

Request for Proposal (RFP) for Program Development and Implementation Services

Issued By: Carrie Copeland

Date: October 24, 2024

Proposal Due Date: November 22, 2024

About Food For Lane County:

Food For Lane County's (FFLC) mission is to reduce hunger by engaging our community to create access to food. As Oregon's second-largest food bank, FFLC has grown significantly since its founding in 1984, distributing over eight million pounds of food to approximately 80,000 people annually across Lane County. Guided by our core values of compassion, inclusion, and collaboration, we rely on a network of volunteers and donors to fulfill our mission.

1. Introduction

FFLC is inviting proposals from qualified contractors with expertise in program design, healthcare systems, and nonprofit service provision. We aim to establish a new program offering Health-Related Social Needs (HRSN) Nutrition benefits and outreach services across Lane County, as well as support similar initiatives in food banks statewide. This initiative is essential for connecting community members with food resources and enhancing overall well-being, funded through Medicaid reimbursement.

2. Background

In October 2024, FFLC was awarded Community Capacity Building Funding to support this initiative through the hiring of a contractor. The selected contractor will play a key role in program development, staff recruitment and training, and building networks of HRSN providers within Lane County and across Oregon.

3. Project Overview

FFLC intends to provide the following HRSN Nutrition Benefits:

- Healthy Groceries
- Produce Prescriptions
- Nutrition Education
- Outreach/Engagement Services

Additionally, we are exploring the feasibility of providing Medically Tailored Meals and meals through HRSN-reimbursed benefits under the 1115 Medicaid Waiver.

Contractor Responsibilities:

- Design and develop the HRSN program framework, including objectives, target populations, and key performance indicators (KPIs).
- Create a HIPAA-compliant referral and Medicaid reimbursement system.
- Support the development of adjacent HRSN programs at FFLC.
- Assess feasibility for providing medically tailored meals and assist in the implementation process.
- Establish billing and reimbursement systems to ensure sustainable income for the program.
- Collaborate with healthcare providers, social service agencies, and community organizations for an integrated approach.
- Create marketing concepts for outreach materials.
- Lead the program rollout, including project planning and timelines.
- Coordinate with internal teams for program integration.
- Assist in the recruitment, hiring, and training of a Program Manager for program continuity post-development.

4. Scope of Work

The contractor will:

- Collaborate with FFLC and community partners to develop the HRSN program.
- Create a comprehensive project plan detailing timelines, resources, and roles.
- Develop training materials and conduct sessions for FFLC staff and volunteers.
- Ensure compliance with relevant regulations and best practices.
- Identify potential risks and propose mitigation strategies.
- Incorporate best practices and research findings into program design.
- Align the program with FFLC's mission and values.
- Identify current staff for HRSN duties and develop job descriptions and workflows.
- Provide training for staff involved in outreach, screening, referral processes, and benefit provision.
- Define the role of a temporary Program Manager and assist in their hiring and training.
- Develop KPIs and an evaluation framework to assess program efficacy, impact, and sustainability.
- Create data collection and reporting tools to support program monitoring.
- Model reimbursement strategies for future program sustainability.
- Participate in OHA, COO, and statewide food banking meetings to support program development and share learnings.

5. Deliverables:

At project completion, FFLC will operate a fully functional HRSN program with HIPAA-compliant processes for screening and referrals. Key deliverables include:

- Identification and training of current staff to manage the program.
- A temporary Program Manager hired and trained for ongoing operations.
- Standard Operating Procedures (SOPs) developed for all aspects of program administration.
- Active participation in a network of Lane County HRSN providers.
- Established program tracking, evaluation, and reporting processes utilizing new or existing resources (like Unite Us.)
- Reimbursement modeling developed to guide FFLC's program sustainability and potential expansion.

6. Timeline

- **RFP Release Date:** October 24, 2024
- **Proposal Submission Deadline:** November 22, 2024
- **Contractor Selection:** December 1, 2024
- **Program Development Duration:** Up to four months post-contract award
- **Post-Launch Support:** One month of program support, including staff hiring and training.
Target Launch Date for FFLC HRSN Program: March 1, 2025

7. Skills & Qualifications

We encourage applications from individuals with diverse experiences, including unpaid work and lived experience. The ideal contractor will have:

- Bachelor's degree in social work, public health, nonprofit management, or a related field.
- Minimum of 5 years of experience in program design and management, preferably in social services or nonprofit sectors.
- Proven success in designing and launching community-based programs.
- Understanding of health-related social needs and their impact on food-insecure populations.
- Familiarity with social services and healthcare systems in Lane County is a plus.
- Strong leadership, organizational, and communication skills.
- Proficiency in data analysis and program evaluation.
- Valid driver's license and reliable transportation preferred.
- Ability to work both independently and collaboratively in a dynamic environment.
- Knowledge of Lane County service and health care providers preferred.

8. Proposal Requirements

Proposals must include:

- A detailed project plan and timeline.
- An outline of the proposed approach to program development and implementation.
- A summary of qualifications and relevant experience.
- Resumes of key team members.
- References from similar projects.
- A detailed budget proposal not exceeding \$50,000.

9. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications (30%)
- Proposed approach and methodology (30%)
- Budget and cost-effectiveness (20%)
- Timeline and feasibility (20%)

10. Submission Guidelines

All proposals must be submitted electronically to Carrie Copeland at ccopeland@foodforlanecounty.org by November 22, 2024. Late submissions will not be considered.

11. Terms and Conditions

All proposals will be treated as confidential and proprietary. The selected contractor must sign a contract detailing terms, conditions, and compliance requirements, including adherence to HIPAA regulations. FFLC reserves the right to reject any or all proposals.

12. Contact Information

For any questions or clarifications regarding this RFP, please contact: Carrie Copeland, Education and Programs Director
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Thank you for your interest in partnering with FFLC to enhance food access and community health in Lane County. We look forward to reviewing your proposals.