the type of activity selected. Experience working at the system or organizational, rather than individual, level will be given greater weight.
  - Describe how programmatic and financial ends of the project will be managed. How will it be staffed? Who will be responsible?
  - What are the systems for contract negotiation and financial oversight?
  - Attachments – not to exceed 10 pages total (optional)
    - Work samples (maximum of two) demonstrating experience working on health initiatives. Examples include: reports describing successful initiatives, and recent white papers. For any sample that is not in English, please provide a typed English translation for reviewers.
- ***Section B: Description of Proposed Approach (maximum of 40 points)***
  - Project approach (Attachment 3) – not to exceed two (2) pages. Please use the included form for your responses. Applications that are not submitted using the enclosed form will not be reviewed.
    - Provide a work plan describing the selected activity/activities using the attached form

- Describe current or new partners you will engage in the work and why.
- Attach Letters of Commitment (one page each) – from any and all anticipated partners in which they describe their mission and their proposed role in supporting this work.
- ***Section C: Budget Proposal (maximum of 40 points)***
  - The budget and budget narrative should demonstrate and document a comprehensive understanding of the project resource requirements and should be based on the strategy selected. Resources can be allocated for activities in support of the selected strategy. Participation in meetings with DOHMH are required deliverables of all selected contractors.
    - Deliverables based budget (Attachment 5)
    - Narrative justification for resource allocations

Failure to submit any of the required elements of the proposal may cause the application to be considered non-responsive and rejected.

Applicants are encouraged to develop their responses before cutting and pasting entries into the proposal form provided. Use regular case (capitalizing only lead words and proper nouns), avoid acronyms unless initially spelled out. Use the spell check and word count feature of your word processing software to check the text before pasting into the forms.

**Applicants will not be reimbursed for any costs incurred in preparing proposals.**

## **2.4 FUNDING RESTRICTIONS**

Funding cannot be used to purchase equipment or for the purchase of food at meetings or community events. Equipment is defined as tangible non-expendable personal property (including exempt property) having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit.

No part of these funds, may be used, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, for the preparation, distribution, or use of any kit, pamphlet, booklet, publication, electronic communication, radio, television, or video presentation designed to support or defeat legislation pending before the Congress or any State or local legislature, including city councils, or ballot initiatives, except in presentation to the Congress or any State or local legislature, including city councils itself, or designed to support or defeat any proposed or pending regulation, administrative action, or order issued by the executive branch of any State or local government, except in presentation to the executive branch of any State or local government itself. No part of these funds may be used to pay the salary or expenses related to any activity designed to influence legislation, appropriations, regulation, administrative action, or Executive order pending or proposed before the Congress or any State or local legislature or city council. Any activity designed to influence action in regard to a particular piece of pending legislation would be considered “lobbying”. That is lobbying for or against pending legislation, as well as indirect or “grass roots” lobbying efforts that are directed at inducing members of the public to contact their elected representatives at the Federal, State or local levels to urge support of, or opposition to, pending legislative proposals is prohibited. The prohibitions contained herein shall include any activity to advocate or promote any proposed, pending or future Federal, State or local tax increase, or any proposed, pending, or future requirement or restriction on any legal consumer product, including its sale or marketing. Please see: [http://www.cdc.gov/od/pgo/funding/grants/additional\\_req.shtm](http://www.cdc.gov/od/pgo/funding/grants/additional_req.shtm) and <http://www.cdc.gov/obesity/downloads/Anti-Lobbying-Restrictions-for-CDC-Grantees-July2012-508.pdf>;

## 2.5 SUBMISSION REQUIREMENTS

Each applicant must submit an electronic copy of the application. The file should be in *one* PDF (Portable Document Format) document. All Proposals in response to this RFP must be e-mailed to the following address, no later than **March 14, 2013 at 11:59 pm Eastern Standard Time:**

Fund for Public Health of New York

Attn: Liz Nguyen

[Lnguyen@fphny.org](mailto:Lnguyen@fphny.org)

Late proposals will NOT be considered.

Subject line format: "Name of College" – Alcohol in the College/University Environment

## 3.0 SELECTION PROCESS

<b>CATEGORY</b>	<b>POINTS</b>
<b>Section A: Qualifications and Experience</b> <ul style="list-style-type: none"><li>○ Identify all campuses and locations in New York City. Priority will be given to largest reach including multiple campuses within New York City limits. (up to 5 points)</li><li>○ Describe experience partnering with community based organizations (up to 5 points)</li><li>○ Describe prior experience conducting the type of activity/ies selected. Experience working at the system or organizational, rather than individual, level will be given greater weight. (up to 20 points)</li><li>○ Describe how programmatic and financial ends of the project will be managed. How will it be staffed? Who will be responsible? (up to 10 points)</li><li>○ What are the systems for contract negotiation and financial oversight? (up to 10 points)</li></ul>	<b>50</b>
<b>Section B: Proposed Approach</b> <ul style="list-style-type: none"><li>○ Describe how the selected activity/activities fit within the mission or goals of the student organizations, departments, programs, or staff members to be involved. (up to 5 points)</li><li>○ Provide a work plan describing the selected activity/activities using the attached form (up to 20 points)</li><li>○ Describe current or new partners you will engage. Provide letters of commitment from partners the college/university plans to engage (up to 15 points)</li></ul>	<b>40</b>
<b>Section C: Budget Proposal</b> Budget and budget narrative (up to 10 points)	<b>10</b>
<b>MAXIMUM POINTS AWARDED</b>	<b>100</b>

Scores and comments or other feedback on the submitted proposal will not be provided to applicants.

## **4.0 AWARD INFORMATION**

### **4.1 METHOD OF AWARD**

A contract may be awarded to the applicant whose proposal is determined to be the most advantageous to the NYCDOHMH and FPHNY. Proposals will be evaluated based on the factors described in Section 3.

Please note that any awards made pursuant to this RFP are made contingent upon the availability of such funds and the successful negotiation of a formal contract between FPHNY and the recipient and the execution of such a contract by an authorized officer or agent of such applicant. All contracts entered into pursuant to this RFP shall incorporate all terms and conditions as are necessary to accommodate the grant-related, contract-related, statutory and regulatory restrictions that affect NYC DPHMH, FPHNY, and the Federal government in relation to the funding activities and programs referred to herein.

FPHNY can rescind this RFP at any time and choose not to make an award.

## **5.0 GENERAL DISCLOSURES**

### **5.1 PRIVACY ACT**

Work on this project may require that personnel have access to Privacy Information. Personnel shall adhere to the Privacy Act, Title 5 of the U.S. Code, Section 552a and applicable agency rules and regulations.

### **5.2 SECURITY AND CONFIDENTIALITY**

Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by FPHNY. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by FPHNY.

### **5.3 NOTICE REGARDING LATE DELIVERY**

The vendor shall notify the NYC DOHMH point-of-contact via telephone or e-mail as soon as it becomes apparent that a scheduled contract deliverable will be late. The vendor should include in the notification the reason for late delivery, the expected date for the delivery and the projected impact of the late delivery. The NYC DOHMH point-of-contact will review the new schedule and provide guidance to the vendor regarding the permissibility and possible financial implications of the delay.

## **6.0 HARDWARE, SOFTWARE AND DATA, and INTELLECTUAL PROPERTY RIGHTS**

All products (e.g., photos, written materials) developed in the course of the project are the sole property of FPHNY and may be used for any other design or product without additional compensation to the Grantee. In addition, any use of these products without the expressed written consent of FPHNY is strictly prohibited. FPHNY shall be considered the “person for whom the work was prepared” for the purposes of authorship in any copyrightable work under 17 U.S.C. 201(b). With respect thereto, the Grantee agrees not to assert or authorize others to assert any rights or establish any claim under the design patent or copyright laws. The Grantee for a period of six (6) years after completion of the project agrees

to furnish all retained works on the request of FPHNY. Unless otherwise specified in the contract, the Grantee shall have the right to retain copies of all works beyond such period.

## **7.0 ADMINISTRATIVE CONDITIONS**

- I. FPHNY reserves the right to change, postpone or cancel this solicitation, in whole or in part, to reject all submissions, or to award one or more or no awards off of this solicitation. This RFP may be unilaterally amended in writing at any time. If an RFP amendment is issued, such amendment will be conveyed to the vendors.
- II. Each proposal and material submitted in response to this RFP shall become the property of FPHNY and the NYC DOHMH. Selection or rejection of a proposal does not affect this right. All proposal information, including detailed cost information, shall be held in confidence during the evaluation process.
- III. Multi-year contracts are subject to modification or cancellation if adequate funds are not appropriated to the Agency to support continuation of performance in any fiscal year succeeding the first fiscal year and/or if the contractor's performance is not satisfactory. The contracting officer will notify the contractor as soon as is practicable that the funds are, or are not, available for the continuation of the multi-year contract for each succeeding fiscal year. In the event of cancellation, the contractor will be reimbursed for those costs, if any, which are provided for in the contract that the contractor can show proof of work performed under the agreement.
- IV. Prices proposed by the proposer shall be irrevocable until contract award, unless the proposal is withdrawn. Proposals may only be withdrawn by submitting a written request to the Agency prior to contract award. This shall not limit the discretion of the Agency to request proposers to revise proposed prices through the submission of best and final offers and/or the conduct of negotiations.
- V. Proposers will not be reimbursed for any costs incurred to prepare proposals.
- VI. A vendor shall not submit more than one proposal for each selected activity.
- VII. A vendor shall not submit multiple proposals in different forms, i.e., a vendor shall not submit one proposal as a prime contractor and permit a second vendor to submit another proposal with the first vendor offered as a subcontractor. This restriction does not prohibit different vendors from offering the same subcontractor as a part of their proposals, provided that the subcontractor does not also submit a proposal as a prime contractor.

## **8.0 RFP ATTACHMENTS**

Attachment 1: Proposal Transmittal Sheet  
Attachment 2: Section A - Qualifications and Experience  
Attachment 3: Section B - Project Approach  
Attachment 4: Section B- Work Plan  
Attachment 5: Section C- Deliverables Based Budget



***[VENDOR PLEASE PRINT THIS ON OFFICIAL LETTERHEAD IF POSSIBLE]***

**Checklist for Completeness**

Name of Organization submitting Proposal:

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Check off each item that the proposal contains:

- ☐ Proposal transmittal sheet
- ☐ Proof of liability insurance
- ☐ Proof of Worker's Compensation
- ☐ IRS Form W9 - Request for Taxpayer Identification Number and Certification
- ☐ Section A - Qualifications and Experience
  - ☐ Work samples (optional-maximum of 2)
- ☐ Section B - Project Approach
  - ☐ Letters of commitment
- ☐ Section B - Work Plan
- ☐ Section C - Budget Proposal
  - ☐ Budget Narrative

**[VENDOR PLEASE PRINT THIS ON OFFICIAL LETTERHEAD IF POSSIBLE]**

*Alcohol in the College/University Environment*

**ATTACHMENT 1: PROPOSAL TRANSMITTAL SHEET**

*The vendor must type this Proposal Transmittal Sheet. The certification section at the bottom of this sheet must be signed by the Project Director for the application and the Executive Director of the applying organization. Where possible, the transmittal sheet should be reproduced on the vendor's official letterhead.*

<b>Vendor's Legal Entity Name:</b>	
<b>Vendor Federal Employer Identification Number:</b>	
<b>Project Director Name:</b>	
<b>Project Director Mailing Address:</b>	
<b>Contact E-Mail:</b>	
<b>Phone Number:</b>	
<b>Fax Number:</b>	
<b>Activities:</b> <input type="checkbox"/> Assess alcohol-related consequences <input type="checkbox"/> College policies <input type="checkbox"/> Educate campus <input type="checkbox"/> Alcohol awareness day <i>Proposals may address more than one activity. The maximum funding per proposal remains \$10,000</i>	
<b>Certifications</b> As the Project Director for this application, I certify that all information provided in this application is correct and accurate to the best of my knowledge. Project Director Signature _____ Date: _____ Name and Title with Organization: _____ As the Chief Financial Officer for the organization submitting this application, I am supportive of this application and commit my organization to fully engaging in the work plan provided in this application. Financial Officer Signature _____ Date: _____ Name and Title with Organization: _____ <i>If said individual is not the institution's Chief Financial Officer, please attach evidence showing the individual's authority to bind the proposing entity.</i>	

**ATTACHMENT 2:**  
**SECTION A: QUALIFICATIONS AND EXPERIENCE**  
**No more than two (2) pages, Times New Roman, 11 point font**

<b>VENDOR NAME:</b>	
1.	Provide a list of all campuses in New York City that will be involved. Multiple campuses will be given greater weight. (Maximum Score = 5points)
2.	Describe experience partnering with community based organizations (Maximum Score = 5 points)
3.	Describe prior experience conducting the type of activity/activities selected. Experience working at the system or organizational, rather than individual, level will be given greater weight. (Maximum Score =20points)
4.	Describe how programmatic and financial ends of the project will be managed. Explain how will it be staffed and who will be responsible.(Maximum Score = 10 points)
5.	Describe the systems for contract negotiation and financial oversight (Maximum Score=10)
<b>Total Maximum Score for Section A is 50 points.</b>	

**ATTACHMENT 3:**  
**SECTION B: PROJECT APPROACH**  
**No more than two (2) pages, Times New Roman, 11 point font**

<b>VENDOR NAME:</b>
1. Describe how the selected activity/activities fit within the mission or goals of the student organizations, departments, programs, or staff members to be involved. (Maximum Score = 5points)
2. Complete Work Plan (Attachment 4) (Maximum Score = 20 points)
3. Describe and provide letters of commitment from current or new partners the college/university will engage. (Maximum Score = 15 points)
<b>Total Maximum Score for Section B is 40 points.</b>

**ATTACHMENT 4:  
SECTION B: WORKPLAN  
NYC DOHMH**

**College/University Work Plan  
ADD ROWS AS NEEDED**

<b>Please select the strategy this application is addressing:</b> <i>Include all selected activities in this work plan.</i> <input type="checkbox"/> Assess alcohol-related consequences among college students <input type="checkbox"/> Assess/improve college alcohol policies and their implementation <input type="checkbox"/> Educate the campus community on the effects of alcohol advertising on youth <input type="checkbox"/> Organize an alcohol awareness day				
<b>Activity</b>	<b>Timeline</b>	<b>Lead staff</b>	<b>Key partners</b>	<b>Documentation</b>
Briefly describe the activity or activities that your organization will conduct to address the selected strategy/strategies	This may be easier to plan on a monthly basis	List the person or people who will be responsible for each activity	List the key partners that will work with you to conduct the activity	Briefly describe how you will document or report that the activity is complete. This documentation will be needed as justification of work completed and will be specified as such in the contract between the Fund for Public Health in New York and the selected college/university.

**ATTACHMENT 5:**

**SECTION C: BUDGET PROPOSAL – DELIVERABLE BASED BUDGET**

<b>VENDOR NAME:</b>			
<b>Please attach a narrative justification for the resource allocations in this budget</b>			
<b><u>OBJECTIVE A:</u></b> Provide details on the planned activities for project at launch meeting to be held within 3 weeks of project's inception (Required)			
<b>Activities</b>	<b>Documentation</b>	<b>Date of Completion</b>	<b>Maximum Compensation</b>
<b><u>OBJECTIVE B:</u></b> Participate in meetings to update DOHMH on the status of the project (Required)			
<b>Activities</b>	<b>Documentation</b>	<b>Date of Completion</b>	<b>Maximum Compensation</b>
<b><u>Objective C:</u></b> Provide a preliminary draft report of the project findings at least 3 weeks prior to the submission of the final report (as appropriate)			
<b>Activities</b>	<b>Documentation</b>	<b>Date of Completion</b>	<b>Maximum Compensation</b>
<b><u>OBJECTIVE D:</u></b> Submit final edited report to DOHMH (as appropriate)			
<b>Activities</b>	<b>Documentation</b>	<b>Date of Completion</b>	<b>Maximum Compensation</b>
Maximum potential compensation = \$10,000			<b>Total Compensation</b>