

**Request for Proposals:  
Building Healthy Communities in Queens**

The Mayor's Fund to Advance New York City (Mayor's Fund), with the support of Building Healthy Communities (BHC) an initiative of the Mayor's Office of Strategic Partnerships and the Fund for Public Health, seeks a community based organization to lead the effort to increase access to fitness opportunities, safe and vibrant public spaces, and fresh and affordable nutritious food, in two neighborhoods in Queens: Corona and Flushing.

I. RFP Deadlines:

- a. RFP Release Date: 1/2/2018
- b. Deadline for Questions: 1/31/2018  
*Please submit questions to [fundrfp@cityhall.nyc.gov](mailto:fundrfp@cityhall.nyc.gov) with "Building Healthy Communities-- Queens" in the subject line by January 31, 2018, 5pm. Responses to questions will be posted on the RFP page by February 7, 2018, at 5pm.*
- c. Application Deadline: 2/15/2018, 5PM
- d. Anticipated Notification to Grantees: March, 2018
- e. Anticipated Contract Term: May, 2018 to May, 2020
- f. Anticipated Award Announcement Date: May, 2018

Maximum Number of Contracts Awarded: Two (2); 1 organization in Corona, 1 organization in Flushing

Current Funding Amount Range:

Year 1: \$58,000 per organization

Year 2: \$58,000 per organization

II. Building Healthy Communities Overview

- a. Building Healthy Communities (BHC) is a Mayoral initiative that was founded by the Mayor's Office of Strategic Partnership and the Fund for Public Health, and officially launched in 2015. Because of the knowledge that health is produced by a blend of social determinants that weigh on specific communities with greater burden than others, BHC takes a place-based approach to improving health equity. NYC neighborhoods with the highest rates of poverty and violence often have the most neglected parks, lowest access to healthy food, and bear the heaviest burden of chronic disease. Analysis of these measures resulted in BHC's selection of 12 neighborhoods.

BHC's specific pillars include improvement to neighborhood level access to fresh, affordable, and nutritious food, opportunities for physical activity, safe, vibrant public spaces, and increased connectivity across agencies and communities. Key partners include: NYC Departments of Health & Mental Hygiene, Parks and Recreation, Transportation, NYC Housing Authority, Mayor's Office of Food Policy, Mayor's Office of Criminal Justice, and more. In Corona and Flushing, BHC has developed partnerships with various community based organizations, and seeks to build capacity within the neighborhood to coordinate community needs/priorities and resources and connect them to City resources.

- b. Program Partners:

The Mayor's Fund to Advance New York City is a 501(c)(3) nonprofit organization designed to promote partnerships between the City and the private sector to support public

programs. Established in 1994 the organization serves as an important vehicle for foundations, corporations and individuals to contribute to City programs that enhance the lives of New Yorkers.

### III. Task Overview

- a. The selected lead organizations with a history of serving the communities of Corona and Flushing will establish and build upon partnerships in their respective communities, working with organizations and residents to identify priority issues regarding fresh, affordable and nutritious food, physical activity opportunities, safe and vibrant public spaces, and increased connectivity in the community. Organizations will have the opportunity to support continuing and new projects in the above topic areas, and will serve as a liaison between the larger community and Building Healthy Communities' interagency network. Key tasks include:
  - i. Meetings and coordination with community stakeholders and city agencies
  - ii. Analysis of community needs, resources, gaps related to fresh, affordable and nutritious food, physical activity opportunities, safe and vibrant public spaces, and increased connectivity in the community
  - iii. Action plan to address strategic gaps and opportunities toward Building Healthy Communities in Corona /Flushing
  - iv. Leadership and support for projects in the action plan (note that these do not necessarily need to be new projects but rather could be enhancements to existing efforts such as improved outreach in the community to connect residents to existing resources)
  - v. Regular communication with BHC and relevant agency partners
  - vi. Interim report on challenges and achievements at the end of Year 1 (March 2019)
  - vii. Final report on challenges and achievements at completion of grant (March 2020)

### IV. Proposal Instructions:

Community based organizations that are in or near (neighboring community) are invited to submit a proposal for this program. Proposals should include a narrative of up to five pages (single spaced, 12-point font) excluding attachments (see below). Please submit proposals electronically to [fundrfp@cityhall.nyc.gov](mailto:fundrfp@cityhall.nyc.gov) with the subject heading "*Building Healthy Communities-- Queens.*" Questions should also be directed to [fundrfp@cityhall.nyc.gov](mailto:fundrfp@cityhall.nyc.gov)

The proposal should detail:

- a. Organization's narrative description of relevant experience:
  - i. What is the organization's mission and location?
  - ii. What experience does the organization have in specific community (Corona or Flushing—must select one)?  
Please describe the community in which the organization proposes to work.
  - iii. What experience does the organization have in identifying and responding to community needs related to fresh, affordable and nutritious food, physical activity opportunities, safe and vibrant public spaces, and increased connectivity in the community?
  - iv. What experience does the organization have in building partnerships in the community? Please highlight an example of past ability to foster collaborative, community based work.
  - v. What experience or familiarity does the organization have in connecting community to City resources and initiatives?

- vi. What is the organization's proposed approach to leading Building Healthy Communities within Corona or Flushing?
- vii. Budget (Attachment)
- b. The organization's Form W-9. A blank one can be downloaded [here](#). (Attachment)
- c. A completed Doing Business Data Form, which you can download [here](#). For more information about completing the Doing Business Data form, review this [Q&A](#) (Attachment)
- d. Proposals are due by 5 p.m. EST February 15, 2018.

#### I. Selection Process

The selected contractor must have extensive knowledge and experience successfully providing similar support to Corona or Flushing. Proposals will be reviewed by a committee of Building Healthy Communities staff and partners. The technical score will be based on the following criteria:

Criterion	Points
1. Organization's mission and location is stated and appropriate for carrying out Building Healthy Communities' tasks.	Up to 10 Points
2. Organization has relevant and sufficient experience working in identified community (Corona or Flushing).	Up to 10 Points
3. Organization has successful, relevant experience in responding to gaps in fresh food access, physical activity opportunities, safe and vibrant public spaces, and connectivity in community. Note that the organization need not have expertise in each of these topic areas; however, skills in identifying and responding to such gaps is critical.	Up to 40 Points
4. Organization has experience in supporting or building partnerships in community, facilitating collaboration between community based organizations, residents, and City agencies.	Up to 40 Points
5. Organization has familiarity in connecting community to City resources.	Up to 10 Points
6. Organization's proposed approach to leading Building Healthy Communities in Corona or Flushing is clear, thoughtful, and based in relevant experience.	Up to 20 Points
7. Budget for proposed approach demonstrates clarity and consideration of how best to identify and respond to community wellness gaps, establish partnerships in the community, and increase utilization of available City resources.	Up to 20 Points
Total	Up to 150 Points

#### II. Funding and Timeline

The total funding for this project is \$117,500 per organization, over the course of two years.

- Year 1: \$58,000 per organization
- Year 2: \$58,000 per organization

An interim report is due by the end of April 2019, and is required for the delivery of Year Two's payment. A final report must be completed by the end of April 2020. A template for each report will be shared with the selected organization for each community.