

Philabundance, Ending Hunger for Good

Request for Proposal
Place-based Food System Strategy

January 18, 2022

Philabundance Mission

Philabundance was founded in 1984 with the simple belief that no one should go hungry, while perfectly good food goes to waste. Our mission is to drive hunger from our communities today and to end hunger for good. In addition to food distribution, we reduce food waste, increase access to nutritious meals, and tackle the root causes of hunger through several initiatives, such as those facilitated by the Ending Hunger for Good (EHFG) department. EHFG includes the Philabundance Community Kitchen (PCK), as well as other community programs that focus on place-based and community-focused partnerships in neighborhoods where people are experiencing some of the highest rates of poverty and food insecurity in Philadelphia.

Project Background

The food system is a complex network of interconnected people and sectors that consume, grow, manufacture, transport, sell, prepare, and dispose of food. However, the current food system does not work for all communities. Low-income communities and people of color disproportionately experience hunger, lack access to healthy food, and work in a food economy that limits their ability to support their families and build wealth.

Philabundance's **Neighborhood Thrive Initiatives** are place-based interventions that cross social sectors and are designed based on feedback from residents in the target community. Our current place-based projects focus on two neighborhoods: Sharswood and Hartranft.

- **Sharswood** is in the zip code 19121, home to some of the highest poverty, un-and-under employment, and food insecurity in the city. The Census Bureau reports that close to 13% of adults over 25 are unemployed and over 45% live in poverty. Sixteen percent of households lack adequate plumbing or kitchen facilities. The Sharswood neighborhood represents a high need, high community asset, population-dense but low transitory geographic location to implement a collaborative pilot of combined services. A recent community survey lead by Philabundance found that many residents are not satisfied with the quality of food available in their neighborhood.
- **Hartranft**, in the 19133 sections of North Philadelphia is just north of Temple University and east of Broad Street, although high in community assets like transportation, has a 37% food insecurity rate and 47% poverty rate. As often correlated with high food insecurity, there is also a high prevalence of diet-related chronic disease. For example, 33% of adults have hypertension and 13% have been diagnosed with Type II diabetes. Overall, residents of Hartranft have a lower life expectancy than their counterparts in other Philadelphia neighborhoods.

Place-based engagement: Community engagement is a critical component of this work. Following several years of initial engagement with residents and leaders in these communities, Philabundance partnered with Cities Changing Diabetes and Gehl on our first Foodscape study in Hartranft.

Gehl found that while mapping exercises portray this area as offering plenty of food access, the lived experience is one of poor or challenging access to healthy and culturally appropriate foods for the community. Residents are seeking fresh produce and places such as a safe, outdoor green space where they can bring friends and family together over a meal. Furthermore, there are no existing Philabundance-supported food pantries in the neighborhood, and 2020 has exacerbated the lack of food access with several small food businesses closing due to the pandemic.

Scope of Work

The Scope of Work section states requirements for the project, including the services and the tangible work products to be delivered, and the tasks Philabundance has identified as necessary to meet those requirements. Philabundance reserves the right, however, to modify specific requirements, based on changed circumstances, the proposal selection process, and contract negotiations with the Applicant(s) selected for negotiations, and to do so with or without issuing a revised RFP (Request for Proposals). The Applicant must provide in its proposal a detailed proposed

scope of work showing how it will meet the project requirements stated in this section. The objectives for this project include the following:

- Establish a plan/s for long-term, sustainable, community-focused activities that increase bringing people to good food or good food to the residents of Sharswood and Hartranft. (Note: While Sharswood and Hartranft are geographically proximal to one another, we recognize that each neighborhood has distinct assets and challenges. Thus, different approaches may be required to address hunger in these separate communities.)

Services and Tangible Work Products

Philabundance requires a minimum of the services listed below, including the specific tasks and work activities described. Applicant's proposed scope of work should state in detail how it will carry out each task, including the personnel/job titles responsible for completing the task. For each service specified, the Applicant should propose criteria to determine when the tasks comprising the service are satisfactorily completed. Applicants are encouraged to be creative and propose additional or revised services that will achieve the project objectives.

Task 1: Project kickoff meeting

The Applicant will organize a project kickoff meeting that proposes a detailed work plan, sets meeting and deadline schedules, and confirms project milestones. The Applicant will submit a detailed work plan, including meeting and deadline schedule, and project milestones, no later than two (2) weeks after the Project Kickoff meeting. Philabundance reserves the right to provide feedback on drafts of the work plan until it meets our requirements. The Director, Ending Hunger for Good will support the Applicant in organizing required meetings.

Minimum required meetings following the kickoff meeting will include:

- Weekly calls and/or meetings as needed with EHFG Team regarding project status, challenges, findings, deliverables, and schedule (may be made bi-weekly upon mutual agreement of Applicant and EHFG Team).
- Two to three in-person presentations to key stakeholder groups as identified by EHFG staff, potentially including but not limited to Senior Staff, the Ending Hunger for Good Advisory Council and/or the Philabundance Board.

Task 2: Reviewing research and background information

The Applicant will be well versed in urban food justice models from around the country and will also be aware of innovative food production and distribution models as tools for economic development in urban areas (i.e., food trucks, mobile markets, community gardens, buying clubs). The Applicant will incorporate a deep analysis of the intersectionality of food insecurity and other Social Determinants of Health throughout the planning process. The applicant will submit a memo documenting the Applicant's review and validation of background research, and additional data or gaps in information needed for further analysis.

Task 3: Asset and Needs Assessment

In the pre-planning phase of this project, residents identified the need for consistent access to culturally relevant, healthy fresh and prepared foods. The Applicant will conduct an asset and needs assessment of existing organizational capacity of local community-based organizations, local non-profits, and academic institutions to determine the food distribution model(s) best suited to increase both community food security and economic stability.

Task 4: Designing and executing a thorough community outreach strategy

The Applicant is expected to solicit input on the Plan from a wide range of stakeholders and thereby implement a planning process that considers diverse perspectives from local businesses, community-based organizations, and Sharswood and Hartranft residents who are most impacted by and vulnerable to food insecurity. The Applicant will work with Philabundance to develop this community engagement plan, which will include engagement strategies for target audiences, meeting schedules, and deadlines. Philabundance reserves the right to provide feedback on drafts of the plan until it meets our requirements. At a minimum, the Applicant is expected to inquire about the history of participants' experience with food access, their needs, proposed solutions and suggestions for other groups or communities to include in the planning process. The Applicant will document meeting minutes, analysis, and results of all engagement strategies employed.

The Applicant is also expected to offer a period of public comment on the draft of the Plan. We welcome the Applicant to utilize their expertise to advise Philabundance on how best to execute a community engagement strategy through their response to this RFP. Please provide a sample and/or a reference regarding your experience with or approach to community outreach.

Task 5: Develop recommendations and implementation plan to meet needs

The Applicant will use results from the above tasks to develop content for the Plan, including:

- Analysis of access in the existing food environment, including needs assessment and existing local CBO (Community Based Organization) capacity,
- Short, mid, and long-term strategy recommendations for sustainable food distribution activities that increase bringing people to food or food to the people of Sharswood and Hartranft and contribute towards community economic stability
- Strategy recommendations to define partner (city/non-profit/private) collaborations
- The Applicant is encouraged to develop a range of strategies or options for Philabundance and stakeholders to review prior to selecting the final recommendations and implementation strategies for the Plan
- An implementation plan that lays out how to achieve those recommendations; and
- Analysis of current funders and identification of new potential funders that correspond with the short, mid, and long-term food justice plan recommendations for the Sharswood and Hartranft communities.

Task 6: Create Sharswood and Hartranft Thrive Food Justice Plan(s)

The Applicant will integrate information gathered from tasks one to five to create an effective and digestible Sharswood and Hartranft Thrive Foodscape Plan. A successful Plan will include recommendations for how the Philabundance and partners can support, both through maintenance and growth, long-term food justice models that contribute to increases in food security for residents of Sharswood and Hartranft. A successful Plan will also have content that is accessible to a general audience and will be designed for public consumption. Providing graphic design services to develop a clear layout and attractive design for the Plan is optional. If the Applicant plans to provide graphic design services, please include a description of these services and an optional line item in the budget of your proposal.

The Applicant will also attach an Appendix to the Plan that will incorporate all documentation and results from tasks one through five, including facilitated public meetings, roundtable discussions, stakeholder interviews, and any other public engagement strategies employed.

Philabundance reserves the right to provide feedback on drafts of the Plan until it meets our requirements and expects the Applicant to offer a period of public comment on the draft plan, as per the Applicant's successful community outreach strategy.

Anticipated Budget and Payment Structure

A projected budget for project implementation is complete and will be provided to finalists. Please provide your fee structure outlining the total consulting fees to accomplish this project based on the project scope below.

Qualifications

A successful Applicant (or Applicant team) will have the following qualifications:

- Experience writing technical content for a general audience.
- Strong ties to Philadelphia communities.
- An understanding of the intersectionality of food insecurity and other Social Determinants of Health.
- Knowledge of the North Philadelphia area.
- Minimum five years' experience working with under-resourced communities.
- Proven cultural competency to work with a variety of stakeholders and potentially in a variety of languages.
- A minimum of two samples of like projects previously completed.
- Fluent Spanish speaker on staff.
- Experience working in BIPOC communities.
- Optional: Graphic Design Experience.

Responsibilities

Philabundance agrees:

- To meet on a regular pre-determined basis throughout the project period.
- To provide access to current Philabundance partners or stakeholders deemed appropriate for data collection.
- To pay applicable expenses, per a signed agreement, within 10 days (about 1 and a half weeks) of receipt of the invoice.

Consultant agrees:

- To keep Philabundance informed regarding progress at pre-determined intervals.
- To obtain Philabundance approval prior to any deviation from the agreed upon Scope of Work.
- To maintain confidential all information and contacts that Philabundance provides within the context of this project.

Submission of Proposal

Key Scoring Criteria

Applications will be reviewed through a selection process that involves ranking applications on the demonstrated strength to the following criteria:

- Capacity. Organizational capacity to carry out the proposed food justice activities that will help to alleviate immediate needs and ensure equitable long-term access to food for all residents.
- Equity. Commitment to increasing equitable access to nutritious, local food for residents of Sharswood and Hartranft who have historically experienced food and/or nutrition insecurity and lack access to local food options.
- Coordination & Collaboration. Commitment to collaboration and coordination across the food supply chain and in partnership with community members toward ensuring equitable access to high-quality food.
- Community-centered approach: A community-centered approach mobilizes assets within communities, promotes equity and increases people's control over their health and lives.

Process and Timing

Philabundance will solicit a minimum of three proposals to complete the Feasibility Study (Project Part One). All proposals will be evaluated by the Ending Hunger for Good (EHFG) Department. EHFG may request further information from the consultant relating to the submitted proposal. **The last date to submit proposals is February 18, 2022.** The subject line of the email submission should state “THRIVE Foodscape Proposal” and should be sent to endinghunger@philabundance.org.

EHFG will select a consultant by March 4, 2022, with an estimated project end date of August 26, 2022. EHFG shall communicate the results to the selected consultant by March 8, 2022. The decision will be communicated to all the participants.