

**Request for Proposals  
Healthy Corner Store Consultant**

**Background**

The Wellness Coalition is seeking professional assistance with implementation of the Healthy Corner Store program in 42 census tracts in Lowndes, Macon and Montgomery counties that will increase access to healthy food through produce distribution. The program is part of a Centers for Disease Control and Prevention (CDC) Racial and Ethnic Approaches to Community Health (REACH) cooperative agreement. The consultant will assist in increasing access to fresh produce and other healthy food in low-income areas with limited grocery stores by working with convenience stores to sell healthy options.

**Scope of Professional Services Being Requested**

Healthy Corner Store Program implementation/continuation services being sought include, but are not limited to:

1. Recruit three new corner stores to participate in the Healthy Corner Store program. The stores need to be located in and/or serve the REACH identified census tracts and must serve as many different census tracts as possible.
2. Enter into a contract with the corner stores requiring them to sell at least three varieties of produce and collect and report data on sales of the produce.
3. Purchase and place display baskets and signage for the store's usage.
4. Deliver produce on a weekly or bi-weekly schedule.
5. Ensure that the selected store owners provide monthly sales tracking data in a detailed format prescribed by The Wellness Coalition.
6. Provide data to The Wellness Coalition monthly.
7. Participate in the monthly Program Update meeting, conference calls, webinars, site visits or other meetings as needed requested by CDC and/or The Wellness Coalition.
8. Register Your Entity or Get a Unique Entity ID on SAM.gov. This Unique Entity ID is used to start doing business with the federal government.

**Required Timeline of Services:**

October 01, 2022 to September 30, 2023.

**Required Content of Proposals:**

Interested respondents are invited to submit proposals that contain the following information, numbered as the questions are presented.

**I. Introduction (transmittal letter)**

**II. Background and Experience**

**III. Specialized Knowledge**

**IV. Personnel Assignments, Work Plan and Professional Qualifications**

**V. Proposed fee for services to be rendered between 10/1/2022 and 9/30/2023**

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**I. Introduction (transmittal letter)**

1. Name of Respondent
2. Respondent address
3. Respondent telephone number
4. Respondent federal tax identification number
5. Name, title address, phone number, and email address of contact person authorized to contractually obligate the Respondent. This person should also sign the letter.

**II. Background and Experience / Capacity**

1. Describe any prior engagements in which Respondent's firm assisted in delivering programs evaluation services as part of grant projects. Respondent should include references with current contact information from previous clients.
2. Describe the firm's current capacity to accomplish the work in the required timeframe.

**III. Specialized Knowledge**

1. Describe the knowledge and experience of the firm with items listed in the Scope of Professional Services Being Requested.

**IV. Personnel Assignments and Professional Qualifications**

1. Identify staff members who would be assigned to provide the services described in the Scope of Services, and the functions to be performed by each of the staff members.
2. Include resumes or curriculum vitae of each such staff member designated above, including name, position, telephone number and email address.

**V. Proposed Fee for Services to be rendered** – Please provide a proposed budget for providing the requested services. Provide an hourly rate and number of hours proposed inclusive of all

costs (fringe, etc.) for each employee that you propose to utilize on this project. Please include any other costs for supplies or other necessary expenses and provide a total proposed fee.

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**Selection Criteria:**

<b>Background and Experience</b>	<b>20 Points</b>
<b>Specialized Knowledge</b>	<b>20 Points</b>
<b>Personnel Assignments, Work Plan &amp; Professional Qualifications</b>	<b>40 Points</b>
<b>Proposed Fee for services</b>	<b>20 Points</b>

If needed, oral interviews may be held and used to determine which firm will be selected to enter into contract negotiations. Unsuccessful firms will be notified as soon as possible.

Questions about this RFP should be addressed to Delia Hasberry at 334-293-6502 or [dhasberry@thewellnesscoalition.org](mailto:dhasberry@thewellnesscoalition.org).

**Three (3) copies** of your response to this RFP should be **hand-delivered or mailed to** Program Assistant, at the Wellness Coalition, 2<sup>nd</sup> Floor, Montgomery County Health Department, 3060 Mobile Highway, Montgomery, AL 36108, or **e-mailed to admin@thewellnesscoalition.org**. We can be reached at 334-293-6502.

Responses to this RFP must be received **no later than 2:00 P.M. on Friday, October 14, 2022.**