

**Request for Proposal to Provide Healthy Food Access Services  
to Lake County, California through North Coast Opportunities (NCO)**

North Coast Opportunities (NCO) is seeking a consultant (individual or agency/NGO) to provide the following services to the food systems component of our Partnerships to Improve Community Health program in Lake County, California, a rural county north of Napa and east of Mendocino Counties with a population of just over 63,000 people. This is a unique time in the history of Lake County as various collective impact projects have gained momentum to help craft a new “Wellville-relevant” story that begins shaping a culture of wellness throughout the county.

North Coast Opportunities is the Community Action Agency for Lake and Mendocino Counties. We envision healthy, vibrant, compassionate, and strong communities. Partnerships to Improve Community Health (PICH) is funded by the Centers for Disease Control and Prevention.

Consulting services will be responsible for causing the successful completion of the following program outcomes over a two and a half year grant period (April 2015 to September 2017\*):

1. Increase the number of retail environments with healthy food and beverage promotions from 0 to 4. Retail environments may include but are not limited to Sentry Market in Nice, the Lakeview Market and Deli in Lucerne, Grocery Outlet in Lakeport, and Rays Food Place in Clearlake.
2. Increase the number of restaurants offering access to healthier food choices from 0 to 4 and execute an actual use assessment at one or more participating restaurant. Restaurant partners are not yet committed however one from each major town or city in Lake County have been identified
3. Increase the number of large scale community events (e.g., the Lake County Fair, the Pear Festival, Konocti Challenge, Clearlake Oaks Glenhaven Catfish Derby, Middletown Days, etc.) with policies and/or practices that ensure healthy food/beverages options are available from 0 to 4.
4. Increase the number of primary care providers who utilize green prescriptions for healthy food and physical activity from 0 to 2, targeting up to 200 patients treated by providers including St. Helena Clearlake Live Well, Lake County Tribal Health, MCHC-Lakeside Health Center, and Sutter Lakeside.

Evaluation of successful work will be conducted on a regular basis by the Program Evaluator and Program Coordinator.

\*Contract will be issued on an annual basis.

Consulting services will include but not be limited to:

- Contributing expertise and experience to a Program Team that works on interconnected health components to fulfill scope of work and achieve outcomes stated in the initiative.
- Identifying, interviewing, collaborating with and convening key partners at both stakeholder and community levels.
- Assessment of current procedures and practices.

- Research and understanding of best practices from such sources as the Centers for Disease Control and Prevention CHANGE tool, Menus for Change and Blue Zones certification standards.
- Design and implementation of a complete and effective program including support and promotional materials that achieves the required outcomes and scope of work.
- Work across a broad base of organizations, businesses and the general public while increasing coordination and alignment of best practices for collective impact.
- Developing and making presentations to stakeholders and community groups.
- Data collection and reporting for grant evaluation purposes.
- Grant progress reporting.
- Completion of the process over a two and a half year period.
- Working as a contributing member of the Program Team including attending regular meetings and participation in project-related webinars, conference calls, etc.

Consultant will receive the following support:

- Strategic direction (active collaboration is encouraged)
- A media and communication team who develop and implement a multi-faceted communication plan
- Team members, including: Program Director, Project Evaluator, Program Coordinator, Wellness Environment Coordinator, Program Assistant and Executive Director
- NCO food system staff connections, including a Lake and Mendocino County Food Hub Coordinator and Lake County Farm to School Coordinator

Consultant will report to the Program Coordinator, an NCO employee.

NCO is seeking a consultant to perform these services. The ideal candidate will have knowledge and experience related to one or more of the following areas: nutrition; restaurant kitchen environments; retail grocery management/owners; primary care providers; collective impact implementation; data collection; relationship building for unprecedented collaboration activities; and, facilitation practices. Those with knowledge of food systems and their related policies, and more specifically the Lake County food system, as well as Blue Zones, Menus for Change, and community transformation initiatives and strategies will be most strongly considered. The successful consultant will also have an understanding of and/or experience working with populations that face complex challenges related to generational poverty and behavioral health issues.

Ideal candidates will possess the following skills and/or traits:

- Nutritionist, Registered Dietician, Health Educator, Community Organizing, or relevant field
- Detail oriented strategic planner and thinker
- Relationship builder and connector
- Ability to really listen to people and address their needs
- Ability to juggle multiple deadlines and project tasks
- Excellent communication skills
- Lake County resident

Interested people or agencies should submit the following no later than 5 p.m. on Friday, March 13, 2015. Submissions should be sent via email, with the title “Eat to Thrive” in the subject line, to Jen Dalton, PICH Program Coordinator at [jdalton@ncoinc.org](mailto:jdalton@ncoinc.org). If there are questions, call Jen at 707-467-3226.

1. A short proposal describing your qualifications [or the qualifications of agency employee(s)] and how the tasks described above would be carried out.
2. Answers to the following two questions: (1) How would you frame the idea of eating healthier to someone who is over 50, overweight and lives on a fixed income? (2) How would you present the notion of menu labeling to a restaurant owner?
3. A firm estimate of fees to be charged, and an estimate of expenses that would be incurred. (Please note that the grant funding for this role is capped at \$50,000 per year.)
4. Resumes of all consultants who would be involved in the project.
5. Names, phone numbers and contact people at three nonprofit organizations who have been your clients during the last 18 months, whom we can all on as references.
6. Interviews with finalists will be held during the week of March 23.
7. A decision will be made by Friday, April 3; candidates will be notified shortly thereafter. The individual or agency awarded the contract will be expected to begin as soon as possible.