



DANE COUNTY
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION

REQUEST FOR PROPOSAL (RFP)

Revised 06/2021

RFP NUMBER:	122013					
RFP TITLE:	Dane County Pandemic Food System Study					
RFP DEADLINE:	April 15, 2022 2:00 p.m. (CST)					
PROPOSALS MUST BE UPLOADED TO:	Purchasing Bid Dropbox www.danepurchasing.com					
Late, faxed, mailed, hand-delivered or unsigned proposals will be rejected						
SUGGESTED VENDOR CONFERENCE:	No Vendor Conference Scheduled					
DIRECT ALL INQUIRES TO:	<table border="1"> <tr><td>Carmen Hidalgo</td></tr> <tr><td>Purchasing Officer</td></tr> <tr><td>(608)266-4966</td></tr> <tr><td>Hidalgo.Carmen@countyofdane.com</td></tr> <tr><td>www.danepurchasing.com</td></tr> </table>	Carmen Hidalgo	Purchasing Officer	(608)266-4966	Hidalgo.Carmen@countyofdane.com	www.danepurchasing.com
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PROPOSAL SUBMISSION CHECKLIST

<input type="checkbox"/> Update Vendor Registration <input type="checkbox"/> Read Entire RFP Document	<input type="checkbox"/> RFP Response (Separate from Cost Proposal) <input type="checkbox"/> Cost Proposal (Separate from RFP Response)	<input type="checkbox"/> Upload RFP Response and Cost Proposal to Purchasing Bid Dropbox
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DATE ISSUED | March 9, 2022

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1.0 RFP OVERVIEW

1.1 Introduction

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal according to the specifications set forth within this document.

The County intends to use the results of this process to award a contract or issue of purchase order for the product(s) and or services(s) stated.

The Dane County Purchasing Division is the sole point of contact for questions and issues that may arise during the RFP process.

1.2 Clarification of the Specifications

All inquiries concerning this RFP must be **emailed** to the **person indicated on the cover page** of the RFP Document.

Any questions concerning this RFP must be submitted in writing by e-mail on or before the stated date on the **Calendar of Events** (Section 1.4).

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should immediately notify the contact person of such error and request modification or clarification of the RFP document.

Proposers are prohibited from communicating directly with any employee of Dane County, except as described herein. No County employee or representative other than those individuals listed as County contacts in this RFP is authorized to provide any information or respond to any question or inquiry concerning this RFP.

1.3 Vendor Conference

[There will not be a vendor conference.](#)

1.4 Calendar of Events

Listed below are specific and estimated dates and times of actions related to this RFP. The actions with specific dates must be completed as indicated unless otherwise changed by the County. In the event that the County finds it necessary to change any of the specific dates and times in the calendar of events listed below, it will do so by issuing an addendum to this RFP and posting such addendum on the Dane County [website](#). There may or may not be a formal notification issued for changes in the estimated dates and times.

DATE	EVENT
March 9, 2022	RFP Issued
March 25, 2022	Last day to submit written inquiries (2:00 p.m. CST)
April 1, 2022	Addendums or supplements to the RFP posted on the Purchasing Division website
April 15, 2022	Proposals due (2:00 p.m. CST)
April 25, 2022	Vendor Selection/Award

1.5 Evaluation Criteria

The proposals will be scored using the following criteria:

Proposal Requirements	Percent
Organizational Qualifications & Experience (Section 3.3)	20%
Key Personnel Qualifications & Experience (Section 3.4)	15%
Racial Equity & Social Justice (Section 3.5)	10%
Project Strategies & Activities (Section 3.6)	35%
Cost	Percent
Cost Proposal (Section 5)	20%
Total	100%

1.6 Submittal Instructions

Proposals must be received in the Purchasing – Bid Dropbox located on the www.danepurchasing.com website no later than the date and time indicated within the RFP Deadline field on the RFP Cover Page or addenda. Late, faxed, mailed, hand-delivered, or unsigned proposals will be rejected unless otherwise specified. Dane County is not liable for any cost incurred by proposers in replying to this RFP.

All proposals must be saved in PDF format unless otherwise specified within the RFP document and the file name shall include the RFP# and name of business submitting proposal.

Example of how to name the files:

122013 – Vendor Name – RFP Response

122013 – Vendor Name – Cost Proposal

To Submit a Proposal:

1. Go to www.danepurchasing.com and click on Purchasing – Bid Dropbox or click on the Open RFP's and Bids page link.
2. Click on the Submit a Bid button within the green Purchasing Bid Dropbox.
3. Type in the Email, First Name, Last Name and Company information and click Continue.
4. Drag and drop the RFP files one at a time into the “Drag files here” box.
5. After all files have been placed into the “Drag files here” box, click on the blue Upload button.
 - a. The file upload status can be seen for each document uploaded.
 - b. After each document reaches 100%, it will say “Uploaded”.
6. Confirm all files have been uploaded and then close out of the window.

2.0 PROJECT OVERVIEW AND SCOPE OF SERVICES

2.1 Definitions and Links

The following definitions and links are used throughout the RFP.

County: Dane County

County Agency: Department/Division utilizing the service or product.

Dane County Purchasing website: www.danepurchasing.com

Fair Labor Practices websites: www.nlrb.gov and <http://werc.wi.gov>

Purchasing

Proposer/Vendor/Firm/Contractor: a company submitting a proposal in response to this RFP.

2.2 Scope of Services/Specification Overview

There is a critical need to strengthen our local and regional food system against future disruptions. These food system gaps signify weak points that will continue to limit the growth and resilience of the Dane County food system. Interim solutions developed during the pandemic provide valuable insight into how to address these gaps. There is currently a time-sensitive opportunity to collect and analyze information about the food system gaps that were revealed and the interim solutions that were created. Through this process, strategies will be developed to address these gaps, and actions can be taken to improve these weak points and build resilience. Dane County is seeking a vendor to develop a study and implementation plan to strengthen the food system.

2.3 Background

The COVID-19 pandemic has exacerbated gaps and weaknesses in the food system at the local, national, and international levels. The Dane County food system has suffered disruptions, along with the rest of the country. The pandemic amplified existing food system *inequities* as well. Community members hit hardest by pandemic supply chain disruptions include not only individuals experiencing food insecurity, but particularly the region's producers/growers and small- and medium-sized food enterprises. Individuals already struggling, experiencing hardships, and encountering barriers suddenly found their challenges skyrocketed. The circumstances of this pandemic worsened the disparities and structural inequities that under-resourced communities, including Black, Indigenous, and People of Color (BIPOC) communities, already experienced. Without sufficient existing structures in place to support lower-wealth residents and small food business owners, these individuals were left waiting until federal assistance arrived to mitigate their pandemic-induced crises.

Food system gaps signify weak points that will continue to limit the growth and resilience of the Dane County food system. Interim solutions developed during the pandemic provide valuable insight into how to address these gaps. There is currently a time-sensitive opportunity to collect and analyze information about the food system gaps that were revealed and the interim solutions that were created. Through this process, strategies will be developed to address these gaps, and actions can be taken to improve these weak points and build resilience.

That means understanding what resources our communities need to have access to land and healthy, culturally relevant food, and what infrastructure is needed to grow, process and distribute food regionally.

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This study will identify opportunities to increase the functionality of local supply chains, improve land and market access for regional growers, expand food access for residents, help the community recover from the pandemic, and prepare for any future emergency conditions. The study findings and recommendations will be invaluable to the County and the Dane County Food Council, and will inform food systems policy and planning decisions and actions.

The current vision for the study includes the following:

- a. What impacts did COVID-19 have on the Dane County food system? (Examine food system sectors such as food production, food supply chains, and food access)
 - i. Are there populations that have been disproportionately impacted?
 - ii. What were the effects on under-resourced populations?
- b. How were Dane County food system gaps addressed during COVID-19?
 - i. Which solutions were effective, and why were they effective?
 - ii. What do these solutions demonstrate about how to strengthen the food system?
 - iii. For each of these gaps, was the solution temporary or permanent?
 - iv. When the temporary solutions end, will the food system gap persist?
- c. Using the data gathered, what are the strengths, weaknesses, opportunities, and risks of Dane County's food system?
- d. Based on the data gathered, what recommended actions should be taken to strengthen the Dane County food system?
 - i. How can Dane County be more prepared for future threats to the food system?
 - ii. How can Dane County counteract the disproportionate food system challenges experienced by under-resourced populations?

2.4 **Scope of Work**

Dane County seeks a proposer to carry out a study of the effects of COVID-19 on the Dane County food system. The scope of work includes finalizing the study objectives, gathering data, synthesizing the data into a report, and presenting the findings. These expectations are outlined below.

- a. **Finalize study objectives & study implementation plan**
 - i. Work with the Dane County Food Council (DCFC) to finalize the study objectives (refer to study vision described above in 2.3 Background).
 - ii. Finalize the study implementation plan. This should include examination of racial justice and social equity considerations, and development of strategies and activities that will be used to uphold racial equity and social justice in this project.
These are a few tools that can be referenced for this:
 1. [Food System Racial Equity Assessment Tool: A Facilitation Guide](#)
 2. [City of Madison Racial Equity & Social Justice Initiative Analysis Tools](#)
- b. **Gather data**
 - i. Data gathered can be a combination of quantitative and qualitative.
 - ii. Be sure to make use of existing data, secondary data, and literature review.
 - iii. Data may extend beyond county borders into the larger Dane County foodshed area.
 - iv. Proposer should consult with DCFC in planning quantitative data gathering. It is imperative to be respectful, and not extractive, of community members in this process. It is recommended to work with Dane County community partners on

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- the ground to make these connections and contacts. It is also an option to consider sub-contracting with community organizations.
- v. Proposer should make specific efforts to highlight data on under-resourced and BIPOC communities.
- c. **Check in monthly** with the Dane County Food Council and affiliates.
 - d. **Synthesize data into a report.** Report should include:
 - i. Strength, weakness, opportunity, risk/threat analyses (or similar analyses).
 - ii. Clear identification of and evidence of food system gaps.
 - iii. Identification of problems to be addressed.
 - iv. Data-backed, specific suggestions and recommendations on how to address these gaps/problems over the next 3-5 years. This should include policy recommendations, planning, projects, and funding allocations.
 1. Include who the actions should be led by (county government, municipalities, non-profits, businesses)
 2. Include examples of where these actions have been successfully implemented (if possible)
 - e. **Provide a final presentation** to DCFC and affiliates, and possibly the Dane County Board. The presentation will be recorded.
 - f. **Provide raw data and permission** for DCFC and affiliates to make use of it and incorporate it into future food system assessments and planning.

2.5 Projects to Reference

For your reference, we encourage you to look at the following projects (and their references) that have some similarities to the goals of this project. Please note that these projects are not 100% aligned with the intent and scope of this project, and we are not seeking the same products linked below. Some of them have a much more extensive scope than this project, and some have slightly different study objectives.

- a. [“The State of the Washington State Food System During COVID-19: Taking Stock and Looking Ahead”](#) - University of Washington
- b. [“Assessing WA Food Systems Through an Equity Lens: Bridging the Gap Through a Culturally Relevant Approach”](#) - Washington State University
- c. [“Preparing For Food System Resiliency in Ohio: Policy and Planning Lessons from COVID-19”](#) - The Ohio State University
- d. Local food system assessments

2.6 Vendor Qualifications

Successful proposers will be prepared to communicate closely with the Dane County Food Council and affiliates to engage their expertise, leverage their relationships, and reduce duplication of research and outreach activities.

If multiple entities will be collaborating to carry out this project, a lead entity must be identified. That lead entity would submit the proposal to Dane County. One entity would serve as the lead proposer, and would sub-contract with the other partners.

The successful proposer will demonstrate:

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- a. Familiarity with community food systems, food system assessments, and an understanding of the complexity of interrelated components within the food system.
- b. Extensive experience with study implementation, including data gathering, data analysis, and data synthesis.
- c. Familiarity with compiling strength, weakness, opportunity, risk/threat analyses (or similar analyses).
- d. Ability to create collaborative processes with consultation from the Dane County Food Council and affiliates.
- e. Experience working on projects with a strong community orientation
- f. Existing relationships, partnerships, or communication with Dane County organizations or institutions.
- g. Experience and qualifications regarding racial equity, social justice, cultural competency, and respectful intentionality in consideration of and in working with BIPOC and under-resourced communities.
- h. Clear communication skills

2.7 **Deliverables Timeline**

Report must be completed six (6) months after County Board approval and signing of contract by the winning vendor. Final presentation and delivery of raw data must be completed eight (8) months after County Board approval and signing of contract by the winning vendor. The term of the contract will be for one (1) year to allow for completion of all deliverables with no potential renewals.

2.8 **Invoice and Payment Process**

Invoices must be submitted and payments will be made based on deliverables. The “unit” is described within the Cost Proposal section of this RFP. Invoices shall be issued by the Provider to Dane County on a monthly/milestone basis.

1. Provider shall issue an invoice upon completion of services and/or delivery of such deliverables within the given time period. Invoices must reference the Dane County purchase order number issued for the services/deliverables described herein. Payment shall be made within 30 days of County’s receipt of accepted invoice.
2. Email delivery of invoices is encouraged and preferred – see the Bill To section of the Dane County purchase order.
3. At minimum, each invoice must include the following:
 - a. Provider’s Name
 - b. Remit To Address
 - c. Dane County Purchase Order Number
 - d. Detailed Description of the Services Provided
 - e. Period of Time in which Services were Provided
 - f. Rate or Cost of Services per the RFP Cost Proposal and resulting Contract

SECTION 2 – PROJECT OVERVIEW AND SCOPE OF SERVICES

4. Only properly submitted invoices will be processed for payment. Any invoice failing to comply with these provisions may be returned for correction and reissue.

SECTION 3 – PROPOSAL PREPARATION REQUIREMENTS

3.0 RFP RESPONSE PREPARATION REQUIREMENTS

Proposals shall be organized to comply with the section numbers and names as shown below. Each section heading should be clearly marked. Graphics may be included. The RFP sections which should be submitted/responded to are:

3.1 [Attachment A – Vendor Information](#)

3.2 Table of Contents

Provide a table of contents that, at a minimum, includes all of the sections as identified below. Listings of sub-sections and graphics/tables also may be included. Section dividers are encouraged.

3.3 Organizational Qualifications & Experience

- a. Describe the lead organization’s mission and values, and how it relates to this requested project.
- b. If this is a collaborative application, describe the additional organizations that will be involved - their mission and values, and how it relates to this requested project. Include a hierarchy chart of parties involved where the lead entity is identified followed by secondary entities. If applicable, please describe any sub-contracting relationships. Provide letters of commitment from all project collaborators and/or sub-contractors.
- c. Describe how the organization/collaboration demonstrates the Vendor Qualifications listed in 2.6, a-h.
- d. Describe other projects the organization/collaboration has carried out that relate to the goals or activities of this requested project.

3.4 Key Personnel Qualifications & Experience

- a. List all key personnel who will be working on this project. For each key personnel, describe their experience, qualifications, and expertise related to this project as described in Vendor Qualifications (2.6, a-h).

3.5 Racial Equity & Social Justice

- a. Describe what racial equity and social justice considerations you will examine as you plan this project. *These are a few tools that can be referenced for this:*
 - i. [Food System Racial Equity Assessment Tool: A Facilitation Guide](#)
 - ii. [City of Madison Racial Equity & Social Justice Initiative Analysis Tools](#)
- b. Describe some of the strategies and activities that will be used to uphold racial equity and social justice in this project?
- c. Describe your organization’s experience and qualifications regarding racial equity, social justice, cultural competency, and respectful intentionality in consideration of and in working with BIPOC populations and under-resourced populations.

3.6 Project Strategies & Activities

- a. Describe your proposed project approach, and how it will meet the expectations outlined in the Scope of Work (2.4).

SECTION 3 – PROPOSAL PREPARATION REQUIREMENTS

- b. Describe the specific strategies and activities to be used to meet the expectations outlined in the Scope of Work (2.4).
- c. Provide a timeline for program implementation. (Refer to Term specified in 2.7)