

## Request for Proposals

# HealthyNYC Learning Collaborative

**Issue Date:** May 3, 2024

**Submission Deadline:** May 31, 2024, by 11:59 p.m. ET

**Anticipated Period of Performance:** July 1, 2024—June 30, 2026

RELEASED BY:

Fund for  
**Public Health NYC**

22 Cortlandt Street, Suite 802 • New York, NY 10007

Phone: (646) 710-4860 • Fax: (212) 693-1856

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

## Section I: Introduction

### Summary of Funding Opportunity

The Fund for Public Health in New York City (FPHNYC) and the Department of Health and Mental Hygiene (NYC Health Department) are pleased to announce the creation of the HealthyNYC Learning Collaboratives, a new multi-year initiative which aims to advance the City's campaign to improve and extend the average lifespan of all New Yorkers.

The collaboratives will bring together a diverse group of stakeholders to focus on the biggest drivers of premature death, including: cardiometabolic conditions (including cardiometabolic disease and diabetes-related diseases), screenable cancers, overdose, suicide, maternal mortality, violence, and COVID-19. The purpose is to align stakeholder program and policy efforts toward priority strategies that will have the greatest impact on increasing life expectancy. Partners will also be provided technical assistance to guide them in implementing evidence-based practices and applying a health equity lens to ensure that all New Yorkers enjoy the opportunity to live a healthier, longer life.

This Request for Proposals (RFP) seeks a technical advisor (TA) to lead the design, planning, implementation, and evaluation of the learning collaborative initiative. In partnership with the NYC Health Department, the technical advisor will: conduct an assessment to identify key stakeholders and assess their needs; co-design the strategy for a 12-month initiative; enroll collaborative members; organize and facilitate in-person and virtual convenings and technical support activities; design and disseminate tools and resources; review, and incorporate evaluation data to ensure progress in meeting goals and objectives, and; develop a final impact report. The anticipated project period is two years with a maximum award amount of \$4,500,000.

### About the Partners

The [Fund for Public Health in New York City](#) was created in 2002 as an independent nonprofit organization with the purpose of connecting the NYC Health Department to private sector partners and the greater philanthropic community. These collaborations raise funds to develop, test, and launch innovative initiatives that would otherwise not be possible, and when successful, can be scaled and replicated across the city and around the country. FPHNYC also provides expert implementation support and the administrative infrastructure for the NYC Health Department to act quickly and flexibly to meet the public health needs of individuals, families, and communities across New York City. Since its founding, they have raised more than \$500 million in public and private funding for over 440 projects.

The [NYC Department of Health and Mental Hygiene](#) works every day to protect and promote the health of New York City's 8 million residents. With an annual budget of \$1.6 billion and more than 6,000 employees throughout the five boroughs, the NYC Health Department is one of the largest public health agencies in the world. DOHMH is also one of the nation's oldest public health agencies, with more than 200 years of leadership in the field.

### Background and Overview

[HealthyNYC](#) is a population health agenda for collective and strategic planning, alignment, and action to improve life expectancy and create a healthier city for all. The overarching HealthyNYC goal is to

increase life expectancy to exceed 83 years by 2030, with driver-specific subgoals for cardiometabolic conditions (including cardiometabolic disease and diabetes-related diseases), screenable cancers, COVID-19, drug overdose, suicide, violence, and maternal mortality.

Improving life expectancy in NYC will require collaboration, energy, and focus from many partners, including City agencies, health care institutions, private and nonprofit businesses, community- and faith-based organizations, state and federal partners, and everyone who calls NYC home. We must use all of our resources to support strategies that will help communities most in need, ensuring no one is left behind in our effort to increase life expectancy. HealthyNYC will be an ongoing campaign that is used, reported on, and updated regularly by current and future administrations, as data change and new conditions and needs arise. For years to come, NYC will remain focused on improving the health and life expectancy of all New Yorkers because we know all New Yorkers are healthier when they live in a city that is healthier.

### Project Goals

The overarching goals of the project include:

- Create learning collaboratives that bring together citywide stakeholders to create a unified approach to address the various HealthyNYC drivers.
- Support stakeholders to coordinate and strengthen their impact through aligning their work around the evidence-based priority strategies identified in the HealthyNYC strategy maps.
- Create processes and tools that are embedded in the NYC Health Department and stakeholder organizations to ensure the long-term sustainability of this project.
- Amplify and strengthen the HealthyNYC campaign by integrating key strategies into stakeholder organizations and supporting them to elevate HealthyNYC messages throughout the city.

### Target Population

The HealthyNYC Learning Collaboratives will engage a diverse group of stakeholders that serve New York City residents, especially those that have been historically underserved (and under resourced) due to inequitable social and economic conditions, such as lack of access to healthy foods and physical activity, and inequitable access to health care resources and opportunities.

### Available Funding and Project Timeline

The maximum amount of funding available to support this project is \$4,500,000. This scope of work will be for a 24-month period, beginning in July 2024 and ending in June 2026. However, there is potential for the project to be extended to ensure that all deliverables are met. The table below summarizes the funding amounts available for each year of the project.

Project Years	Dates	Funding Amount
Year 1	07/01/24 - 06/30/25	\$2,250,000
Year 2	07/01/25 - 06/30/26	\$2,250,000

## Eligibility

To be eligible for this opportunity, applicants must be:

- A.** A 501c(3) nonprofit organization and/or academic institution. Individuals are not eligible to submit proposals for this RFP.

Applicants must also have the following:

- B.** A minimum of five (5) years of successful experience designing and implementing structured learning programs for groups of individuals/organizations such as learning collaboratives, structured technical assistance, or spread of best practices. Experience working in urban settings and with large, socioeconomically, and culturally diverse cities, institution(s) and/or organization(s) strongly preferred. Experience developing and executing TA plans in health care settings is also preferred.
- C.** Demonstrated experience applying equity principles, as well as using data and evaluation to advance equity.

## Section II: Scope of Services

The scope of work for this project is expected to include (but may not be limited to) the following services and anticipated deliverables:

1. Conduct a comprehensive stakeholder assessment to identify all relevant stakeholders and understand their needs, interests, and alignment with the HealthyNYC agenda.
2. Based on assessment findings, create a plan for engaging stakeholders focused on ensuring maximum reach and impact across the seven leading drivers of decreased life expectancy. The plan should include strategies for actively engaging participants and encouraging their active participation throughout the learning process.
3. In collaboration with NYC Health Department, design, organize, and implement a 12-month initiative. The technical advisor is responsible for developing a comprehensive project plan for the learning collaboratives, considering such elements as:
  - Focus areas – The collaboratives should be focused on the key drivers of premature death as identified in the HealthyNYC agenda: cardiometabolic conditions (including cardiometabolic disease and diabetes-related diseases), screenable cancers, overdose, suicide, maternal mortality, violence, and COVID-19. A minimum of two learning collaboratives is required. Strategically grouping or otherwise limiting the number of drivers based on budget/time constraints is acceptable; however, preference will be given to applicants who present a plan that is able to tackle the most drivers of loss in life expectancy.
  - Structure – The collaboratives should include whole group convenings as well as additional opportunities for training, technical assistance, and information sharing, such as virtual learning sessions, working groups, etc. The structure should incorporate the principles and methods of implementation science and include an equity focus.
  - Equity and Inclusion – The collaboratives should be designed to ensure a respectful and productive environment is maintained and is inclusive of diverse backgrounds.
  - Sustainability – The collaboratives should be designed to promote sustainability by creating tools and supports that imbed lessons learned, sustain fidelity to evidence-based practices, and ensure quality improvement work continues after the 12-month engagement period ends. This includes developing capacity within the NYC Health Department to continue the work long-term.
4. Provide comprehensive technical assistance and coaching to collaborative members outside of the facilitated learning collaborative sessions to ensure successful implementation of selected actions and group alignment toward the HealthNYC goals.
5. Create all implementation tools, materials, and supports required to implement the learning collaboratives. All materials should be culturally and linguistically appropriate for the intended audience.
6. Manage all planning, scheduling, and logistics for the HealthyNYC Learning Collaboratives, including in-person convenings, virtual activities, and communication and information sharing with participants.
7. Conduct ongoing evaluation of the collaboratives, including regular impact assessments and assessments of members' needs and barriers to implementation so that coaching, support, and

group session content can be tailored and effective. All evaluation will be summarized and submitted in a final report.

### **Performance Metrics and Reporting**

The awarded organization will be expected to work closely with the NYC Health Department to assess the effectiveness of this intervention, both via metrics that evaluate process and metrics that evaluate impact on the HealthyNYC goals. Final metrics will be agreed upon in the planning phase of this project.

## Section III: RFP Requirements

### RFP Timetable

The table below represents a tentative schedule of key events related to this RFP. All times are listed in Eastern Time. Please note that the dates are subject to change, and any amendments to the RFP, including this timeline, will be posted on FPHNYC’s [website](#). FPHNYC will not provide individual notice of changes; organizations are responsible for regularly checking this web page for any changes.

May 3, 2024	Request for Proposals (RFP) issue date
May 20, 2024 at 11:59 p.m.	Final day to submit written questions. All questions must be submitted in writing to <a href="mailto:procurement@fphnyc.org">procurement@fphnyc.org</a> with the subject line "HealthyNYC Learning Collaborative."
May 24, 2024	Final Q&A posted
<b>May 31, 2024 at 11:59 p.m.</b>	<b>Submission deadline</b>
June 10, 2024 (estimate)*	Notification of awards
July 1, 2024	Anticipated project start date
June 30, 2026	Anticipated project end date

### ***Applicant Information Session***

An Information Session will not be held to answer questions from prospective proposers; however, FPHNYC will accept questions in writing regarding the RFP.

### ***RFP Inquiries, Written Questions and Answers***

Questions and requests for clarification about this RFP must be submitted via e-mail to [procurement@fphnyc.org](mailto:procurement@fphnyc.org) with a subject line of "HealthyNYC Learning Collaborative." Questions will be accepted until 11:59 p.m. ET on May 20, 2024.

The Q&A will be posted at <https://fphnyc.org/get-involved/requests-proposals/> and answers will be updated regularly.

### ***Submission Instructions***

The deadline for submission is Friday, May 31, 2024 by 11:59 p.m. ET. Proposals must be submitted via email to [procurement@fphnyc.org](mailto:procurement@fphnyc.org) with the subject line "HealthyNYC Learning Collaborative." Applicants should follow the proposal instructions in Section IV: Preparing Your Proposal (page 9).

It is the responsibility of the submitting organization to ensure delivery of the application to the above email address by the submission deadline. A confirmation email will be sent within 24 hours of receipt of the application.

***Addenda to the RFP***

If necessary, FPHNYC will issue addenda to amend conditions or requirements relating to the RFP. Any addenda to the RFP will be posted on the FPHNYC website: <https://fphnyc.org/get-involved/requests-proposals/>.

Applicants are encouraged to check the website for any updates prior to submitting their final proposal.



## Section IV: Proposal Instructions

Proposers should follow the instructions set forth below in the preparation and submission of their proposal.

### Proposal Format Requirements

- Proposals must include the section/subsection headings (e.g., “Organizational Experience and Capacity”) and numbering format as shown below.
- Proposal narrative may not exceed twelve (12) single-spaced pages. Any text exceeding the 10-page limit will not be reviewed and evaluated. Please note that organizational charts will not be counted toward the page limit for the proposal narrative.
- Proposal narrative should be in 8½” x 11” format with 1” margins all around (headers and footers may appear outside of this margin).
- Text should be no less than 12-point font, except for any tables or charts, which may use a font no smaller than 10-point.
- Each page of the Proposal Narrative should be consecutively numbered.

### Proposal Content

Proposals must include responses to all sections below and must address all questions in each section in the order listed.

#### A. Proposal Submittal Form (Attachment A)

#### B. Proposal Narrative

The proposal narrative should respond to the questions below. Please do not include the question text into your response; simply include the section names and your responses to the questions in that section. Suggested page lengths are provided for each section.

##### Qualifications & Experience (5 pages max.)

1. Describe your agency’s successful relevant experience delivering services similar in size, scope, setting, and area of focus. Provide a list of similar projects undertaken and completed, including a description of the project, the services performed, and the project’s duration. Please also include an overview of any challenges encountered in project planning and/or implementation and how you overcame them.
2. Describe your agency’s technical knowledge and expertise with the following:
  - Utilizing implementation science methods and frameworks, particularly in similar program contexts.
  - Designing and implementing structured learning programs (such as learning collaboratives, structured technical assistance, or spread of best practices) for groups of individuals/organizations across a variety of learning modalities (in person, online).
  - Providing technical assistance to a variety of entities, including health care organizations and community-based organizations, to support adoption and implementation of evidence-based and promising practices and strategies. Include examples of how you’ve modified and adapted messages, tools, materials etc. for diverse groups.

- Managing and coordinating complex multi-stakeholder projects towards coordinated outcomes.
3. Summarize your administrative and organizational capacity to successfully carry out the proposed program, including logistics management for large in-person events and management complex stakeholder engagements.

Proposed Approach (5 pages max.)

Provide a detailed and comprehensive description of your approach to delivering the services sought, including the key components of the scope of work. Approach must include items 1-4 below.

1. Describe your approach for conducting a comprehensive assessment of stakeholders across the major drivers of decreased life expectancy and health identified in the HealthyNYC agenda.
2. Detail your plan for developing and implementing the 12-month HealthyNYC Learning Collaboratives (a minimum of two learning collaboratives is required). Describe how you envision working with the NYC Health Department team to consider different program design options and to ultimately select one option for full development. Include a description of the strategies you will use for creating inclusive spaces and ensuring accessibility.
3. Describe how you will center equity in the program design, implementation, and evaluation.
4. Describe your plan for ongoing evaluation and refinement of the program.
5. In Section II, we outline several elements we imagine would need to be considered in the development of the initiative. What other elements do you think would need to be addressed/considered?

**C. Project Workplan (2 pages)**

Please provide a brief workplan identifies all tasks, activities, deliverables, and milestones you are proposing to carry out for the project and a time of completion (measured from project start date) for each.

**D. Pricing and Proposed Payment Schedule.** *These items do not count toward the 12-page limit.*

Applicants must provide a detailed cost proposal, which includes 1) a proposed payment schedule tied to the successful completion of tasks, milestones and/or deliverables described in your Project Implementation Plan, and 2) a line-item breakdown of the costs and expenses for each task/milestone/deliverable listed in the payment schedule, including personnel, travel, supplies, other costs, and administrative and overhead charges. The proposal must show the proposed overall fixed price and all elements that make-up the total fixed price. A template for the price proposal will be posted along with the RFP.

**E. Appendices.** *Appendices do not count toward the 12-page limit.*

1. Key Personnel. Specify key persons to be assigned to this project and include a short (e.g., no more than a half-page each) bio that demonstrates the person's qualifications and experience for the Work described in this RFP. If team members would differ between the Planning/Design Phase and Implementation Phase, please indicate those distinctions.

2. Sample Work Products. Provide 1-3 samples of design process deliverables or learning collaborative or other TA or structured learning program materials that highlight your experience in designing and implementing programs. (These can be documents or links to materials available online).
3. References. Please provide two references (name, email address, organizational affiliation) who could speak to the capabilities of the proposed project lead and/or core team members in designing and implementing structured learning programs.
4. IRS Form W-9. Please provide a current W-9, signed and dated at least within a year. A blank W-9 (PDF) is available. Line 1 must reflect the legal name as shown on the entity's tax return (for individuals and for-profit organizations) or as registered with the IRS (for nonprofit organizations).

## Section V: Selection Process and Review Criteria

Eligible proposals will be evaluated on the strengths of the proposal and scored in accordance with the selection criteria below. A maximum total of 100 points are possible in scoring each proposal. The review process will consist of the following steps:

1. FPHNYC will conduct an initial review to screen proposals for eligibility, completeness, and technical requirements. Those that are determined to be eligible will then be evaluated by the Review Committee.
2. A Review Committee convened by the NYC Health Department will evaluate proposals and score proposers according to the criteria listed below. Each proposal will be scored by at least three reviewers. The Committee will make the final selection and recommendation following the evaluation of the proposals, which may include presentations, site visits and interviews, if deemed necessary, with some or all of the proposers. If presentations, interviews and/or site visits are conducted, the Committee may choose to assign additional points for these processes or re-evaluate, rerate and/or re-rank the finalists' proposals based upon the written documents submitted and any clarifications offered in the interviews or site visits.
3. The Review Committee will select the proposer whose proposal is determined to be the most advantageous to the Department, taking into consideration the evaluation criteria listed above. Additionally, final award decisions may consider past contract performance (if Applicant has current contract(s) or had contracts within the last three years with FPHNYC and/or the City of New York) or reference/background checks for Applicants without any prior or recent contracting relationship with FPHNYC and/or the City of New York.

### Evaluation Criteria

Proposals will be scored according to the following:

Response Category	Maximum Points
Organizational Qualifications & Experience	30
Proposed Approach	25
Project Plan	15
Management Structure and Qualifications of Key Personnel	15
Price Proposal	15
<b>TOTAL</b>	<b>100</b>

### Award Process

Each Applicant submitting a proposal will be notified in writing regarding the decision concerning their proposal. The contract or contracts resulting from this RFP will be held between the Fund for Public Health in New York City, an independent 501(c) (3) not-for-profit organization, in its role as NYC Health Department's fiscal agent, and the selected applicant(s). Any contract award will be subject to timely and successful completion of contract negotiations, demonstration of all required insurance coverage, and all other requirements of FPHNYC, the NYC Health Department, or any other applicable federal, state, or local laws and policies. FPHNYC reserves the right to adjust deliverables and timeframes in response to changes in need or priorities.

## Section VI: Additional Information

Proposers shall review each statement below to ensure capacity for compliance before submitting a proposal for consideration.

1. By submitting a proposal, the Proposer acknowledges that they have read and understand this RFP and can fulfill all requirements. Once submitted, submittals will be the property of FPHNYC and will not be returned.
2. FPHNYC may amend or cancel this RFP at any time, without any liability to FPHNYC and/or NYC Department of Health.
3. FPHNYC may reject any or all proposals received and may ask for further clarification or documentation. Submitted information that does not respond to all items or confirm to the requirements of this RFP may be excluded from further consideration and alternative information packages may not be considered.
4. FPHNYC may make an award under the RFP in whole or in part, or award more than one contract by awarding separate items or groups of items to various proposers.
5. Prior to proposal opening, FPHNYC may amend the RFP specifications to correct errors or oversights, or to supply additional information, as it becomes available. FPHNYC may also direct applicants to submit proposal modifications addressing subsequent RFP amendments.
6. Prior to the start of work, selected Contractors shall procure and maintain in force at all times during the term of the agreement, insurance of the types and in the amounts set forth below:
  - I. Commercial General Liability: insurance to provide coverage for bodily injury and property damage, including damage to any facilities, equipment or vehicles, in limits of no less than \$1,000,000 per occurrence \$2,000,000 aggregate.
  - II. Professional Liability: medical malpractice or errors and omissions insurance in limits of no less than \$1,000,000 per occurrence and \$3,000,000 aggregate.
  - III. Employers Liability: insurance to provide coverage for the acts and omissions of Contractor's employees in limits of no less than \$1,000,000 per accident.
  - IV. Workers' Compensation: workers' compensation and disability insurance as required by the applicable New York State law.
  - V. Excess Umbrella Liability: in the event that Contractor's insurance policy(s) does not meet the limits stated above.

Contractor shall maintain on file with FPHNY current Certificates of Insurance for the above referenced policies, listing FPHNY and the City as Additional Insureds for General Liability policies and as Certificate Holders for all other required insurance.

7. This project is being supported with funding from the NYC Health Department, which requires that vendors register in the City's Payee Information Portal (PIP). In PIP, vendors can view financial transactions with the City of New York, register for Electronic Funds Transfer payments and more. For more information, please visit: <https://a127-pip.nyc.gov/webapp/PRDPCW/SelfService>.

For awards of \$100,000 or more, vendors will also be required to register in PASSPort, the City's digital procurement system. PASSPort training and information materials are available through videos, user guides and FAQs at [www.nyc.gov/passport](http://www.nyc.gov/passport).

8. The Proposer will be solely responsible for any costs incurred in preparing, delivering, or presenting responses to this RFP. Proposers will not be reimbursed for any costs incurred in preparing proposals.