



Amendment No. 2  
to  
Contract No. MA 9100 NN180000012  
for  
Healthy Food Retail Initiative  
between  
Go Austin / Vamos Austin dba GAVA  
and the  
City of Austin

1.0 The City hereby amends the above referenced Contract to make the following changes:

1.1 Delete Project Budget and replace with the attached Project Budget.

2.0 The total Contract amount is unchanged. The total Contract authorization is recapped below:

Term	Additional Contract Funding Amount for the Term	Total Contract Amount
Initial Term: 10/01/2018 – 09/30/2019	\$0.00	\$58,000.00
Amendment No. 1: modification of the Section 0500 Scope of Work	\$0.00	\$58,000.00
Amendment No. 2: modification of Budget	\$0.00	\$58,000.00

3.0 MBE/WBE goals were not established for this contract.

4.0 By signing this Amendment the Contractor certifies that the Contractor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the General Services Administration (GSA) List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.

6.0 ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

BY THE SIGNATURE(S) affixed below, this Amendment is hereby incorporated and made a part of the above-referenced contract.

Signature & Date:

Carmen Llanes Pulido  
Executive Director

Go Austin / Vamos Austin dba GAVA  
3710 Cedar Street, Suite 230  
Austin, TX 78705

Signature & Date:

John Hilbun, Contract Mgmt Specialist IV  
City of Austin  
Purchasing Office



Amendment No. 1  
to  
Contract No. MA 9100 NN180000012  
for  
Healthy Food Retail Initiative  
between  
Go Austin / Vamos Austin dba GAVA  
and the  
City of Austin

1.0 The City hereby amends the above referenced Contract to make the following changes:

1.1 Delete Section 0500 Scope of Work and replace with the attached Section 0500 Scope of Work last modified on November 8, 2018.

2.0 The total Contract amount is unchanged. The total Contract authorization is recapped below:

Term	Additional Contract Funding Amount for the Term	Total Contract Amount
Initial Term: 10/01/2018 – 09/30/2019	\$0.00	\$58,000.00
Amendment No. 1: modification of the Section 0500 Scope of Work	\$0.00	\$58,000.00

3.0 MBE/WBE goals were not established for this contract.

4.0 By signing this Amendment the Contractor certifies that the Contractor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the General Services Administration (GSA) List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.

6.0 ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

BY THE SIGNATURE(S) affixed below, this Amendment is hereby incorporated and made a part of the above-referenced contract.

Signature & Date:

Carmen Llanes Pulido  
Executive Director

Go Austin / Vamos Austin dba GAVA  
3710 Cedar Street, Suite 230  
Austin, TX 78705

Signature & Date:

John Hibun, Contract Mgmt Specialist IV  
City of Austin  
Purchasing Office

**CITY OF AUSTIN PURCHASING OFFICE**  
**SECTION 0500: SCOPE OF WORK**  
**RFP 9100 JRH0117: HEALTHY FOOD RETAIL INITIATIVE**

**1.0 Introduction**

The City of Austin, Austin Public Health Department (APH) promotes and protects a healthy community through the use of best practices and community partnerships. The mission of APH's Chronic Disease and Injury Prevention Program (CDIP) is to inspire people to take steps to adopt healthy lifestyles through promoting and modeling healthy behaviors, preventing and managing chronic disease, and promoting policy, systems, and environmental change. CDIP brings together local coalitions, businesses, non-profits, schools, and community members to create lasting changes that make it easier for everyone to be healthier.

**2.0 Purpose**

APH requests proposals from qualified organizations to be a partner (Contractor) in the Healthy Food Retail Initiative (HFRI) to provide assistance in:

1. Supporting the Healthy Corner Store Initiative (HCSI) in 78744 and 78745 through:
  - a. Increasing the varieties of fresh produce and other healthy and affordable products offered in neighborhood convenience stores.
  - b. Training residents to engage with the community concerning healthy food options, and;
  - c. Developing the leadership capacity of residents to strengthen the healthy corner store model through relationships with store owners.
2. Researching, testing, and assessing feasibility of alternative options for increasing the quantity and variety of affordable produce and other healthy options offered in the community such as at-home grocery and meal-kit delivery, incentive programs, etc.

**3.0 Background**

APH's CDIP Program has worked with partners to implement healthy food retail initiatives for over three years. The program facilitated training from The Food Trust, a nationally recognized leader in healthy corner stores. A local community coalition, Go Austin / Vamos! Austin (GAVA), implemented the first pilot of the healthy corner store project in the 78744 and 78745 ZIP codes in Austin in 2015, and expanded this initiative to ten (10) healthy corner stores during 2016 and 2017.

Austin City Council has allocated ongoing healthy food access funding in the APH general fund budget to improve access to healthy and affordable foods in areas that lack access and have high rates of chronic disease. Collectively, these programs are called "Fresh for Less". More information about Fresh for Less can be found at [freshforlessaustin.org](http://freshforlessaustin.org). The City is issuing this solicitation to build upon the work completed during the pilot phase with the establishment of the program within the initial ten healthy corner stores.

Stores will be characterized as Tier 1, Tier 2, or Tier 3 based on the number of healthy food offerings and capacity to display and market these items. Exhibit A describes this tier structure. The Contractor shall

**CITY OF AUSTIN PURCHASING OFFICE**  
**SECTION 0500: SCOPE OF WORK**  
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coordinate with store owners and managers to increase the square footage of stores that is devoted to fresh fruits and vegetables, healthy grab-and-go foods such as cut fruit, salads, etc., and other healthy staple goods, and shall improve marketing, presentation, and promotion of these items. Contractor shall assist stores in making gradual improvements to move from Tier 1 to 3.

### **3.1 Target Populations**

The initiative shall support increasing available outlets for healthy food offerings and increasing sales of healthy foods in corner stores in areas within the City that are experiencing high rates of chronic disease and have limited access to healthy foods. The initiative shall focus on the 78744 and 78745 ZIP codes with the flexibility to expand to more areas if feasible for the contractor.

### **3.2 Budget**

The budget for this initiative is \$58,000 for the initial 12-month term and \$58,000 for each of two 12-month extension options, for a total contract amount not-to-exceed \$174,000. The budget is all-inclusive (e.g. all labor, materials, supplies, equipment, transportation, translation, administrative management) to fulfill the requirements of the contract.

#### **4.0 Eligible Respondents shall:**

- Be non-profit organizations with tax exempt status.
- Have experience engaging the Austin-area community and directly integrating community residents to achieve goals related to improved health.
- Have experience with food access or nutrition.
- Have experience working with low-income communities and communities of color using culturally appropriate strategies.

#### **5.0 Contractor's Responsibilities**

The Contractor shall furnish all necessary services, qualified personnel, materials, equipment, transportation/travel, and facilities to perform the specified requirements of this contract listed below. The Contractor shall also work directly with a business and marketing consultant (hired by APH) to:

- Support the increase in healthy product variety.
- Cultivate business relationships with store owners.
- Implement recommended marketing and pricing strategies that align with other APH Fresh for Less healthy food access initiatives. This includes use of logos and branding materials, as well as pricing recommendations that will be provided to the contractor upon contract award.
- Research and implement alternative options for increasing affordable fresh produce and other healthy food offerings into the community, such as at-home grocery delivery. Assess the feasibility of these options and incorporate new initiatives into the scope of work when applicable.

#### **5.1 The Contractor shall:**



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- 5.1.1** Develop the leadership capacity of residents to implement the Healthy Corner Store Initiative and healthy food access efforts with local 78744 and 78745 corner stores and more areas if feasible with the goal to increase the availability and variety of healthy food items in the community.
- 5.1.1.1 Recruit and re-engage residents and create an outreach spreadsheet to be updated on an on-going basis of potential resident leaders and engage them in joining healthy food access efforts.
- 5.1.1.2 Identify healthy items (produce, grab-and-go, and shelf stable) desired by the community to be stocked in participating stores through community engagement process.
- 5.1.1.3 Conduct at least one (1) formal meeting with residents concerning healthy food access and community organizing.
- 5.1.2** Set up a long-term supply chain of healthy food items to include produce and healthy grab-and-go items.
- 5.1.2.1 Work with business consultant to support store owners in procuring and maintaining healthy and affordable food options (produce, grab-and-go, and shelf stable) to support participation in the initiative and overall business operations.
- 5.1.2.2 Ensure participating store owners are aware of and understand the process for implementing new and potential sourcing and distribution options to help increase the variety of healthy items and produce available at stores and the affordability of these options, and promote store sustainability.
- 5.1.2.3 Conduct at least two (2) orientation trainings with store owners and business consultant to promote participation in the HCSI project, and emphasize the financial rewards of participation in the program.
- 5.1.3** Maintain store participation and explore potential outside of current zip codes, which is currently eight stores in the 78744 and 78745 zip codes. Current stores that are participating in this initiative are the following:

Teri Metro Mart	2009 Teri Rd.	Austin	Texas	78744
Hula Hu Market	4901 S 1st St.	Austin	Texas	78745
EZ Food Store #5	6400 S 1st St.	Austin	Texas	78745
EZ Food Store #3	710 W William Cannon Dr.	Austin	Texas	78745
Bread Basket	2623 Jones Rd.	Austin	Texas	78745
Citgo Food Spot	6607 S Pleasant Valley	Austin	Texas	78744
7-Eleven	6306 Manchaca Rd.	Austin	Texas	78745
Stassney Food Mart	5717 S IH-35	Austin	Texas	78744

- 5.1.3.1 Obtain renewed Memoranda of Understanding (MOUs) at participating stores by the end of the contract year. These MOUs constitute participation in the program and document the additional healthy items store owners commit to stocking.

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Coordinate with store owners prior to end date to foster retention.

5.1.3.2 Maintain monthly (as needed) spreadsheet documenting meetings with store owners, changes in inventory, marketing and outreach, potential new stores (including those outside 78744 & 78745), and other data points agreed upon between contractor and APH team.

5.1.3.3 Explore opportunities to expand supply chain through networks (i.e. GAMA).

**5.1.4 Monitor performance and participation in the initiative**

5.1.4.1 Obtain documentation on a quarterly basis of all healthy food sections, healthy food promotions, healthy food education, healthy food marketing, and healthy food that is stocked in equipment purchased by GAVA/APH for past and current participation in the initiative. This may be through photographs and/or other documentation approved by APH.

5.1.4.2 Issue a \$100 incentive to compliant stores, which ensures documentation and physical proof of the additional healthy items store owners commit to stocking upon signing/re-signing MOU.

5.1.4.3 Work with store owners to display outside-of-store and in-store marketing materials (e.g. stickers, shelf talkers, countertop signs), update any current materials if needed, and implement demand driving marketing strategies, as needed.

**5.1.5 Healthy food retail expansion**

5.1.5.1 Work with business consultant to research and explore other convenient options for bringing healthy and affordable food choices to the community, such as at-home delivery.

5.1.5.2 Identify and launch one (1) food access strategy to pilot (such as food buying groups or ordering platforms in the community).

5.1.5.3 Develop recommendations for incorporating any new initiative into the scope of work.

5.1.5.4 Outline process for any new recommended initiatives.

5.1.5.5 Assess feasibility and incorporate into scope.

**5.1.6 Program Reporting**

5.1.6.1 Complete monthly reporting and submit to APH Program Coordinator by an agreed upon day of each month. On a quarterly basis, documentation of 5.1.4.1 must also be included in this report.

5.1.6.2 Collaborate with APH and external evaluation team from University of Texas Health Sciences Center on a process and outcome evaluation to measure the effectiveness of program delivery and impact on purchase of healthy items.

5.1.6.3 Complete end of year report which includes best practices and lessons learned.

**5.2 City's Responsibilities**

**5.2.1** The City's Contract Manager will be responsible for exercising general oversight of the

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**SECTION 0500: SCOPE OF WORK**  
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Contractor's activities in completing the Scope of Work.

- 5.2.2** The Contract Manager will represent the City's interests in resolving day-to-day issues that may arise during the term of the Contract.
- 5.2.3** The Contract Manager will promptly review any written reports submitted by the Contractor, and will review and process invoices for payment, as appropriate.
- 5.2.4** The City's Contract Manager will give the Contractor timely feedback on the acceptability of progress and task reports.

**6.0 Deliverables**

Deliverable	Activities	Deadline
Develop the leadership capacity of residents to implement the Healthy Corner Store Initiative and healthy food access efforts with local 78744 and 78745 corner stores with the goal to increase the availability and variety of healthy food items in the community.	Recruit and re-engage residents through 1-on-1 meetings, group meetings, block walking & outreach with at least 2 residents per store adoption. Create an outreach spreadsheet to be updated on an on-going basis of potential resident leaders and engage them in joining a food retail store adoption team or healthy food access efforts.	Monthly
	Identify healthy items (produce, grab-and-go, and shelf stable) desired by the community to be stocked in participating stores through 1:1 meetings, block walks, surveys and/or conversations.	Within first three months of contract
	Conduct at least 1 formal meeting with residents around healthy food access and community organizing.	Annually
Set up a long-term supply chain of healthy food items to include produce and healthy grab-and-go items.	Work with business consultant to support store owners in procuring and maintaining healthy and affordable food options (produce, grab-and-go, and shelf stable), participation in initiative, and overall business operations.	Monthly
	Ensure participating store owners are aware of and understand process for new and potential sourcing and distribution options to help increase variety of healthy items and produce available at stores and the affordability of these options, and promote store sustainability.	Ongoing
	Conduct at least two orientation trainings with store owners and business consultant to promote participation in the HCSI project, and emphasize the financial rewards of participation in the program.	Yearly
Maintain store participation and explore potential outside of current zip codes	Obtain renewed MOUs at participating stores by the end of the contract year. Coordinate with store owners prior to end date to foster retention.	Yearly. Ongoing (depends on original MOU dates)
	Maintain spreadsheet documenting meetings with store owners, changes in inventory, marketing and	Monthly

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	outreach, potential new stores (including those outside 78744 & 78745), and other data points agreed upon between GAVA and APH team.	
	Explore opportunities to expand supply chain through networks (i.e. GAMA)	Quarterly
Monitor performance and participation in the initiative	Obtain photo documentation on a quarterly basis of all healthy food sections, healthy food promotions, healthy food education, healthy food marketing, and healthy food that is stocked in equipment purchased by GAVA/APH for past and current participation in the initiative	Quarterly
	Issue \$100 incentive to compliant stores upon signing/resigning MOUs; ensure documentation of new items	Ongoing (depends on original MOU signature dates)
	Work with store owners to display outside of store and in-store marketing materials (e.g. stickers, shelf talkers, counter-top signs), update any current materials if needed, and implement demand driving marketing strategies.	Within 2 months of contract award; signage needs reassessed quarterly
Healthy food retail expansion	Work with business consultant to research and explore other convenient options for bringing healthy and affordable food choices to the	Within 3 months of contract award

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	community, such as at-home delivery.	
	Identify and launch one food access strategy to pilot (such as food buying groups or ordering platforms in the community).	By end of the year
	Develop recommendations for incorporating any new initiative into the Scope of Work.	Within 6 months of contract award
	Outline process for any new recommended initiatives.	Within 6 months of contract award
	Assess feasibility and incorporate into Scope of Work.	By end of year
Program Reporting	Complete monthly reporting and submit to APH Program Coordinator by an agreed upon day of each month.	Monthly
	Collaborate with APH and external evaluation team from University of Texas Health Science Center on a process and outcome evaluation to measure the effectiveness of program delivery and impact on purchase of healthy items.	Ongoing
	Complete end of year report.	Annually, end of year

## **7.0 Exhibits**

Exhibit A - Tier Structure and Data Collection





## City of Austin

### Purchasing Office, Financial Services Department

P.O. Box 1088, Austin, TX 78767

August 24, 2018

Go Austin / Vamos Austin dba GAVA  
Carmen Llanes Pulido  
Executive Director  
3710 Cedar Street, Suite 230  
Austin, TX 78705

Dear Ms. Llanes:

The City of Austin approved the execution of a contract with your company for Healthy Food Retail Initiative in accordance with the referenced solicitation.

Responsible Department:	Healthy Food Retail Initiative
Department Contact Person:	Stephanie Helfman
Department Contact Email Addr:	<a href="mailto:stephanie.helfman@austintexas.gov">stephanie.helfman@austintexas.gov</a>
Department Contact Telephone:	512-972-5222
Project Name:	Healthy Food Retail Initiative
Contractor Name:	Go Austin / Vamos Austin dba GAVA
Contract Number:	MA 9100 NN180000012
Contract Period:	12-month initial term – October 1, 2018 – September 30, 2019
Dollar Amount	\$58,000 for the initial Contract term and \$58,000 for each extension option, for a total not-to-exceed \$174,000
Extension Options:	Two (2) 12-month options
Solicitation Type:	Request for Proposals
Solicitation Number:	RFP 9100 JRH0117

Thank you for your interest in doing business with the City of Austin. If you have any questions regarding this contract, please contact the person referenced under Department Contact Person.

Sincerely,

John Hilbun  
Contract Mgmt Specialist IV  
City of Austin  
Purchasing Office

cc: Stephanie Helfman, Austin Public Health

**CONTRACT BETWEEN THE CITY OF AUSTIN (“City”)  
AND  
Go Austin / Vamos Austin dba GAVA (“Contractor”)  
for  
Healthy Food Retail Initiative  
MA 9100 NN180000012**

The City accepts the Contractor’s Offer (as referenced in Section 1.1.3 below) for the above requirement and enters into the following Contract.

This Contract is between Go Austin / Vamos Austin dba GAVA having offices at 3710 Cedar Street, Suite 230, Austin, TX 78705 and the City, a home-rule municipality incorporated by the State of Texas, and is effective as of the date executed by the City (“Effective Date”).

Capitalized terms used but not defined herein have the meanings given them in Solicitation Number RFP 9100 JRH0117.

**1.1 This Contract is composed of the following documents:**

- 1.1.1 This document
- 1.1.2 The City’s Solicitation, RFP 9100 JRH0117 including all documents incorporated by reference
- 1.1.3 Go Austin / Vamos Austin dba GAVA Offer, dated July 13, 2018, including subsequent clarifications

**1.2 Order of Precedence.** Any inconsistency or conflict in the Contract documents shall be resolved by giving precedence in the following order:

- 1.2.1 This document
- 1.2.2 The City’s Solicitation as referenced in Section 1.1.2, including all documents incorporated by reference
- 1.2.3 The Contractor’s Offer as referenced in Section 1.1.3, including subsequent clarifications.

**1.3 Term of Contract.** The Contract shall become effective on October 1, 2018 and shall remain in effect for an initial term of 12 months. The Contract may be extended beyond the initial term for up to two (2) additional 12-month periods at the City’s sole option.

1.3.1.1 If the City exercises any extension option, all terms, conditions, and provisions of the Contract shall remain in effect for that extension period.

1.3.1.2 Upon expiration of the initial term or any period of extension, the Contractor agrees to hold over under the terms and conditions of this Contract for such a period of time as is reasonably necessary for the City to re-solicit and/or complete the deliverables due under the Contract (not to exceed 120 calendar days unless mutually agreed to in writing).

**1.4 Compensation.** The Contractor shall be paid a total Not-to-Exceed amount of \$58,000 for the initial Contract term and \$58,000 for each extension option for a total contract amount Not-to-Exceed \$174,000. Payment shall be made upon successful completion of services as outlined in each individual Delivery Order.

- 1.5 **Quantity of Work.** There is no guaranteed quantity of work for the period of the Contract and there are no minimum order quantities. Work will be on an as needed basis as specified by the City for each Delivery Order

This Contract (including any Exhibits) constitutes the entire agreement of the parties regarding the subject matter of this Contract and supersedes all prior and contemporaneous agreements and understandings, whether written or oral, relating to such subject matter. This Contract may be altered, amended, or modified only by a written instrument signed by the duly authorized representatives of both parties.

In witness whereof, the parties have caused a duly authorized representative to execute this Contract on the date set forth below.

**Go Austin! / Vamos! Austin dba GAVA**

**CITY OF AUSTIN**

CARMEN LLANES PULIDO

Printed Name of Authorized Person

Carmen Llanes Pulido

Signature

EXECUTIVE DIRECTOR

Title:

8-21-18

Date:

John Hilbun

Printed Name of Authorized Person

John Hilbun

Signature

Contract Mgmt Specialist IV

Title:

08/24/18

Date:



**CITY OF AUSTIN, TEXAS**  
**Purchasing Office**  
**REQUEST FOR PROPOSAL (RFP)**  
**OFFER SHEET**

**SOLICITATION NO:** RFP 9100 JRH0117

**DATE ISSUED:** June 25, 2018

**COMMODITY/SERVICE DESCRIPTION:** Healthy Food Retail Initiative

**REQUISITION NO.:** RQM 9100 18032900396

**COMMODITY CODE:** 95243

**PRE-PROPOSAL CONFERENCE TIME AND DATE:** 10:00 am CST  
July 9, 2018

**LOCATION:** Public Health Conference Room, 7201 Levander Loop,  
Austin, TX 78702  
Conference Number: (512) 974-9300 Participant Code: 203078

**FOR CONTRACTUAL AND TECHNICAL  
ISSUES CONTACT THE FOLLOWING  
AUTHORIZED CONTACT PERSON:**

John Hilbun  
Contract Management Specialist IV

**Phone:** (512) 974-1054

**E-Mail:** [john.hilbun@austintexas.gov](mailto:john.hilbun@austintexas.gov)

Michelle Pearson  
Procurement Specialist II

**Phone:** (512) 974-2023

**E-Mail:** [michelle.pearson@austintexas.gov](mailto:michelle.pearson@austintexas.gov)

**PROPOSAL DUE PRIOR TO:** 2:00 pm CST, July 17, 2018

**PROPOSAL OPENING TIME AND DATE:** 3:00 pm CST, July 17,  
2018

**LOCATION:** MUNICIPAL BUILDING, 124 W 8<sup>th</sup> STREET  
RM 308, AUSTIN, TEXAS 78701

**LIVE SOLICITATION OPENING ONLINE:** For RFP's, only the  
names of respondents will be read aloud

**For information on how to attend the Solicitation Closing online, please  
select this link:**

<http://www.austintexas.gov/departments/bid-opening-webinars>

**When submitting a sealed Offer and/or Compliance Plan, use the proper address for the type of service desired, as shown below:**

<b>Address for US Mail (Only)</b>	<b>Address for FedEx, UPS, Hand Delivery or Courier Service</b>
City of Austin	City of Austin, Municipal Building
Purchasing Office-Response Enclosed for Solicitation # RFP 9100 JRH 0117	Purchasing Office-Response Enclosed for Solicitation # RFP 9100 JRH0117
P.O. Box 1088	124 W 8 <sup>th</sup> Street, Rm 308
Austin, Texas 78767-8845	Austin, Texas 78701
	Reception Phone: (512) 974-2500

**NOTE: Offers must be received and time stamped in the Purchasing Office prior to the Due Date and Time. It is the responsibility of the Offeror to ensure that their Offer arrives at the receptionist's desk in the Purchasing Office prior to the time and date indicated. Arrival at the City's mailroom, mail terminal, or post office box will not constitute the Offer arriving on time. See Section 0200 for additional solicitation instructions.**

**All Offers (including Compliance Plans) that are not submitted in a sealed envelope or container will not be considered.**

**SUBMIT 1 ORIGINAL AND 1 ELECTRONIC COPY OF YOUR RESPONSE**

**\*\*\*SIGNATURE FOR SUBMITTAL REQUIRED ON PAGE 3 OF THIS DOCUMENT\*\*\***

**This solicitation is comprised of the following required sections. Please ensure to carefully read each section including those incorporated by reference. By signing this document, you are agreeing to all the items contained herein and will be bound to all terms.**

<b>SECTION NO.</b>	<b>TITLE</b>	<b>PAGES</b>
0100	STANDARD PURCHASE DEFINITIONS	*
0200	STANDARD SOLICITATION INSTRUCTIONS	*
0300	STANDARD PURCHASE TERMS AND CONDITIONS	*
0400	SUPPLEMENTAL PURCHASE PROVISIONS	4
0500	SCOPE OF WORK	8
0600	PROPOSAL PREPARATION INSTRUCTIONS & EVALUATION FACTORS	5
0605	LOCAL BUSINESS PRESENCE IDENTIFICATION FORM – Complete and return	2
0630	EXCEPTIONS FORM	1
0800	NON-DISCRIMINATION AND NON-RETALIATION CERTIFICATION–Complete and return	2
0805	NON-SUSPENSION OR DEBARMENT CERTIFICATION	*
0810	NON-COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING CERTIFICATION	*
0835	NONRESIDENT BIDDER PROVISIONS – Complete and return	1
0840	SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE PREFERENCE	1

**\* Documents are hereby incorporated into this Solicitation by reference, with the same force and effect as if they were incorporated in full text. The full text versions of the \* Sections are available on the Internet at the following online address:**

[http://www.austintexas.gov/financeonline/vendor\\_connection/index.cfm#STANDARDBIDDOCUMENTS](http://www.austintexas.gov/financeonline/vendor_connection/index.cfm#STANDARDBIDDOCUMENTS)

**If you do not have access to the Internet, you may obtain a copy of these Sections from the City of Austin Purchasing Office located in the Municipal Building, 124 West 8<sup>th</sup> Street, Room #308 Austin, Texas 78701; phone (512) 974-2500. Please have the Solicitation number available so that the staff can select the proper documents. These documents can be mailed, expressed mailed, or faxed to you.**



**The undersigned, by his/her signature, represents that he/she is submitting a binding offer and is authorized to bind the respondent to fully comply with the solicitation document contained herein. The Respondent, by submitting and signing below, acknowledges that he/she has received and read the entire document packet sections defined above including all documents incorporated by reference, and agrees to be bound by the terms therein.**

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Federal Tax ID No. \_\_\_\_\_

Printed Name of Officer or Authorized  
Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Signature of Officer or Authorized  
Representative: \_\_\_\_\_

Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**\* Proposal response must be submitted with this signed Offer sheet to be considered for award**

**CITY OF AUSTIN PURCHASING OFFICE  
SECTION 0400: SUPPLEMENTAL PURCHASE PROVISIONS  
RFP 9100 JRH0117: HEALTHY FOOD RETAIL INITIATIVE**

The following Supplemental Purchasing Provisions apply to this solicitation:

1. **EXPLANATIONS OR CLARIFICATIONS:** (reference paragraph 5 in Section 0200)

All requests for explanations or clarifications must be submitted in writing to John Hilbun at [john.hilbun@austintexas.gov](mailto:john.hilbun@austintexas.gov) no later than 1:00 PM, one (1) week prior to the solicitation opening date.

2. **INSURANCE:** Insurance is required for this solicitation.

A. **General Requirements:** See Section 0300, Standard Purchase Terms and Conditions, paragraph 32, entitled Insurance, for general insurance requirements.

- i. The Contractor shall provide a Certificate of Insurance as verification of coverages required below to the City at the below address prior to contract execution and within 14 calendar days after written request from the City. Failure to provide the required Certificate of Insurance may subject the Offer to disqualification from consideration for award
- ii. The Contractor shall not commence work until the required insurance is obtained and until such insurance has been reviewed by the City. Approval of insurance by the City shall not relieve or decrease the liability of the Contractor hereunder and shall not be construed to be a limitation of liability on the part of the Contractor.
- iii. The Contractor must also forward a Certificate of Insurance to the City whenever a previously identified policy period has expired, or an extension option or holdover period is exercised, as verification of continuing coverage.
- iv. The Certificate of Insurance, and updates, shall be mailed to the following address:

City of Austin Purchasing Office  
P. O. Box 1088  
Austin, Texas 78767

OR

[PURInsuranceCompliance@austintexas.gov](mailto:PURInsuranceCompliance@austintexas.gov)

B. **Specific Coverage Requirements:** The Contractor shall at a minimum carry insurance in the types and amounts indicated below for the duration of the Contract, including extension options and hold over periods, and during any warranty period. These insurance coverages are required minimums and are not intended to limit the responsibility or liability of the Contractor.

- i. **Worker's Compensation and Employers' Liability Insurance:** Coverage shall be consistent with statutory benefits outlined in the Texas Worker's Compensation Act (Section 401). The minimum policy limits for Employer's Liability are \$100,000 bodily injury each accident, \$500,000 bodily injury by disease policy limit and \$100,000 bodily injury by disease each employee.
  - (1) The Contractor's policy shall apply to the State of Texas and include these endorsements in favor of the City of Austin:
    - (a) Waiver of Subrogation, Form WC420304, or equivalent coverage
    - (b) Thirty (30) days Notice of Cancellation, Form WC420601, or equivalent coverage
- ii. **Commercial General Liability Insurance:** The minimum bodily injury and property damage per occurrence are \$500,000 for coverages A (Bodily Injury and Property Damage) and B (Personal and Advertising Injury).
  - (1) The policy shall contain the following provisions:
    - (a) Contractual liability coverage for liability assumed under the Contract and all other Contracts related to the project.
    - (b) Contractor/Subcontracted Work.

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- (c) Products/Completed Operations Liability for the duration of the warranty period.
      - (d) If the project involves digging or drilling provisions must be included that provide Explosion, Collapse, and/or Underground Coverage.
    - (2) The policy shall also include these endorsements in favor of the City of Austin:
      - (a) Waiver of Subrogation, Endorsement CG 2404, or equivalent coverage
      - (b) Thirty (30) days Notice of Cancellation, Endorsement CG 0205, or equivalent coverage
      - (c) The City of Austin listed as an additional insured, Endorsement CG 2010, or equivalent coverage
  - iii. **Business Automobile Liability Insurance:** The Contractor shall provide coverage for all owned, non-owned and hired vehicles with a minimum combined single limit of \$500,000 per occurrence for bodily injury and property damage. Alternate acceptable limits are \$250,000 bodily injury per person, \$500,000 bodily injury per occurrence and at least \$100,000 property damage liability per accident.
    - (1) The policy shall include these endorsements in favor of the City of Austin:
      - (a) Waiver of Subrogation, Endorsement CA0444, or equivalent coverage
      - (b) Thirty (30) days Notice of Cancellation, Endorsement CA0244, or equivalent coverage
      - (c) The City of Austin listed as an additional insured, Endorsement CA2048, or equivalent coverage.
  - iv. **Blanket Crime Policy Insurance:** A Blanket Crime Policy shall be required with limits equal to or greater than the sum of all Contract funds allocated by the City. Acceptance of alternative limits shall be approved by Risk Management.
  - v. **Directors and Officers Insurance:** Directors and Officers Insurance with a minimum of not less than \$1,000,000 per claim shall be in place for protection from claims arising out of negligent acts, errors or omissions for directors and officers while acting in their capacities as such. If coverage is underwritten on a claims-made basis, the retroactive date shall be coincident with or prior to the date of the Contract and the certificate of insurance shall state that the coverage is claims made and the retroactive date. The coverage shall be continuous for the duration of the Contract and for not less than twenty-four (24) months following the end of the Contract. Coverage, including renewals, shall have the same retroactive date as the original policy applicable to the Contract or evidence of prior acts or an extended reporting period acceptable to the City may be provided. The Contractor shall, on at least an annual basis, provide the City with a certificate of insurance as evidence of such insurance.
- C. **Endorsements:** The specific insurance coverage endorsements specified above, or their equivalents must be provided. In the event that endorsements, which are the equivalent of the required coverage, are proposed to be substituted for the required coverage, copies of the equivalent endorsements must be provided for the City's review and approval.

**3. TERM OF CONTRACT:**

- A. The Contract shall commence upon execution, unless otherwise specified, and shall remain in effect for an initial term of 12 months. The Contract may be extended beyond the initial term for two additional 12-month periods at the City's sole option. If the City exercises any extension option, all terms, conditions, and provisions of the Contract shall remain in effect for that extension period, subject only to any economic price adjustment otherwise allowed under the Contract.
- B. Upon expiration of the initial term or any period of extension, the Contractor agrees to hold over under the terms and conditions of this Contract for such a period of time as is reasonably necessary for the City to re-solicit and/or complete the deliverables due under this Contract. Any hold over period will not exceed 120 calendar days unless mutually agreed on by both parties in writing.

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- C. Upon written notice to the Contractor from the City's Purchasing Officer or his designee and acceptance of the Contractor, the term of this contract shall be extended on the same terms and conditions for an additional period as indicated in paragraph A above.
- D. Prices are firm and fixed for the first 12 months. Thereafter, price changes are subject to the Economic Price Adjustment provisions of this Contract.
4. **QUANTITIES:** The quantities listed herein are estimates for the period of the Contract. The City reserves the right to purchase more or less of these quantities as may be required during the Contract term. Quantities will be as needed and specified by the City for each order. Unless specified in the solicitation, there are no minimum order quantities.
5. **INVOICES and PAYMENT:** (reference paragraphs 12 and 13 in Section 0300)

- A. Invoices shall contain a unique invoice number and the information required in Section 0300, paragraph 12, entitled "Invoices." Invoices received without all required information cannot be processed and will be returned to the vendor.

Invoices shall be mailed to the below address:

	City of Austin
Department	Public Health
Attn:	Sarah Axe, Food Access Coordinator
Address	15 Waller Street, 4 <sup>th</sup> Floor
City, State Zip Code	Austin, TX 78702

- B. The Contractor agrees to accept payment by either credit card, check or Electronic Funds Transfer (EFT) for all goods and/or services provided under the Contract. The Contractor shall factor the cost of processing credit card payments into the Offer. There shall be no additional charges, surcharges, or penalties to the City for payments made by credit card.
6. **RETAINAGE:** The City will withhold ten percent (10%) retainage until completion of all work required by the Contract. The Contractor's invoice shall indicate the amount due, less the retainage. Upon final acceptance of the work, the Contractor shall submit an invoice for the retainage to the City and payment will be made as specified in the Contract. Payment of the retainage by the City shall not constitute nor be deemed a waiver or release by the City of any of its rights and remedies against the Contractor for recovery of amounts improperly invoiced or for defective, incomplete or non-conforming work under the Contract.
7. **OWNERSHIP AND USE OF DELIVERABLES:** The City shall own all rights, titles, and interests throughout the world in and to the Deliverables.
- A. **Patents:** As to any patentable subject matter contained in the Deliverables, the Contractor agrees to disclose such patentable subject matter to the City. Further, if requested by the City, the Contractor agrees to assign and, if necessary, cause each of its employees to assign the entire right, title, and interest to specific inventions under such patentable subject matter to the City and to execute, acknowledge, and deliver and, if necessary, cause each of its employees to execute, acknowledge, and deliver an assignment of letters patent, in a form to be reasonably approved by the City, to the City upon request by the City.

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- B. **Copyrights:** As to any Deliverable containing copyrighted subject matter, the Contractor agrees that upon their creation, such Deliverables shall be considered as work made-for-hire by the Contractor for the City and the City shall own all copyrights in and to such Deliverables, provided however, that nothing in this Paragraph 36 shall negate the City's sole or joint ownership of any such Deliverables arising by virtue of the City's sole or joint authorship of such Deliverables. Should by operation of law, such Deliverables not be considered work made-for-hire, the Contractor hereby assigns to the City (and agrees to cause each of its employees providing services to the City hereunder to execute, acknowledge, and deliver an assignment to the City of Austin) all worldwide right, title, and interest in and to such Deliverables. With respect to such work made-for-hire, the Contractor agrees to execute, acknowledge and deliver and cause each of its employees providing services to the City hereunder to execute, acknowledge, and deliver a work-for-hire agreement, in a form to be reasonably approved by the City, to the City upon delivery of such Deliverables to the City or at such other time as the City may request.
- C. **Additional Assignments:** The Contractor further agrees to, and if applicable, cause each of its employees to execute, acknowledge, and deliver all applications, specifications, oaths, assignments, and all other instruments which the City might reasonably deem necessary in order to apply for and obtain copyright protection, mask work registration, trademark registration and/or protection, letters patent, or any similar rights in any and all countries and in order to assign and convey to the City, its successors, assigns, and nominees, the sole and exclusive right, title, and interest in and to the Deliverables, The Contractor's obligations to execute acknowledge, and deliver (or cause to be executed, acknowledged, and delivered) instruments or papers such as those described in this Paragraph 36 A., B., and C. shall continue after the termination of this Contract with respect to such Deliverables. In the event the City should not seek to obtain copyright protection, mask work registration or patent protection for any of the Deliverables, but should arise to keep the same secret, the Contractor agrees to treat the same as Confidential Information under the terms of Paragraph above.
8. **CONTRACT MANAGER:** The following person is designated as Contract Manager, and will act as the contact point between the City and the Contractor during the term of the Contract:

Sarah Axe, Food Access Coordinator

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15 Waller Street, 4<sup>th</sup> Floor

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Austin, TX 78702

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**1.0 Introduction**

The City of Austin, Austin Public Health Department (APH) promotes and protects a healthy community through the use of best practices and community partnerships. The mission of APH's Chronic Disease and Injury Prevention Program (CDIP) is to inspire people to take steps to adopt healthy lifestyles through promoting and modeling healthy behaviors, preventing and managing chronic disease, and promoting policy, systems, and environmental change. CDIP brings together local coalitions, businesses, non-profits, schools, and community members to create lasting changes that make it easier for everyone to be healthier.

**2.0 Purpose**

APH requests proposals from qualified organizations to be a partner (Contractor) in the Healthy Food Retail Initiative (HFRI) to provide assistance in:

1. Supporting the Healthy Corner Store Initiative (HCSI) in 78744 and 78745 through:
  - a. Increasing the varieties of fresh produce and other healthy and affordable products offered in neighborhood convenience stores.
  - b. Training residents to engage with the community concerning healthy food options, and;
  - c. Developing the leadership capacity of residents to strengthen the healthy corner store model through relationships with store owners.
2. Researching, testing, and assessing feasibility of alternative options for increasing the quantity and variety of affordable produce and other healthy options offered in the community such as at-home grocery and meal-kit delivery, incentive programs, etc.

**3.0 Background**

APH's CDIP Program has worked with partners to implement healthy food retail initiatives for over three years. The program facilitated training from The Food Trust, a nationally recognized leader in healthy corner stores. A local community coalition, Go Austin / Vamos! Austin (GAVA), implemented the first pilot of the healthy corner store project in the 78744 and 78745 ZIP codes in Austin in 2015, and expanded this initiative to ten (10) healthy corner stores during 2016 and 2017.

Austin City Council has allocated ongoing healthy food access funding in the APH general fund budget to improve access to healthy and affordable foods in areas that lack access and have high rates of chronic disease. Collectively, these programs are called "Fresh for Less". More information about Fresh for Less can be found at [freshforlessaustin.org](http://freshforlessaustin.org). The City is issuing this solicitation to build upon the work completed during the pilot phase with the establishment of the program within the initial ten healthy corner stores.

Stores will be characterized as Tier 1, Tier 2, or Tier 3 based on the number of healthy food offerings and capacity to display and market these items. Exhibit A describes this tier structure. The Contractor shall

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coordinate with store owners and managers to increase the square footage of stores that is devoted to fresh fruits and vegetables, healthy grab-and-go foods such as cut fruit, salads, etc., and other healthy staple goods, and shall improve marketing, presentation, and promotion of these items. Contractor shall assist stores in making gradual improvements to move from Tier 1 to 3.

### **3.1 Target Populations**

The initiative shall support increasing available outlets for healthy food offerings and increasing sales of healthy foods in corner stores in areas within the City that are experiencing high rates of chronic disease and have limited access to healthy foods. The initiative shall focus on the 78744 and 78745 ZIP codes with the flexibility to expand to more areas if feasible for the contractor.

### **3.2 Budget**

The budget for this initiative is \$58,000 for the initial 12-month term and \$58,000 for each of two 12-month extension options, for a total contract amount not-to-exceed \$174,000. The budget is all-inclusive (e.g. all labor, materials, supplies, equipment, transportation, translation, administrative management) to fulfill the requirements of the contract.

#### **4.0 Eligible Respondents shall:**

- Be non-profit organizations with tax exempt status, or be in the process of obtaining this status.
- Have experience engaging the Austin-area community and directly integrating community residents to achieve goals related to improved health.
- Have experience with food access or nutrition.
- Have experience working with low-income communities and communities of color using culturally appropriate strategies.

#### **5.0 Contractor's Responsibilities**

The Contractor shall furnish all necessary services, qualified personnel, materials, equipment, transportation/travel, and facilities to perform the specified requirements of this contract listed below. The Contractor shall also work directly with a business and marketing consultant (hired by APH) to:

- Support the increase in healthy product variety.
- Cultivate business relationships with store owners.
- Implement recommended marketing and pricing strategies that align with other APH Fresh for Less healthy food access initiatives. This includes use of logos and branding materials, as well as pricing recommendations that will be provided to the contractor upon contract award.
- Research and implement alternative options for increasing affordable fresh produce and other healthy food offerings into the community, such as at-home grocery delivery. Assess the feasibility of these options and incorporate new initiatives into the scope of work when applicable.

#### **5.1 The Contractor shall:**

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- 5.1.1 Develop the leadership capacity of residents to implement the Healthy Corner Store Initiative with local 78744 and 78745 corner stores and more areas if feasible with the goal to increase the availability and variety of healthy food items in the community.
  - 5.1.1.1 Recruit and re-engage residents and create an outreach spreadsheet to be updated on an on-going basis of potential resident leaders and engage them in joining a food retail store adoption team.
  - 5.1.1.2 Identify healthy items (produce, grab-and-go, and shelf stable) desired by the community to be stocked in participating stores through community engagement process.
  - 5.1.1.3 Conduct resident-led promotion events and other marketing initiatives involving resident leaders to promote the stores.
  - 5.1.1.4 Conduct at least one (1) formal training with residents concerning healthy food access and community organizing.
- 5.1.2 Set up a long-term supply chain of healthy food items to include produce and healthy grab-and-go items.
  - 5.1.2.1 Work with business consultant to support store owners in procuring and maintaining healthy and affordable food options (produce, grab-and-go, and shelf stable) to support participation in the initiative and overall business operations.
  - 5.1.2.2 Ensure participating store owners are aware of and understand the process for implementing new and potential sourcing and distribution options to help increase the variety of healthy items and produce available at stores and the affordability of these options, and promote store sustainability.
  - 5.1.2.3 Conduct at least one (1) formal training with store owners and business consultant to promote participation in the HCSI project, and emphasize the financial rewards of participation in the program.
- 5.1.3 Maintain store participation and explore potential outside of current zip codes, which is currently eight stores in the 78744 and 78745 zip codes. Current stores that are participating in this initiative are the following:

Teri Metro Mart	2009 Teri Rd.	Austin	Texas	78744
Hula Hu Market	4901 S 1st St.	Austin	Texas	78745
EZ Food Store #5	6400 S 1st St.	Austin	Texas	78745
EZ Food Store #3	710 W William Cannon Dr.	Austin	Texas	78745
Bread Basket	2623 Jones Rd.	Austin	Texas	78745
Texaco Food Spot	6607 S Pleasant Valley	Austin	Texas	78744
7-Eleven	6306 Manchaca Rd.	Austin	Texas	78745
Stassney Food Mart	5717 S IH-35	Austin	Texas	78744

In addition to the stores above, two additional stores in 78744 and 78745 are pending participation in this initiative and locations will be provided to the Contractor at a later date.

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- 5.1.3.1 Obtain renewed Memoranda of Understanding (MOUs) for at least 90% of participating stores at the end of their initial contract term. These MOUs constitute participation in the program and document the additional healthy items store owners commit to stocking. Coordinate with store owners prior to end date to foster retention.
- 5.1.3.2 Conduct short-term vision planning six (6) months into each store contract (Tier 2 and Tier 3 transition).
- 5.1.3.3 Determine in-store equipment needs with store owners.
- 5.1.3.4 Maintain spreadsheet documenting meetings with store owners, changes in inventory, marketing and outreach, potential new stores, and other data points agreed upon between contractor and APH team.
- 5.1.3.5 Strengthen relationships with HCSI-participating store owners who own multiple stores to build capacity and potential for expansion of initiative outside of 78744 and 78745.
- 5.1.3.6 Explore communities outside of 78744 and 78745 and potential store locations if opportunity arises to expand outside of existing zip codes; document this outreach.

**5.1.4 Monitor performance and participation in the initiative**

- 5.1.4.1 Obtain documentation on a quarterly basis of all healthy food sections, healthy food promotions, healthy food education, healthy food marketing, and healthy food that is stocked in equipment purchased by GAVA/APH for past and current participation in the initiative. This may be through photographs and/or other documentation approved by APH.
- 5.1.4.2 Issue a \$100 incentive to compliant stores, which ensures documentation and physical proof of the additional healthy items store owners commit to stocking upon re-signing MOU (Tier 2 and Tier 3).
- 5.1.4.3 Distribute fliers with maps of HCSI stores to selected households and neighborhoods near stores.
- 5.1.4.4 Work with store owners to display outside-of-store and in-store marketing materials (e.g. stickers, shelf talkers, countertop signs) or update any current materials if needed.
- 5.1.4.5 Work with Marketing Consultant to implement new strategies to support store owners' efforts to sell healthy items and drive resident demand to the corner stores.
- 5.1.4.6 Produce, distribute, and utilize community awareness marketing materials (e.g. tabling materials, raffle items, flyers, posters, social media ads, tote bags, t-shirts, signage, tents, mailers)

**5.1.5 Healthy food retail expansion**

- 5.1.5.1 Work with business consultant to research and explore other convenient options

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for bringing healthy and affordable food choices to the community, such as at-home delivery.

5.1.5.2 Develop recommendations for incorporating any new initiative into the scope of work.

5.1.5.3 Outline process for any new recommended initiatives.

5.1.5.4 Assess feasibility and incorporate into scope of work if feasible.

**5.1.6 Program Reporting**

5.1.6.1 Complete monthly reporting and submit to APH Program Coordinator by an agreed upon day of each month. On a quarterly basis, documentation of 5.1.4.1 must also be included in this report.

5.1.6.2 Collaborate with APH and external evaluation team from University of Texas Health Sciences Center on a process and outcome evaluation to measure the effectiveness of program delivery and impact on purchase of healthy items.

5.1.6.3 Complete end of year report which includes best practices and lessons learned.

**5.2 City's Responsibilities**

5.2.1 The City's Contract Manager will be responsible for exercising general oversight of the Contractor's activities in completing the Scope of Work.

5.2.2 The Contract Manager will represent the City's interests in resolving day-to-day issues that may arise during the term of the Contract.

5.2.3 The Contract Manager will promptly review any written reports submitted by the Contractor, and will review and process invoices for payment, as appropriate.

5.2.4 The City's Contract Manager will give the Contractor timely feedback on the acceptability of progress and task reports.

5.2.5 The City will provide the Contractor with marketing materials such as large banners, sign-a-cades, flyers, and window displays.

**6.0 Deliverables**

Deliverable	Activities	Deadline
Develop the leadership capacity of residents to implement the Healthy Corner Store Initiative with local 78744 and 78745 corner stores with the goal to increase the availability and variety of healthy food items in the community.	Recruit and re-engage residents through 1-on-1 meetings, group meetings, block walking & outreach, and event tabling with at least 2 residents per store adoption. Create an outreach spreadsheet to be updated on an on-going basis of potential resident leaders and engage them in joining a food retail store adoption team.	Monthly
	Identify healthy items (produce, grab-and-go, and shelf stable) desired by the community to be stocked in participating stores through 1:1	Within first three months of contract



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	meetings, block walks, surveys and/or conversations.	
	Conduct resident-led promotion events and other marketing initiatives involving resident leaders to promote the stores	Annually
	Conduct at least 1 formal training with residents around healthy food access and community organizing.	Annually
Set up a long-term supply chain of healthy food items to include produce and healthy grab-and-go items.	Work with business consultant to support store owners in procuring and maintaining healthy and affordable food options (produce, grab-and-go, and shelf stable), participation in initiative, and overall business operations.	Monthly
	Ensure participating store owners are aware of and understand process for new and potential sourcing and distribution options to help increase variety of healthy items and produce available at stores and the affordability of these options, and promote store sustainability.	Ongoing
	Conduct at least one formal training with store owners and business consultant to promote participation in the HCSI project, and emphasize the financial rewards of participation in the program.	Yearly
	Work with business consultant to explore at-home delivery and other convenient options for bringing healthy and affordable food choices to the community.	Ongoing
	Develop recommendations for incorporating any new initiative into the scope of work	Yearly
	Outline process for any new recommended initiatives.	Yearly
Maintain store participation and explore potential outside of current zip codes	Obtain renewed MOUs for at least 90% of participating stores at the end of their initial contract term. Coordinate with store owners prior to end date to foster retention.	Yearly. Ongoing (depends on original MOU dates)
	Conduct short-term vision planning 6 months into each store contract (Tier 2 and Tier 3 transition).	Yearly
	Determine in-store equipment needs with store-owners.	Monthly
	Maintain spreadsheet documenting meetings with store owners, changes in inventory, marketing and outreach, potential new stores, and other data points agreed upon between contractor and APH team.	Monthly

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	Strengthen relationships with HCSI participating store owners who own multiple stores to build capacity and potential for expansion of initiative outside of 78744 and 78745	Ongoing
	Explore communities outside of 78744 and 78745 and potential store locations if opportunity arises to expand outside of existing zip codes; document this outreach	Quarterly
Monitor performance and participation in the initiative	Obtain photo documentation on a quarterly basis of all healthy food sections, healthy food promotions, healthy food education, healthy food marketing, and healthy food that is stocked in equipment purchased by GAVA/APH for past and current participation in the initiative	Quarterly
	Issue \$100 incentive to compliant stores upon resigning MOU (Tier 2, and Tier 3); ensure documentation of new items	Ongoing (depends on original MOU signature dates)
	Distribute flyers with maps of HCSI stores to selected households and neighborhoods near stores.	Yearly
	Work with store owners to display outside of store and in-store marketing materials (e.g. stickers, shelf talkers, counter-top signs) or update any current materials if needed.	Within 2 months of contract award; signage needs reassessed quarterly
	Work with Marketing Consultant to implement new strategies to support store owners' efforts to sell healthy items and drive resident demand to the corner stores.	Within 3 months of contract award
	Distribute and utilize community awareness marketing materials (e.g. tabling materials, raffle items, flyers, posters, social media ads, tote bags, t-shirts, signage, tents, mailers)	Ongoing
	Work with business consultant to research and explore other convenient options for bringing healthy and affordable food choices to the community, such as at-home delivery.	Within 3 months of contract award
	Develop recommendations for incorporating any new initiative into the Scope of Work.	Within 6 months of contract award
	Outline process for any new recommended initiatives.	Within 6 months of contract award
	Assess feasibility and incorporate into Scope of Work if feasible.	Ongoing
Healthy food retail expansion		

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Program Reporting		
	Complete monthly reporting and submit to APH Program Coordinator by an agreed upon day of each month.	Monthly
	Collaborate with APH and external evaluation team from University of Texas Health Sciences Center on a process and outcome evaluation to measure the effectiveness of program delivery and impact on purchase of healthy items.	Ongoing
	Complete end of year report.	Annually, end of year

**7.0 Exhibits**

Exhibit A - Tier Structure and Data Collection

**Exhibit A - Healthy Food Retail Initiative**  
**Tier Structure and Data Collection**  
**Adapted from GAVA Go!Austin/Vamos! Austin and The Food Trust**

**Tier 1** (Minimum of 6 months to 1 year)

Step 1. Sign Tier 1 MOU with store

Step 2. Discuss the product menu of healthy items that could be added to the store inventory

Step 4. Complete a Baseline inventory of healthy foods currently stocked in the store

Step 5. Store begins stocking and selling the four (4) new healthy items

**Tier 1 Data Collection:**

- A. New Healthy Food Inventory (inventory of healthy foods being stocked in the store as a result of the initiative):  
Quarterly
- B. Full inventory of all healthy food stocked in the store - yearly.

**Transitioning to Tier 2** (1 year or more) Occurs when:

- Store show positive sales and demand for healthy items
- Store owner is planning to expand/add more healthy products to his/her store
- In Tier 2, the store will add at least four (4) more healthy items
- Store will receive additional equipment for marketing and/or display of healthy items as part of movement to Tier 2
- Store will sign Tier 2 MOU explaining roles and responsibilities at this level of program participation

**Tier 2 Data Collection:**

- A. New Healthy Food Inventory (inventory of healthy foods being stocked in the store as a result of the initiative):  
Quarterly
- B. Full inventory of all healthy food stocked in the store - yearly.

**Tier 3 - High Performing Stores (2 years of participation or greater)** Occurs when:

- Store receives larger refrigeration for sale of additional healthy, perishable items
- Stores commit to increased healthy food square footage
- Store may receive in-and-outside of store infrastructure changes and beautification
- Store receives business plan for supply chain sustainability of new healthy items
- Store receives marketing plan for sales sustainability of new healthy items
- Formalize a “store adoption” team of residents
- Store signs Tier 3 MOU outlining roles and responsibilities of each party at this level of program participation

**Tier 3 Data Collection:**

- A. New Healthy Food Inventory (inventory of healthy foods being stocked in the store as a result of the initiative):  
Quarterly
- B. Full inventory of all healthy food stocked in the store - yearly.

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**1. PROPOSAL FORMAT**

The original copy shall be submitted on 8.5 x 11 inch paper, bound or in a 3-ring binder, shall be clearly labeled as “**ORIGINAL**” and shall include the original signature of the person authorized to sign on behalf of the Proposer.

The electronic copy shall be an exact replica of the original paper copy. The electronic proposal shall be saved as a single PDF file copy of the original submitted paper proposal.

Organize your Proposal in the information sequence described below. Use tabs to divide each part of your Proposal and include a Table of Contents with page numbers. Proposers should provide all details in the Proposal described below and any additional information you deem necessary to evaluate your Proposal:

**Tab 1 - Required Documents:** Complete and submit the following documents:

- i. **Signed Addenda (all pages)**
- ii. **Signed Offer Sheet (pages 1-3)**
- iii. **Section 0605 - Local Business Presence Identification Form**
- iv. **Section 0630 - Exceptions Form**
- v. **Section 0800 - Non-Discrimination and Retaliation Certification**
- vi. **Section 0835 - Nonresident Bidder Provision**
- vii. **Section 0840 - Service-Disabled Veteran Business Enterprise**

**Tab 2 - Experience and Qualifications (40 points):** Provide the following information:

- i. Full name and address of your company; identify parent company if you are a subsidiary. Indicate whether you operate as a partnership, corporation, or individual. Include the State(s) in which incorporated or licensed to operate and how long your company has been in business.
- ii. Agency/Organization Experience and Qualifications. Describe your organization/agency's background in health, nutrition, or food access work, and experience engaging low income individuals and communities of color as well as other areas relevant to the Scope of Work. Describe your firm's background providing related services.
- iii. Personnel Experience and Qualifications. Provide resumes or bios for all individuals who will provide services under the Contract. Describe each individual's experience with health, nutrition, food access, community engagement, or similar projects related to this scope of work. Include details, such as educational background, position title, number of years with your firm, past employment, etc.

**Tab 3 - Approach, Methodology and Work Plan (40 points):**

Describe how you plan to accomplish the project described in the Scope of Work (Section 0500), and include any additional information you deem necessary to evaluate your proposal. At a minimum, specifically provide or indicate the following:

- i. Approach and Methodology: Describe the approach and methodology to be employed, underlying philosophies that inform the approach/methodology, organizational values, and the result intended and desired. Provide details on how your approach/methodology will meet or exceed the requirements described in the Scope of Work.

**CITY OF AUSTIN PURCHASING OFFICE**  
**SECTION 0600: PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS**  
**RFP 9100 JRH0117: HEALTHY FOOD RETAIL INITIATIVE**  
**Version 1.1 07/10/2018**

ii. Work Plan:

- a) Provide a detailed narrative of your proposed work plan for accomplishing the Scope of Work. Include a breakdown of the work by task and timeline. Include project deliverables provided in the Scope of Work and any other proposed milestones and deliverables as well as meetings, government Party responsibilities, etc.
- b) Proposed Project Team. Include names and titles of all personnel who will be assigned to this project. State the primary work assigned to each person and the percentage of time each person will devote to this project. Specify project leadership, team personnel, and reporting responsibilities. If use of subcontractors is proposed, identify their placement in the primary management structure, and provide internal management description for each subcontractor.

**Tab 4 - Total Evaluated Cost (10 points):**

Provide an all-inclusive cost proposal that itemizes materials, supplies, travel, and administrative burden to complete the project. Your organization's method of costing may or may not be used but shall be described. Indirect costs may comprise no more than 10% of the proposed cost proposal. Food is not allowable under the cost proposal.

**Tab 5 - Authorized Negotiator:**

Include name, address, and telephone number of person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters.

**Tab 6 - Exceptions to the Proposal: Include this form in your Proposal package (Section 0630):**

The Proposer shall clearly indicate each exception taken and indicate the alternative language along with the business need for the alternative language. The failure to identify exceptions or proposed changes with a full explanation will constitute acceptance by the Proposer of the Solicitation as proposed by the City. The City reserves the right to reject a Proposal containing exceptions, additions, qualifications or conditions not called for in the Solicitation.

2. **Local Business Presence:** The City seeks opportunities for businesses in the Austin Corporate City Limits to participate on City contracts. A firm (Offeror or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years, currently employs residents of the City of Austin, Texas, and will use employees that reside in the City of Austin, Texas, to support this contract. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm's headquarters that offers the services requested and required under this solicitation. Points will be awarded through a combination of the Offeror's Local Business Presence and/or the Local Business Presence of their subcontractors. Evaluation of the Team's Percentage of Local Business Presence will be based on the dollar amount of work as reflected in the Offeror's MBE/WBE Compliance Plan or MBE/WBE Utilization Plan. Specify if and by which definition the Offeror or Subcontractor(s) have a local business presence.
3. **Service-Disabled Veteran Business Enterprise ("SDVBE"):** Pursuant to the interim Service-Disabled Veteran Business Enterprise (SDVBE) Program, Offerors submitting proposals in response to a Request for Proposals shall receive a three point (3 percent) preference if the Offeror, at the same time the proposal is submitted, is certified by the State of Texas, Comptroller of Public Accounts as a Historically Underutilized Business and is a Service-Disabled Veteran Business Enterprise. This preference does not

**CITY OF AUSTIN PURCHASING OFFICE**  
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apply to subcontractors. To receive this preference, Offerors shall complete the enclosed Section 0840 Service-Disabled Veterans Business Enterprise Preference Form, in accordance with the Additional Solicitation Instructions included therein.

4. **Proposal Acceptance Period:** All proposals are valid for a period of one hundred and twenty (120) calendar days subsequent to the RFP closing date unless a longer acceptance period is offered in the proposal
5. **Proprietary Information:** All material submitted to the City becomes public property and is subject to the Texas Open Records Act upon receipt. If a Proposer does not desire proprietary information in the proposal to be disclosed, each page must be identified and marked proprietary at time of submittal. The City will, to the extent allowed by law, endeavor to protect such information from disclosure. The final decision as to what information must be disclosed, however, lies with the Texas Attorney General. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.
6. **Authorized Negotiator:** Include name, address, and telephone number of person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters.
7. **Cost Proposal:** Information described in the following subsections is required from each Proposer. Your method of costing may or may not be used but should be described. A firm fixed price or not-to-exceed Contract is contemplated, with progress payments as mutually determined to be appropriate.
  - i. Personnel- Salaries and Fringe
    - (1) estimated percent time for each category of personnel
    - (2) rate applied for each category of personnel
    - (3) total cost
  - ii. Itemized cost of supplies
  - iii. Itemized cost of equipment
  - iv. Other itemized direct costs
  - v. If applicable, general and administrative burden or indirect rate. Indicate base used, percentage, and total cost relative to this procurement. Indirect rate cannot exceed 10% of budget.
  - vi. Travel expenses. All travel lodging expenses in connection with the Contract for which reimbursement may be claimed by the Contractor under the terms of the Solicitation will be reviewed against the City's Travel Policy as published and maintained by the City's Controller's Office and the Current United States General Services Administration Domestic Per Diem Rates (the "Rates") as published and maintained on the Internet at:

[http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=17943&contentType=GSA\\_BASIC](http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=17943&contentType=GSA_BASIC)

No amounts in excess of the Travel Policy or Rates shall be paid. All invoices must be accompanied by copies of detailed receipts (e.g. hotel bills, airline tickets). No reimbursement will be made for expenses not actually incurred. Airline fares in excess of coach or economy will not be reimbursed. Mileage charges may not exceed the amount permitted as a deduction in any year under the Internal Revenue Code or Regulations.

**CITY OF AUSTIN PURCHASING OFFICE**  
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vii. Total cost schedule.

**8. EXCEPTIONS:**

Be advised that exceptions to any portion of the Solicitation may jeopardize acceptance of the Proposal.

**9. PROPOSAL PREPARATION COSTS:**

All costs directly or indirectly related to preparation of a response to the RFP or any oral presentation required to supplement and/or clarify a proposal which may be required by the City shall be the sole responsibility of the Proposer.

**10. EVALUATION FACTORS AND AWARD**

A. **Competitive Selection:** This procurement will comply with applicable City Policy. The successful Proposer will be selected by the City on a rational basis. Evaluation factors outlined in Paragraph B below shall be applied to all eligible, responsive Proposers in comparing proposals and selecting the Best Offeror. Award of a Contract may be made without discussion with Proposers after proposals are received. Proposals should, therefore, be submitted on the most favorable terms.

**B. Evaluation Factors: 100 points**

- |  |           |
|--|-----------|
| 1. Experience and Qualification        | 40 Points |
| 2. Approach, Methodology and Work Plan | 40 Points |
| 3. Total Evaluated Cost                | 10 Points |
| 4. Local Presence                      | 10 Points |

Team's Local Business Presence	Points Awarded
Local business presence of 90% to 100%	10
Local business presence of 75% to 89%	8
Local business presence of 50% to 74%	6
Local business presence of 25% to 49%	4
Local presence of between 1 and 24%	2
No local presence	0

- ii. Presentations, Demonstrations Optional. The City will score proposals on the basis of the criteria listed above. The City may select a "short list" of Proposers based on those scores. "Short-listed" Proposers may be invited for presentations, or demonstrations with the City. The City reserves the right to re-score "short-listed" proposals as a result, and to make award recommendations on that basis.



**Section 0605: Local Business Presence Identification**

A firm (Offeror or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years, currently employs residents of the City of Austin, Texas, and will use employees that reside in the City of Austin, Texas, to support this Contract. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm's headquarters that offers the services requested and required under this solicitation.

**OFFEROR MUST SUBMIT THE FOLLOWING INFORMATION FOR EACH LOCAL BUSINESS (INCLUDING THE OFFEROR, IF APPLICABLE) TO BE CONSIDERED FOR LOCAL PRESENCE.**

*NOTE: ALL FIRMS MUST BE IDENTIFIED ON THE MBE/WBE COMPLIANCE PLAN OR NO GOALS UTILIZATION PLAN (REFERENCE SECTION 0900).*

**\*USE ADDITIONAL PAGES AS NECESSARY\***

**OFFEROR:**

Name of Local Firm		
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	Yes	No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years?	Yes	No
Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	Yes	No

**SUBCONTRACTOR(S):**

Name of Local Firm		
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	Yes	No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years	Yes	No

Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	Yes	No

**SUBCONTRACTOR(S):**

Name of Local Firm		
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	Yes	No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years	Yes	No
Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	Yes	No

## Section 0630



### CITY OF AUSTIN PURCHASING OFFICE EXCEPTIONS

**Solicitation Number:** RFP 9100 JRH0117

The City will presume that the Offeror is in agreement with all sections of the solicitation unless the Offeror takes specific exception as indicated below. The City, at its sole discretion, may negotiate exceptions to the sections contained in the solicitation documents or the City may deem the Offer non-responsive. The Offeror that is awarded the contract shall sign the contract with the accepted or negotiated sections.

Place this attachment in Tab 6 – Exceptions to your Proposal. Copies of this form may be utilized if additional pages are needed.

☐ Accepted as written.

☐ Not accepted as written. See below:

**Indicate:**

- ☐ **0300 Standard Purchase Terms & Conditions**
- ☐ **0400 Supplemental Purchase Provisions**
- ☐ **0500 Scope of Work**

**Page Number**

**Section Number**

**Section Description**

**Alternative Language:**

**Justification:**

**City of Austin, Texas**

**Section 0800  
NON-DISCRIMINATION AND NON-RETALIATION CERTIFICATION**

**City of Austin, Texas**

**Equal Employment/Fair Housing Office**

To: City of Austin, Texas,

I hereby certify that our firm complies with the Code of the City of Austin, Section 5-4-2 as reiterated below, and agrees:

- (1) Not to engage in any discriminatory employment practice defined in this chapter.
- (2) To take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without discrimination being practiced against them as defined in this chapter, including affirmative action relative to employment, promotion, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training or any other terms, conditions or privileges of employment.
- (3) To post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Equal Employment/Fair Housing Office setting forth the provisions of this chapter.
- (4) To state in all solicitations or advertisements for employees placed by or on behalf of the Contractor, that all qualified applicants will receive consideration for employment without regard to race, creed, color, religion, national origin, sexual orientation, gender identity, disability, sex or age.
- (5) To obtain a written statement from any labor union or labor organization furnishing labor or service to Contractors in which said union or organization has agreed not to engage in any discriminatory employment practices as defined in this chapter and to take affirmative action to implement policies and provisions of this chapter.
- (6) To cooperate fully with City and the Equal Employment/Fair Housing Office in connection with any investigation or conciliation effort of the Equal Employment/Fair Housing Office to ensure that the purpose of the provisions against discriminatory employment practices are being carried out.
- (7) To require of all subcontractors having 15 or more employees who hold any subcontract providing for the expenditure of \$2,000 or more in connection with any contract with the City subject to the terms of this chapter that they do not engage in any discriminatory employment practice as defined in this chapter

For the purposes of this Offer and any resulting Contract, Contractor adopts the provisions of the City's Minimum Standard Non-Discrimination and Non-Retaliation Policy set forth below.

**City of Austin  
Minimum Standard Non-Discrimination and Non-Retaliation in Employment Policy**

As an Equal Employment Opportunity (EEO) employer, the Contractor will conduct its personnel activities in accordance with established federal, state and local EEO laws and regulations.

The Contractor will not discriminate against any applicant or employee based on race, creed, color, national origin, sex, age, religion, veteran status, gender identity, disability, or sexual orientation. This policy covers all aspects of employment, including hiring, placement, upgrading, transfer, demotion, recruitment, recruitment advertising, selection for training and apprenticeship, rates of pay or other forms of compensation, and layoff or termination.

The Contractor agrees to prohibit retaliation, discharge or otherwise discrimination against any employee or applicant for employment who has inquired about, discussed or disclosed their compensation.

Further, employees who experience discrimination, sexual harassment, or another form of harassment should immediately report it to their supervisor. If this is not a suitable avenue for addressing their complaint, employees are advised to contact another member of management or their human resources representative. No employee shall be discriminated against, harassed, intimidated, nor suffer any reprisal as a result of reporting a violation of this policy. Furthermore, any employee, supervisor, or manager who becomes aware of any such discrimination or harassment

should immediately report it to executive management or the human resources office to ensure that such conduct does not continue.

Contractor agrees that to the extent of any inconsistency, omission, or conflict with its current non-discrimination and non-retaliation employment policy, the Contractor has expressly adopted the provisions of the City's Minimum Non-Discrimination Policy contained in Section 5-4-2 of the City Code and set forth above, as the Contractor's Non-Discrimination Policy or as an amendment to such Policy and such provisions are intended to not only supplement the Contractor's policy, but will also supersede the Contractor's policy to the extent of any conflict.

UPON CONTRACT AWARD, THE CONTRACTOR SHALL PROVIDE THE CITY A COPY OF THE CONTRACTOR'S NON-DISCRIMINATION AND NON-RETALIATION POLICIES ON COMPANY LETTERHEAD, WHICH CONFORMS IN FORM, SCOPE, AND CONTENT TO THE CITY'S MINIMUM NON-DISCRIMINATION AND NON-RETALIATION POLICIES, AS SET FORTH HEREIN, **OR** THIS NON-DISCRIMINATION AND NON-RETALIATION POLICY, WHICH HAS BEEN ADOPTED BY THE CONTRACTOR FOR ALL PURPOSES WILL BE CONSIDERED THE CONTRACTOR'S NON-DISCRIMINATION AND NON-RETALIATION POLICY WITHOUT THE REQUIREMENT OF A SEPARATE SUBMITTAL.

**Sanctions:**

Our firm understands that non-compliance with Chapter 5-4 and the City's Non-Retaliation Policy may result in sanctions, including termination of the contract and suspension or debarment from participation in future City contracts until deemed compliant with the requirements of Chapter 5-4 and the Non-Retaliation Policy.

**Term:**

The Contractor agrees that this Section 0800 Non-Discrimination and Non-Retaliation Certificate of the Contractor's separate conforming policy, which the Contractor has executed and filed with the City, will remain in force and effect for one year from the date of filling. The Contractor further agrees that, in consideration of the receipt of continued Contract payment, the Contractor's Non-Discrimination and Non-Retaliation Policy will automatically renew from year-to-year for the term of the underlying Contract.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

CONTRACTOR	_____
Authorized Signature	_____
Title	_____

**Section 0835: Non-Resident Bidder Provisions**

Company Name \_\_\_\_\_

- A. Bidder must answer the following questions in accordance with Vernon's Texas Statutes and Codes Annotated Government Code 2252.002, as amended:

Is the Bidder that is making and submitting this Bid a "Resident Bidder" or a "non-resident Bidder"?

Answer: \_\_\_\_\_

- (1) Texas Resident Bidder- A Bidder whose principle place of business is in Texas and includes a Contractor whose ultimate parent company or majority owner has its principal place of business in Texas.  
(2) Nonresident Bidder- A Bidder who is not a Texas Resident Bidder.

- B. If the Bidder is a "Nonresident Bidder" does the state, in which the Nonresident Bidder's principal place of business is located, have a law requiring a Nonresident Bidder of that state to bid a certain amount or percentage under the Bid of a Resident Bidder of that state in order for the nonresident Bidder of that state to be awarded a Contract on such bid in said state?

Answer: \_\_\_\_\_ Which State: \_\_\_\_\_

- C. If the answer to Question B is "yes", then what amount or percentage must a Texas Resident Bidder bid under the bid price of a Resident Bidder of that state in order to be awarded a Contract on such bid in said state?

Answer: \_\_\_\_\_

## Section 0840, Service-Disabled Veteran Business Enterprise Preference

<b>Offeror Name</b>
[OFFEROR NAME]

### Additional Solicitation Instructions.

- ☐ By checking this box, Offeror states they are NOT a certified Service-Disabled Veteran Business Enterprise seeking to claim preference points under the City of Austin's SDVBE Program.
- Offerors seeking to claim the Service-Disabled Veteran Business Enterprise (SDVBE) preference shall be certified **under one of the two following scenarios**. Offerors shall check one of the following boxes, input the data in the applicable table below and include this completed form in their Proposal.
  - ☐ **HUB/SV**. Offeror is certified as a Service-Disabled Veteran (SV) Historically Underutilized Business (HUB) by the Texas State Comptroller of Public Accounts.

Texas State HUB/SV Certification	
13-Digit Vendor ID (VID)	
HUB/SV Issue Date	
HUB/SV Expiration Date	

- ☐ **HUB/OTHER + Federal SDVOSB**. Offeror is certified by the Texas State Comptroller of Public Accounts as a Historically Underutilized Business in a HUB Eligibility Category other than Service-Disabled Veteran (SV) AND is verified by the US Veterans Administration as a Service-Disabled Veteran-Owned Small Business (SDVOSB). **Texas HUB Eligibility Categories:** HUB/BL (Black), HUB/AS (Asian), HUB/HI (Hispanic), HUB/AI (Native American), or HUB/WO (Women Owned).

Texas State HUB/OTHER Certification	
13-Digit Vendor ID (VID)	
HUB Eligibility Category	
HUB Issue Date	
HUB Expiration Date	

Federal SDVOSB Verification	
9-Digit DUNS	
SDVOSB Issue Date	
SDVOSB Expiration Date	

- Offeror Identity. The Offeror submitting the Proposal shall be the same entity that is certified by the Texas State Comptroller of Public Accounts, AND if applicable as verified by the US Veterans Administration.
- Certification Status. Offeror's certification(s) must be active on or before the Solicitation's due date for Proposals and shall not expire prior to the award and execution of any resulting contract.
- Confirmation of Certification(s). Upon receipt of this completed form, the City will confirm the Offeror's certification(s): State: <https://mycpa.cpa.state.tx.us/tpasscmbsearch>. Federal: <https://www.vip.vetbiz.gov/>. The City will direct any questions concerning an Offeror's State or Federal certification status to the Offeror's contact person as designated on the Offer Form of their Proposal.
- Misrepresentation. If the City determines that the Offeror requesting this preference is not certified by the State or Federal government if applicable, the Offeror will not receive the preference points. If the City determines that this misrepresentation was intentional, the City may also find the Offeror not responsible and may report the Offeror to the Texas State Comptroller of Public Accounts or if applicable to the US Veterans Administration. If the misrepresentation is discovered after contract award, the City reserves the right to void the contract.



Proposal for the Healthy Food Retail Initiative  
Solicitation Number: RFP 9100 JRH0117  
Submitted: July 13, 2018

<b>Required Documents</b>	<b>2</b>
<b>Experience &amp; Qualifications</b>	<b>12</b>
Business Information	13
GAVA's Model	13
History of Engaging Low-Income Community Members and Communities of Color	15
Experience with Healthy Corner Store Initiative	16
Personnel Experience & Qualifications	18
Resumes	20
<b>Approach, Methodology, and Work Plan</b>	<b>30</b>
Approach and Methodology	31
Work Plan & Project Narrative	31
Proposed Milestones & Activities	36
Proposed Project Team	38
<b>Total Evaluated Cost</b>	<b>39</b>
Proposed Project Budget	40
Budget Justification	41
Personnel	41
Supplies	42
Travel	42
Other	42
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<b>Exceptions</b>	<b>44</b>



## Required Documents

- Signed Offer Sheet
- Section 0605 - Local Business Presence Identification Form
- Section 0630 - Exceptions Form
- Section 0800 - Non-Discrimination and Retaliation Certification
- Section 0835 - Nonresident Bidder Provision
- Section 0840 - Service-Disabled Veteran Business Enterprise



ADDENDUM  
CITY OF AUSTIN, TEXAS

Solicitation: RFP 9100 JRH0117

Addendum No: 1

Date of Addendum: July 10, 2018

This addendum is to incorporate the following changes to the above referenced solicitation:

I. **Changes:**

- Section 0500 – Scope of Work has been modified and replaced.

4.0 **Eligible Respondents** shall:

- *Be non-profit organizations with tax exempt status, or be in the process of obtaining this status.*
- Section 0600 – Proposal Preparation Instructions and Evaluation Factors has been modified and replaced.

*Tab 4 - Total Evaluated Cost (10 points):*

*Provide an all-inclusive cost proposal that itemizes materials, supplies, travel, and administrative burden to complete the project. Your organization's method of costing may or may not be used but shall be described. Indirect costs may comprise no more than 10% of the proposed cost proposal. Food is not allowable under the cost proposal.*

- Section 0600 – Proposal Preparation Instructions and Evaluation Factors, Part 4. **Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying** has been deleted.

ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

APPROVED BY:

  
John Hilbun, Contract Mgmt Specialist IV  
Purchasing Office  
(512) 974-1054

Date

07/10/18

ACKNOWLEDGED BY:

CARMEN LLANES PUJOS  
Name

Carmen Pujos  
Authorized Signature

Date

8/21/18

**RETURN ONE COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE, CITY OF AUSTIN, WITH YOUR RESPONSE OR PRIOR TO THE SOLICITATION CLOSING DATE. FAILURE TO DO SO MAY CONSTITUTE GROUNDS FOR REJECTION.**



**CITY OF AUSTIN, TEXAS**  
Purchasing Office  
**REQUEST FOR PROPOSAL (RFP)**  
**OFFER SHEET**

**SOLICITATION NO:** RFP 9100 JRH0117

**DATE ISSUED:** June 25, 2018

**COMMODITY/SERVICE DESCRIPTION:** Healthy Food Retail Initiative

**REQUISITION NO.:** RQM 9100 18032900396

**COMMODITY CODE:** 95243

**PRE-PROPOSAL CONFERENCE TIME AND DATE:** 10:00 am CST  
July 9, 2018

**LOCATION:** Public Health Conference Room, 7201 Levander Loop,  
Austin, TX 78702  
Conference Number: (512) 974-9300 Participant Code: 203078

**FOR CONTRACTUAL AND TECHNICAL  
ISSUES CONTACT THE FOLLOWING  
AUTHORIZED CONTACT PERSON:**

John Hilbun  
Contract Management Specialist IV

**Phone:** (512) 974-1054  
**E-Mail:** [john.hilbun@austintexas.gov](mailto:john.hilbun@austintexas.gov)

Michelle Pearson  
Procurement Specialist II

**Phone:** (512) 974-2023  
**E-Mail:** [michelle.pearson@austintexas.gov](mailto:michelle.pearson@austintexas.gov)

**PROPOSAL DUE PRIOR TO:** 2:00 pm CST, July 17, 2018

**PROPOSAL OPENING TIME AND DATE:** 3:00 pm CST, July 17,  
2018

**LOCATION:** MUNICIPAL BUILDING, 124 W 8<sup>th</sup> STREET  
RM 308, AUSTIN, TEXAS 78701

**LIVE SOLICITATION OPENING ONLINE:** For RFP's, only the  
names of respondents will be read aloud

For information on how to attend the Solicitation Closing online, please  
select this link:

<http://www.austintexas.gov/department/bid-opening-webinars>

**When submitting a sealed Offer and/or Compliance Plan, use the proper address for the type of service desired, as shown below:**

Address for US Mail (Only)	Address for FedEx, UPS, Hand Delivery or Courier Service
City of Austin	City of Austin, Municipal Building
Purchasing Office-Response Enclosed for Solicitation # RFP 9100 JRH 0117	Purchasing Office-Response Enclosed for Solicitation # RFP 9100 JRH0117
P.O. Box 1088	124 W 8 <sup>th</sup> Street, Rm 308
Austin, Texas 78767-8845	Austin, Texas 78701
	Reception Phone: (512) 974-2500

**NOTE:** Offers must be received and time stamped in the Purchasing Office prior to the Due Date and Time. It is the responsibility of the Offeror to ensure that their Offer arrives at the receptionist's desk in the Purchasing Office prior to the time and date indicated. Arrival at the City's mailroom, mail terminal, or post office box will not constitute the Offer arriving on time. See Section 0200 for additional solicitation instructions.

All Offers (including Compliance Plans) that are not submitted in a sealed envelope or container will not be considered.

**SUBMIT 1 ORIGINAL AND 1 ELECTRONIC COPY OF YOUR RESPONSE**

**\*\*\*SIGNATURE FOR SUBMITTAL REQUIRED ON PAGE 3 OF THIS DOCUMENT\*\*\***



This solicitation is comprised of the following required sections. Please ensure to carefully read each section including those incorporated by reference. By signing this document, you are agreeing to all the items contained herein and will be bound to all terms.

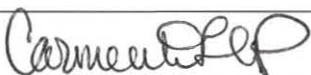
SECTION NO.	TITLE	PAGES
0100	STANDARD PURCHASE DEFINITIONS	*
0200	STANDARD SOLICITATION INSTRUCTIONS	*
0300	STANDARD PURCHASE TERMS AND CONDITIONS	*
0400	SUPPLEMENTAL PURCHASE PROVISIONS	4
0500	SCOPE OF WORK	8
0600	PROPOSAL PREPARATION INSTRUCTIONS & EVALUATION FACTORS	5
0605	LOCAL BUSINESS PRESENCE IDENTIFICATION FORM – Complete and return	2
0630	EXCEPTIONS FORM	1
0800	NON-DISCRIMINATION AND NON-RETALIATION CERTIFICATION–Complete and return	2
0805	NON-SUSPENSION OR DEBARMENT CERTIFICATION	*
0810	NON-COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING CERTIFICATION	*
0835	NONRESIDENT BIDDER PROVISIONS – Complete and return	1
0840	SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE PREFERENCE	1

**\* Documents are hereby incorporated into this Solicitation by reference, with the same force and effect as if they were incorporated in full text. The full text versions of the \* Sections are available on the Internet at the following online address:**

[http://www.austintexas.gov/financeonline/vendor\\_connection/index.cfm#STANDARDBIDDOCUMENTS](http://www.austintexas.gov/financeonline/vendor_connection/index.cfm#STANDARDBIDDOCUMENTS)

**If you do not have access to the Internet, you may obtain a copy of these Sections from the City of Austin Purchasing Office located in the Municipal Building, 124 West 8<sup>th</sup> Street, Room #308 Austin, Texas 78701; phone (512) 974-2500. Please have the Solicitation number available so that the staff can select the proper documents. These documents can be mailed, expressed mailed, or faxed to you.**

The undersigned, by his/her signature, represents that he/she is submitting a binding offer and is authorized to bind the respondent to fully comply with the solicitation document contained herein. The Respondent, by submitting and signing below, acknowledges that he/she has received and read the entire document packet sections defined above including all documents incorporated by reference, and agrees to be bound by the terms therein.

Company Name: Go Austin/Vamos Austin  
Company Address: 3710 Cedar St Suite #230  
City, State, Zip: Austin TX 78705  
Federal Tax ID No. \_\_\_\_\_  
Printed Name of Officer or Authorized Representative: Carmen Llanes Pulido  
Title: Executive Director  
Signature of Officer or Authorized Representative:   
Date: July 12<sup>th</sup> 2018  
Email Address: Carmen@MarathonKids.org  
Phone Number: 512-633-4312

**\* Proposal response must be submitted with this signed Offer sheet to be considered for award**

Initialed: CEP

**Section 0605: Local Business Presence Identification**

A firm (Offeror or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years, currently employs residents of the City of Austin, Texas, and will use employees that reside in the City of Austin, Texas, to support this Contract. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm's headquarters that offers the services requested and required under this solicitation.

**OFFEROR MUST SUBMIT THE FOLLOWING INFORMATION FOR EACH LOCAL BUSINESS (INCLUDING THE OFFEROR, IF APPLICABLE) TO BE CONSIDERED FOR LOCAL PRESENCE.**

**NOTE: ALL FIRMS MUST BE IDENTIFIED ON THE MBE/WBE COMPLIANCE PLAN OR NO GOALS UTILIZATION PLAN (REFERENCE SECTION 0900).**

**\*USE ADDITIONAL PAGES AS NECESSARY\***

**OFFEROR:**

Name of Local Firm	Go Austin / Vamos Austin	
Physical Address	3710 Cedar St Suite #230 Austin TX 78705	
Is your headquarters located in the Corporate City Limits? (circle one)	<input checked="" type="radio"/> Yes	<input type="radio"/> No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years?	<input type="radio"/> Yes	<input type="radio"/> No
Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	<input checked="" type="radio"/> Yes	<input type="radio"/> No

**SUBCONTRACTOR(S):** n/a

Name of Local Firm		
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	<input type="radio"/> Yes	<input type="radio"/> No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years	<input type="radio"/> Yes	<input type="radio"/> No

Initialed: COLEP

Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	<input checked="" type="radio"/> Yes	<input type="radio"/> No

SUBCONTRACTOR(S): n/a

Name of Local Firm		
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	<input type="radio"/> Yes	<input type="radio"/> No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years	<input type="radio"/> Yes	<input type="radio"/> No
Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	<input type="radio"/> Yes	<input type="radio"/> No



Initialed: CDLEP

City of Austin, Texas

Section 0800  
NON-DISCRIMINATION AND NON-RETALIATION CERTIFICATION

City of Austin, Texas

Equal Employment/Fair Housing Office

To: City of Austin, Texas,

I hereby certify that our firm complies with the Code of the City of Austin, Section 5-4-2 as reiterated below, and agrees:

- (1) Not to engage in any discriminatory employment practice defined in this chapter.
- (2) To take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without discrimination being practiced against them as defined in this chapter, including affirmative action relative to employment, promotion, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training or any other terms, conditions or privileges of employment.
- (3) To post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Equal Employment/Fair Housing Office setting forth the provisions of this chapter.
- (4) To state in all solicitations or advertisements for employees placed by or on behalf of the Contractor, that all qualified applicants will receive consideration for employment without regard to race, creed, color, religion, national origin, sexual orientation, gender identity, disability, sex or age.
- (5) To obtain a written statement from any labor union or labor organization furnishing labor or service to Contractors in which said union or organization has agreed not to engage in any discriminatory employment practices as defined in this chapter and to take affirmative action to implement policies and provisions of this chapter.
- (6) To cooperate fully with City and the Equal Employment/Fair Housing Office in connection with any investigation or conciliation effort of the Equal Employment/Fair Housing Office to ensure that the purpose of the provisions against discriminatory employment practices are being carried out.
- (7) To require of all subcontractors having 15 or more employees who hold any subcontract providing for the expenditure of \$2,000 or more in connection with any contract with the City subject to the terms of this chapter that they do not engage in any discriminatory employment practice as defined in this chapter

For the purposes of this Offer and any resulting Contract, Contractor adopts the provisions of the City's Minimum Standard Non-Discrimination and Non-Retaliation Policy set forth below.

City of Austin  
Minimum Standard Non-Discrimination and Non-Retaliation in Employment Policy

As an Equal Employment Opportunity (EEO) employer, the Contractor will conduct its personnel activities in accordance with established federal, state and local EEO laws and regulations.

The Contractor will not discriminate against any applicant or employee based on race, creed, color, national origin, sex, age, religion, veteran status, gender identity, disability, or sexual orientation. This policy covers all aspects of employment, including hiring, placement, upgrading, transfer, demotion, recruitment, recruitment advertising, selection for training and apprenticeship, rates of pay or other forms of compensation, and layoff or termination.

The Contractor agrees to prohibit retaliation, discharge or otherwise discrimination against any employee or applicant for employment who has inquired about, discussed or disclosed their compensation.

Further, employees who experience discrimination, sexual harassment, or another form of harassment should immediately report it to their supervisor. If this is not a suitable avenue for addressing their complaint, employees are advised to contact another member of management or their human resources representative. No employee shall be discriminated against, harassed, intimidated, nor suffer any reprisal as a result of reporting a violation of this policy. Furthermore, any employee, supervisor, or manager who becomes aware of any such discrimination or harassment

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should immediately report it to executive management or the human resources office to ensure that such conduct does not continue.

Contractor agrees that to the extent of any inconsistency, omission, or conflict with its current non-discrimination and non-retaliation employment policy, the Contractor has expressly adopted the provisions of the City's Minimum Non-Discrimination Policy contained in Section 5-4-2 of the City Code and set forth above, as the Contractor's Non-Discrimination Policy or as an amendment to such Policy and such provisions are intended to not only supplement the Contractor's policy, but will also supersede the Contractor's policy to the extent of any conflict.

UPON CONTRACT AWARD, THE CONTRACTOR SHALL PROVIDE THE CITY A COPY OF THE CONTRACTOR'S NON-DISCRIMINATION AND NON-RETALIATION POLICIES ON COMPANY LETTERHEAD, WHICH CONFORMS IN FORM, SCOPE, AND CONTENT TO THE CITY'S MINIMUM NON-DISCRIMINATION AND NON-RETALIATION POLICIES, AS SET FORTH HEREIN, **OR** THIS NON-DISCRIMINATION AND NON-RETALIATION POLICY, WHICH HAS BEEN ADOPTED BY THE CONTRACTOR FOR ALL PURPOSES WILL BE CONSIDERED THE CONTRACTOR'S NON-DISCRIMINATION AND NON-RETALIATION POLICY WITHOUT THE REQUIREMENT OF A SEPARATE SUBMITTAL.

**Sanctions:**

Our firm understands that non-compliance with Chapter 5-4 and the City's Non-Retaliation Policy may result in sanctions, including termination of the contract and suspension or debarment from participation in future City contracts until deemed compliant with the requirements of Chapter 5-4 and the Non-Retaliation Policy.

**Term:**

The Contractor agrees that this Section 0800 Non-Discrimination and Non-Retaliation Certificate of the Contractor's separate conforming policy, which the Contractor has executed and filed with the City, will remain in force and effect for one year from the date of filing. The Contractor further agrees that, in consideration of the receipt of continued Contract payment, the Contractor's Non-Discrimination and Non-Retaliation Policy will automatically renew from year-to-year for the term of the underlying Contract.

Dated this 12 day of July, 2018

CONTRACTOR

Go Austin/Vamos Austin

Authorized Signature

Carmen [Signature]

Title

Executive Director

Initialed: CCRP

**Section 0835: Non-Resident Bidder Provisions**

Company Name Go Austin/Vamos Austin

- A. Bidder must answer the following questions in accordance with Vernon's Texas Statutes and Codes Annotated Government Code 2252.002, as amended:

Is the Bidder that is making and submitting this Bid a "Resident Bidder" or a "non-resident Bidder"?

Answer: Texas Resident Bidder

- (1) Texas Resident Bidder- A Bidder whose principle place of business is in Texas and includes a Contractor whose ultimate parent company or majority owner has its principal place of business in Texas.  
(2) Nonresident Bidder- A Bidder who is not a Texas Resident Bidder.
- B. If the Bidder is a "Nonresident Bidder" does the state, in which the Nonresident Bidder's principal place of business is located, have a law requiring a Nonresident Bidder of that state to bid a certain amount or percentage under the Bid of a Resident Bidder of that state in order for the nonresident Bidder of that state to be awarded a Contract on such bid in said state?

Answer: \_\_\_\_\_ Which State: \_\_\_\_\_

- C. If the answer to Question B is "yes", then what amount or percentage must a Texas Resident Bidder bid under the bid price of a Resident Bidder of that state in order to be awarded a Contract on such bid in said state?

Answer: \_\_\_\_\_



Initialed: Col P

Section 0840, Service-Disabled Veteran Business Enterprise Preference

Offeror Name
[OFFEROR NAME] <u>Go Austin / Vamas Austin</u>

Additional Solicitation Instructions.

1. ☒ By checking this box, Offeror states they are NOT a certified Service-Disabled Veteran Business Enterprise seeking to claim preference points under the City of Austin's SDVBE Program.
2. Offerors seeking to claim the Service-Disabled Veteran Business Enterprise (SDVBE) preference shall be certified **under one of the two following scenarios**. Offerors shall check one of the following boxes, input the data in the applicable table below and include this completed form in their Proposal.
  - ☐ **HUB/SV**. Offeror is certified as a Service-Disabled Veteran (SV) Historically Underutilized Business (HUB) by the Texas State Comptroller of Public Accounts.

Texas State HUB/SV Certification	
13-Digit Vendor ID (VID)	
HUB/SV Issue Date	
HUB/SV Expiration Date	

- ☐ **HUB/OTHER + Federal SDVOB**. Offeror is certified by the Texas State Comptroller of Public Accounts as a Historically Underutilized Business in a HUB Eligibility Category other than Service-Disabled Veteran (SV) AND is verified by the US Veterans Administration as a Service-Disabled Veteran-Owned Small Business (SDVOB). **Texas HUB Eligibility Categories:** HUB/BL (Black), HUB/AS (Asian), HUB/HI (Hispanic), HUB/AI (Native American), or HUB/WO (Women Owned).

Texas State HUB/OTHER Certification	
13-Digit Vendor ID (VID)	
HUB Eligibility Category	
HUB Issue Date	
HUB Expiration Date	

Federal SDVOB Verification	
9-Digit DUNS	
SDVOB Issue Date	
SDVOB Expiration Date	

3. **Offeror Identity**. The Offeror submitting the Proposal shall be the same entity that is certified by the Texas State Comptroller of Public Accounts, AND if applicable as verified by the US Veterans Administration.
4. **Certification Status**. Offeror's certification(s) must be active on or before the Solicitation's due date for Proposals and shall not expire prior to the award and execution of any resulting contract.
5. **Confirmation of Certification(s)**. Upon receipt of this completed form, the City will confirm the Offeror's certification(s): State: <https://mycpa.cpa.state.tx.us/tpasscmlsearch>. Federal: <https://www.vip.vetbiz.gov/>. The City will direct any questions concerning an Offeror's State or Federal certification status to the Offeror's contact person as designated on the Offer Form of their Proposal.
6. **Misrepresentation**. If the City determines that the Offeror requesting this preference is not certified by the State or Federal government if applicable, the Offeror will not receive the preference points. If the City determines that this misrepresentation was intentional, the City may also find the Offeror not responsible and may report the Offeror to the Texas State Comptroller of Public Accounts or if applicable to the US Veterans Administration. If the misrepresentation is discovered after contract award, the City reserves the right to void the contract.

## Experience & Qualifications

## Business Information

Go Austin/Vamos Austin (GAVA)  
3710 Cedar St, suite #230  
Austin, TX 78705  
State of Incorporation: Texas  
GAVA operates as a Texas Nonprofit Corporation.  
FEIN: 83-0915321

GAVA was officially incorporated in the State of Texas on June 5, 2018. However, GAVA has existed since 2012 under several fiscal sponsors, the last of which was Marathon Kids, Inc. starting in May 2015. GAVA is in the process of filing with the Internal Revenue Services as a tax-exempt organization (retroactive to the date of incorporation, June 5th, 2018) and is awaiting a determination letter, estimated to arrive four to six months following the summer filing date.

## GAVA's Model

Go Austin/Vamos Austin (GAVA) is a place-based, multi-faceted initiative working to improve the health outcomes of children and families in the 78744 and 78745 zip codes of Austin. Through community organizing work, GAVA is building a culture of health in these zip codes. GAVA staff work alongside resident leaders, supporting them in asking for and leveraging built environment improvements in their neighborhoods to support wellness in areas that experience historic inequities and health disparities.

GAVA recognizes that it is necessary, but not sufficient, to educate individuals on health nutrition and physical activity to achieve behavioral change. Therefore, rather than simply delivering programs, GAVA provides opportunities for residents to engage and take ownership in the build environment, policy, and health promotion efforts that impact their lives. The collective efficacy of this network encourages peers, friends, and neighbors to champion a culture of health in their daily lives, and to civically and socially engage to support positive changes in their community's environment.

GAVA's theory of change rests on two evidence-based pillars:

- 1) Access to built environment elements such as parks and healthy food in stores influences healthy behavior changes; and,
- 2) Encouraging people from the neighborhood to lead these projects will increase the project's relevancy, community ownership, and community utilization.



GAVA aims to reduce obesity by increasing access to and utilization of physical activity and healthy food resources for all of the communities we serve, and we do this by creating the space and connections for neighborhood leaders to transform the assets in their own communities.

To this end, GAVA partner organizations, staff, participating businesses, and residents are committed to actively working together to drive outcomes in three core areas:

1. *Sustainability*, including a) residents for leadership and participation, b) partner organizations to serve the community in a responsive and impactful way; c) networks and partnerships to strengthen the work; d) funding to sustain and grow the work; and e) policy and regulation, to institutionalize the work of GAVA teams within their schools, government, and other public spaces in an ongoing manner.
2. *Access*, which includes improvements to a) infrastructure of parks, green spaces, and food access b) safety, or the elimination of barriers to physical activity related to crime or traffic; c) beautification, that raises awareness or incentivizes use of public physical activity areas; and d) community education and outreach, which notify and raise awareness among residents of new assets and resources available to them.
3. *Utilization*, which includes a) programmatic participation in physical activity and nutrition activities; b) modeling healthy behaviors; and c) education and outreach that promote use of new, acquired or redeveloped assets related to healthy food and physical activity opportunities.

To achieve key wins in these three areas, GAVA uses a compendium of evidence-based strategies (EBS) proven to drive population health outcomes. GAVA teams form around local health assets and create action plans—living documents that contextualize EBS as goals against which they track progress and key wins. Key wins include funding leveraged, policy changes, resident leadership development, partnerships, programming, and infrastructure improvements.

GAVA activities are tracked through Salesforce's Exponent Case Management, built to track progress on goals, resident leadership, and dosage of each strategy (vetted through literature reviews by GAVA's evaluation team, where potential reach x impact = dosage). Adhering to these EBS ensures that as implementation evolves, GAVA's evaluation team correlates any population health outcomes to the strategies used.

GAVA's primary success is activating over 2,300 residents and community leaders of South and Southeast Austin to drive major changes to the built environment and advocate for health equity. Resident and community leaders working in teams around over 35 community assets leveraged millions of dollars to direct infrastructure improvements, food access efforts and educational resources to support health in their neighborhoods. In collaboration with GAVA's coalition partners—including Sustainable Food Center, Austin Parks Foundation, and United Way for

Greater Austin—GAVA teams have driven outcomes in physical activity and healthy food assets that impact more than 86% of the population, including 16 parks and greenspaces, eight corner stores, four farm stands, nine early childhood centers, and 10 schools.

GAVA's impact study (including an annual cross-sectional community evaluation and 5-year longitudinal evaluation) shows that our pillars of building community trust, leadership structures, and avenues for self-advocacy have created a 30% reduction in perception of barriers to physical activity and a correlated increased usage of health assets by 20%. Positive trends in nutrition have also been observed. GAVA is proud to have build a coalition of resident leaders taking charge of their own health access, building health equity across the city of Austin.

## History of Engaging Low-Income Community Members and Communities of Color

Since its inception, GAVA has engaged hundreds of residents working to implement diverse strategies with respect to safety, access to physical activity opportunities, and healthy food access. Over 2,300 residents and community stakeholders in both 78744 (Dove Springs) and 78745 have engaged with GAVA activities in meetings, events or actions over the last five years. The Food Retail Initiative has been a large part of this work and we will continue to engage community in this way to execute work within this grant opportunity.

Dove Springs houses the city's largest Hispanic population, with 76.1% of residents identifying as Hispanic or Latino. 28% of the zip code's residents are foreign-born and 58% speak a language other than English at home. More than 75% of families have a household income of \$35,000 or less, with 55% making \$25,000 or less annually.

In contrast, 78745 is more racially and economically mixed. 40.4% of residents identify as Hispanic or Latino, and 51.5% identify as Caucasian. Only 14% of the population is foreign-born, and 29% speak a language other than English at home. Pockets of residents living in significant poverty exist alongside more affluent neighborhoods, as 26% of families have annual incomes under \$35,000 and 21% have incomes greater than \$100,000. Language and cultural barriers separated neighborhoods and excluded many voices from citywide civic channels.

GAVA's Community Organizers are tasked with building relationships with residents of these communities, learning what is important to them and what barriers they face in accessing healthy lifestyle resources. Over time, our community organizers are able to engage residents with each other, building resident- and stakeholder-led teams with different areas of focus. Some are geographic teams, called geo-teams, and are focused on leveraging resources to impact barriers to health in micro-neighborhoods like sidewalks, crosswalks, community safety



infrastructure, gardens, and more. Other teams are focused around specific health assets, such as a neighborhood park, school, corner store, farm stand, or early childhood education site.

Through these activities, residents of 44/45 become engaged in GAVA activities, increasing awareness of and engagement in a culture of health within the community. The activities also teach GAVA resident leaders how to navigate systems and build collective impact campaigns to eliminate systemic barriers to health in their neighborhoods. While GAVA's primary work is place-based, our constant conversations with the City of Austin (CoA) and other city-wide entities have created systemic change at the municipal level. GAVA's larger goal is to establish city-wide, resident-informed funding opportunities, standards, policies and practices that will cultivate a culture of health for the entire city of Austin.

## Experience with Healthy Corner Store Initiative

Since 2015, GAVA has been working with the City of Austin to improve healthy food availability at local corner stores in the two zip codes. GAVA began with a contract from Austin Public Health and grants from St. David's Foundation and the Michael & Susan Dell Foundation to build a resident-led and economically sustainable initiative in Austin, Texas. By the end of 2015, GAVA had signed on five corner stores to the initiative. Between 2016 and 2018, GAVA continued the project under contract with Austin Public Health's Fresh for Less Initiative, guiding corner store owners and managers through store improvements, marketing strategies, community engagement events, and growing participation to eight stores. In 2017, GAVA began working with the Business Consultant and the Marketing Consultant hired by Austin Public Health specifically to improve the outcomes on this project. GAVA has also consulted on the evaluation conducted by the Dell Center for Healthy Living to measure the impact of this project.

Through this project, GAVA has helped incentivize and facilitate the availability of healthy food options found in corner stores by providing store owners with equipment and training in order to successfully stock these healthy products. Neighborhood residents have increased availability to healthy food options since now they are able to purchase items that were not previously available at the stores. The overall marketing campaign for the project is designed to influence the purchasing patterns of residents and steer them in the direction of purchasing healthier products as opposed to less healthy foods that contain high levels of fat, added sugar, and sodium.

GAVA has provided training, equipment, and support to store owners to help them successfully keep and sell these healthier items, using techniques recommended by The Food Trust to increase product selection. Store owners may also be able to increase their customer base through the use of advertising and promotional events associated with the project. This impact will extend beyond the scope of the contract period provided that residents in Dove Springs and

78745 are able to establish healthier shopping patterns and store owners are able to make sustainable and profitable changes to their stores.

The GAVA Healthy Corner Store Initiative (HCSI) is an adaptation of The Food Trust's template with its most significant adaptations being a high-level of participation (carrying fresh produce at Tier 1) and the leadership of residents in the implementation of the initiative.

As of July 2018, GAVA has leveraged the participation of the following corner stores:

Stores in 78744	3 (Teri Metro Mart, Texaco Food Spot, Stassney Food Mart)
Stores in 78745	5 (E-Z Food Stores #3 and #5, Bread Basket, 7-Eleven, and Hula Hu Market)
<b>Total Stores in Initiative</b>	<b>8</b>

In the previous contract period, GAVA gathered monthly store inventories for all Tier 1 stores, and quarterly inventories for all Tier 2 stores. In addition, we surveyed owners about the frequency of purchases (how often they were restocking items and how sales were going). These inventories proved time-consuming and unreliable, since none of our participating stores use point-of-sale (POS) technology or keep formal inventory records, and because surveys require the owner or manager to be present and it is difficult at times to track them down.

As a result, GAVA has switched to a new data collection protocol, which includes:

1. Monthly photos of healthy food additions, sections, refrigeration, signage in all stores—anything in the store that shows how healthy food is promoted, what changes have been made to the store, how the purchased equipment is being used, etc
2. Updated MOUs to capture products that have been added since joining the initiative and at each renewal; with an attempt to capture this information retroactively from each store ASAP
3. Annual healthy food inventories

GAVA has been working with the Business Consultant, Greg Odom, for the past year to figure out a sustainable, affordable supply chain for fresh produce and healthy prepared food snack options. This has proved difficult but there is interest from the E-Z Food Stores owner and we will continue to pursue this option as a means to increase supply of healthy items, and keep better track of inventory and the quantity of healthy items being carried and sold. We will also explore other food retail strategies that Mr. Odom has collected information on, such as delivery options and meal kits. These goals will be revised in partnership with community leaders and with regular check ins with the City of Austin to make sure that all efforts align with the overarching goals of the Healthy Food Access Initiative and Fresh for Less.



## Personnel Experience & Qualifications

### **Carmen Llanes Pulido - Executive Director**

*BA in Environmental Studies from the University of Chicago*

Ms. Llanes Pulido has been developing local leaders and encouraging civic engagement among low-income communities since 2005. Ms. Llanes Pulido brings to this initiative over a decade of experience in community organizing and organizational collaboration to address root causes of health disparities. Ms. Llanes Pulido is a native of Austin, serves as Vice Chair on the City of Austin's Hispanic/Latino Quality of Life Commission, is an inaugural member of Austin's first Independent Citizens Redistricting Commission, and is serving as the inaugural Community Strategy Steam at the Department of Population Health at the University of Texas – Dell Medical School. She has been with GAVA for 5 years; serving as GAVA's School Sector Manager in 2013, the 78744 Community Director in 2014, and the Executive Director in 2017. Ms. Llanes Pulido's previous work experience includes serving as the Wellness Team Program Manager at Marathon Kids, Inc, Community Organizer for Sustainable Food Center, and Research Analyst & Organizer at People Organized in Defense of Earth and Her Resources (PODER).

### **Frances Acuña - 78744 Community Organizer**

*Medical Assistant certification from Austin Community College; Texas State Certified Community Health Worker; Certified Infant, Child, and Adult First Aid Provider; Certified Application Assistant for the Texas Health and Human Services Commission*

Ms. Acuña has served as the 78745 Community Organizer for GAVA since April 2017. The 78745 organizer is responsible for guiding residents, resident teams, and community stakeholders in GAVA zip codes 78745 to become active and engaged in addressing local health concerns. The organizer leads teams in the planning and implementation phase of a comprehensive GAVA action plan at four neighborhood sites, and coordinate with other GAVA staff, City of Austin staff, and collaboration partners, to increase access to physical activity and healthy food. Ms. Acuña's previous work history includes serving as the Front Desk Manager at Lone Star Circle of Care, a Community Health Worker for the Latino Healthcare Forum, and a Medication Aide/CNA for West Oaks Retirement Home.

### **Cynthia Vasquez - School Sector Organizer**

*Certified Paraprofessional by Region X111 Education Service Center*

Ms. Vasquez has served as GAVA's School Sector Organizer since November 2017. Ms. Vasquez was born and raised in East Austin, and worked for the Austin Independent School District for 16 years as a Parent Support Specialist. As the School Sector Organizer, Ms. Vasquez has served as the point of contact for all school-related residents – helping the program conduct outreach through schools, strategizing the media intervention to best reach residents through the school setting, and coordinating with GAVA school-based leaders. Ms. Vasquez's previous work experience includes serving as the Office Manager/Attendance

Specialist at Breakthrough of Central Texas, Parent Support Specialist at Lucy Read Pre-K Demonstration School and Zavala Elementary, and the Special Education Teaching Assistant at the JJ Pickle Elementary School.

**To Be Hired: 78745 Community Organizer**

**To Be Hired: Food Retail Sector Manager**

## Resumes

**Carmen Llanes Pulido**

4513 Elwood Rd.  
Austin, TX 78722  
(512) 633 4312  
carmen@marathonkids.org

Objective: To facilitate community-led systemic changes that address pressing social, environmental and economic issues through best practices in community organizing and inter-agency collaboration. My background includes over a decade of extensive training and facilitation experience in both nonprofit management and community organizing. Methodologies and application of the latter include those from the environmental justice movement, institutional organizing, anti-racist and anti-oppression organizing, and popular education.

Work Experience

**GO! Austin/¡VAMOS! Austin (GAVA)**

- **Executive Director** April 2017 to present
  - Lead strategist for implementation of the GAVA initiative
  - Collaborator with over a dozen organizational and institutional partners from nonprofit, public, academic and private sectors
  - Supervisor and trainer to GAVA organizers and partner staff
  - Liaison to evaluation and communications teams at University of Texas School of Public Health and Michael & Susan Dell Foundation
- **Community Director, Dove Springs** August 2014 - April 2017
- **School Sector Manager, Dove Springs** January 2013-September 2014

**Community Strategy Team for the Department of Population Health at the Dell Medical School, University of Texas**

- **Team member** June 2016 to present
  - Nine grassroots leaders, connectors and advocates, working directly with the Department of Population Health and Dell Medical School's leadership to rethink strategies to meet the needs of underserved people and neighborhoods across Central Texas. The group brings meaningful relationships with and insight from underrepresented communities most directly impacted by social and health inequities and disparities.

**Marathon Kids**

- **Wellness Team Program Manager**, May 2012-August 2014
  - Ran an evidence-based community-organizing based program in 18 Title-1 Elementary schools, adapting nutrition and gardening program offerings in partnership with the Sustainable Food Center
- **Leadership Training Facilitator** 2010-2014
- **Trainer and Supervisor to School-based community organizers** 2010-2014

**Sustainable Food Center, January-June 2010**

- **Community Organizer** for pilot project, "Sprouting Healthy Marathon Kids" which resulted in increased fruit and vegetable consumption among children school-wide (University of Texas School of Public Health study available upon request)



**Carmen Llanes Pulido**

4513 Elwood Rd.

Austin, TX 78722

(512) 633 4312

carmen@marathonkids.org

**People Organized in Defense of Earth and Her Resources (PODER),**

Research Analyst & Organizer June 2007-2011

- Facilitated and coordinated workshops for youth leadership development and “Nahui Ollin Healthy Communities” programming for parents and teens in East Austin.
- Led trainings on property taxes and online resources for East Austin residents.
- Developed community health and housing surveys; compiled reports and gave presentations to City of Austin and various commissions.
- Created presentations for graduate and undergraduate classes at the University of Texas and St. Edwards.

**Southwest Key Programs, East Austin Vota! Campaign Coordinator, 2008**

- Coordinated voter education, registration, and mobilization for city elections
- Co-organized East Austin City Council Candidate Forums, 2008 & 2009

**Environmental Careers Organization (US Environmental Protection Agency)**

- Environmental Justice Community Outreach Intern, summer 2005
  - Worked with East Austin’s Environmental Justice organization, PODER, to co-facilitate a youth organizing and leadership development program.
  - Facilitated community conversations in the wake of a tragic police shooting and coordinated youth participation in public speaking and engagement regarding police-community relations.
  - Developed bilingual educational materials about environmental stewardship of natural areas in East Austin and environmental justice engagement.

City of Austin Commissions

**Hispanic/Latino Quality of Life Resource Advisory Commission, City of Austin**

Vice-Chair, May 2017-present

Commissioner, August 2015-present

**Austin Independent Citizens Redistricting Commission (ICRC) May 2013-present**

Served on the inaugural “10-1” commission that created the City of Austin’s ten single-member city council districts. Edited the commission’s public op-ed and final report.

Education and Awards

**University of Chicago, A.B. Environmental Studies** Autumn 2003-June 2007

- An interdisciplinary degree with coursework in environmental sciences, environmental economics, macroeconomics and social sciences to address pressing environmental issues.
- Thesis: Trading Health for Wealth: Economic, Nutritional, and Environmental Impacts of NAFTA on Maize and Food Production in the US and Mexico

**Organization For Tropical Studies/Duke University: Undergraduate Study Abroad Program (USAP) in Costa Rica** August-December 2005

Undergraduate Study Abroad Program: Tropical Biology and Environmental Policy

**Mellon Fellowship, 2005** (Awarded for O.T.S. U.S.A.P.)

**League of Women Voters, 2014:** Outstanding Service on Austin’s inaugural independent citizens

**Carmen Llanes Pulido**

4513 Elwood Rd.

Austin, TX 78722

(512) 633 4312

carmen@marathonkids.org

redistricting commission (ICRC)

**International Women's Day Award, 2011:** Awarded by Ten Thousand Villages for outstanding environmental and community advancement

**Green For All Academy Fellowship, 2010-2011:** Awarded for leadership in the creation of a local, green cooperative economy in Texas.

- Created & led trainings for workers in the Cooperative Business Institute for Cooperation Texas (cooperationtexas.coop)
- Created educational models and instructional materials for cooperative businesses
- Organized inter-organizational forums with American YouthWorks, YouthBuild, Casa Verde Builders, and Southwest Key Programs, Cooperation TX.

Volunteer Groups and Efforts:

**Save our City Austin:** Governing Board Member, January 2017-present

**Undoing Racism®—Austin** Collective of organizers working in partnership with the People's Institute for Survival and Beyond to organize anti-racist trainings for everyday people *and* leaders in the nonprofit, healthcare, business and government sectors.

**Urban Roots: Community Advisory Board/Farm Advisory Council member,** 2009-present

**Lilith Fund for Reproductive Equity: Spanish Language Hotline Volunteer,**  
January 2013-August 2014; "Volunteer of the Year" 2013

**Cooperation Texas**

- Trainer, Cooperative Business Institute, 2010-2012
- Community Advisory Board member 2009-2016

**Texans United For Families (TUFF),** Volunteer Member, 2007-2012

**Alma de Mujer Center for Social Change, Coordinating Council,** November 2008-2010

- Advised Director of Programs

**Texas Fair Trade Coalition,** July 2007-2010

- Event Organizer for educational forums and workshops on trade policy
- Organizer and Panelist for Food Justice Speaker Series and "Fighting for a Fair Trade Future" Forum.

**East Austin Leadership Development Program,** Southwest Key Programs, 2009-10

- Participated as a fellow in leadership development series
- Co-created the format and development of a community-led candidate forum for 2010 Austin City Council Elections as a culminating project



## ESTRELLA P. DE LEÓN

(206) 293-9548 [estrellapdeleon@gmail.com](mailto:estrellapdeleon@gmail.com) 2218 Palmera Cv, Austin, TX 78744

### EDUCATION:

**Bachelor of Arts in Ethnic Studies, Mexican American Studies**  
University of Texas at Austin

2002-2005  
Austin, TX

### PROFESSIONAL EXPERIENCE:

#### **Program Manager & 78744 Community Organizer**

*Go!Austin/Vamos!Austin (GAVA)*

2015 - Present  
Austin, TX

- Organize with 78744 resident leaders to promote access to healthy food and physical activity
- Organize with resident leaders to advocate for the elimination of childhood obesity in 78744
- Train and educate 78744 residents on leadership and community building
- Maintain, and improve operational systems, processes and best practices to guarantee organizational cohesiveness, clarity, and overall well-being
- Supervise and manage three staff members
- Collaborate with Executive Director to strategize GAVA staff organizing efforts

#### **Partnerships Coordinator**

*Arts Corps*

2007-2012  
Seattle, WA

- Program planning and implementation of Arts Corps K-12 creative arts classes
- Maintained school and community youth partner communications
- Program data tracking through Sales Force
- Assisted with Teaching Artist and Classroom assistant faculty professional development and training
- Managed Classroom Assistant Volunteer Program
- Coordinated youth showcase events and fundraising events
- Served and trained with Arts Corps Social Justice Committee

#### **Program Coordinator**

*Youngstown Cultural Arts Center, Delridge Neighborhoods Development Association*

2007-2010  
Seattle, WA

- Oversee and facilitate the Youngstown Programming Committee Internship with 12 students
- Worked with committee students to build skills in event planning and community leadership
- Worked with the Youngstown team to plan and execute events at the center
- Reviewed renter calendar and anticipated space and equipment inquiries

#### **Youth Voices Coordinator**

*The Power of Hope, Youth Empowerment through the Arts*

2006-2007  
Seattle, WA

- Designed, organized and facilitated effective arts-based workshops for high school aged youth, using visual arts, theater, spoken word poetry and singing to foster leadership, self-expression, and community engagement.
- Shared office administrative duties, including data entry, phone and e-mail communications, supply coordination, and publicity materials

### SELECTED ACHIEVEMENTS AND COMMUNITY WORK:

- **Latino Financial Issues Scholar, University of Texas**
- **Representative for the National Movimiento Estudiantil Chicano/a de Aztlan (M.E.Ch.A) Coordinating Council**
- **Student Representative for the Center of Mexican American Studies Executive Committee, at the University of Texas**

2004-2005  
2004-2005  
Austin, TX  
2003-2004  
Austin, TX

### TRAININGS:

#### **The Heart of Facilitation**

*Power of Hope's* five-month intensive facilitation and leadership training held in Seattle and Portland

November 2006-  
March 2007

### ADDITIONAL TRAININGS:

- Sanford Meisner Acting Intensive with Robin Lynn Smith at Freehold Studios
- Certified for AIDS/HIV Preventative Training through Skagit Valley Hospital, March 2006

**OTHER SKILLS:** Singer, Actor, Salesforce CRM & ECM, Excel, Microsoft Office, public speaking, Spanish speaker

**FRANCES ACUNA**  
5009 BRASSIEWOOD DR.  
AUSTIN TX. 78744  
(512) 300-9108  
[Francesacuna70@yahoo.com](mailto:Francesacuna70@yahoo.com)

### **Summary of Qualifications**

Eight plus years of solid successful communication and interaction with communities, Community Health Worker, CNA and Medication Aide work experience. I am dependable, responsible, conscientious with strong work ethics, a positive attitude, excellent bilingual skills and culturally competent communication skills. I have volunteered my time in the community in Neighborhood Watch meetings to lower crime and safe routes to school and parks. I also volunteer with different organizations to insure the health and safety of our people.

### **Work History**

**Go! Austin/ ¡Vamos! Austin (GAVA)**  
**78745 Community Organizer**

**April 17, 2017 to Present**

I work with residents, community leaders and nonprofit organizations to build access to healthier foods and physical activity in zip codes 78744 and 78745. I meet with community members to listen to their concerns and interests, and help organize them to achieve sustainable solutions. I train residents to develop leadership skills to address the barriers to healthy living they face in their neighborhoods. I facilitate community meetings, health fairs, and 1:1 conversations to share information about access to healthy foods and physical activity. I conduct outreach for Healthy Corner Store Initiative, bringing fresh produce and healthy snacks to local corner stores, and activities surrounding park adoptions and improvements. Work done is recorded on a monthly basis through Efforts to Outcome software and through reporting mechanisms to the City of Austin.

**Lone Star Circle of Care Austin Texas**  
**Front Desk**

**Sept 12, 2016 - Nov 18, 2016**

Check patients in and out of the clinic, confirm appointments by calling patients, verify insurances to insure payment, fax, and scan information or prescriptions to pharmacies. I would refer patients to different resources according to their needs.

**Latino Healthcare Forum, Austin Texas**  
**Community Health Worker**

**Sept 10, 2013 – Sept 09, 2016**

Presented workshops to community groups through organizations, health fairs, schools etc. Attended meetings, and health fairs to understand community issues or build relationships with community members. Conducted outreach and contacted members of high-risk or otherwise targeted groups, such as members of minority population, low income populations or pregnant women to help them get enrolled in the Marketplace, Medicaid, CHIP, and SNAP. Worked with community groups on issues related to improving general health, chronic illness, such as diet or exercise. Distributed flyers,



brochures, or other informational or educational documents to inform members of a targeted community.

**Lone Star Circle of Care Austin, Texas**

**Jul 08, 2013 – May 31, 2014**

**Community Health Worker**

I assisted patients with understanding care plans and instructions and completing registration forms and applications, helped bridge community, cultural, linguistic and educational barriers to emphasize importance of establishing a medical home, be active and to participate in their health to reduce their A1C and other chronic illnesses. Support and educate patient and their family in effectively manage their chronic conditions and self-care. I was knowledgeable about community resources, services, agencies and programs available and I assisted patients in utilizing services. Contact patients in person, by phone or in writing to ensure they have completed required or recommended actions. Maintained updated patient records with plans, notes, and changes in the electronic medical record system.

**West Oaks Retirement, Austin, Texas**

**Feb 03, 2007 – Aug 12, 2010**

**Medication Aide/CNA**

Took and recorded vital signs, reported any changes in input or output. Followed doctor's medication orders and administered it as prescribed. helped on activities of daily living, such as getting in and out of bed, bathing, dressing. Maintain records of patient care, condition, progress, or problems to report and discuss observations with supervisor or case manager. I was in charge of recording and disposing of expired medicine into boxes according to state regulations for destruction.

**Monte Siesta Retirement, Austin Texas**

**July 20, 1997 – Feb 02, 2007**

**CNA/Medication Aide/Restorative Aide**

Administered medication according to doctor's orders. Assisted residents with activities of daily living. Helped residents gain strength and mobility through targeted exercises and movement. Took and recorded vital signs, reported changes in input or output. Followed and administered it appropriately.

**Education**

**ACC, Austin Texas**

**2 years college, technical or vocational school Medical Assistant 2000**

**Training**

**DIABETES EMPOWERMENT EDUCATION PROGRAM (DEEP) PEER EDUCATOR**

University of Illinois at Chicago, Midwest Latino Health Research September 2016

**APPLICATIONS ASSISTANCE NAVIGATOR**

The Texas Health and Human Services Commission

3/2016

**COMMUNITY HEALTH WORKER**

Texas Department of State Health Services July 2017

**CNA Certification**

Texas Rehabilitation Commission 9/2011

**Language Skills**

**Spanish - Excellent**

**English - Excellent**

# Cynthia Vasquez

2204 Santa Rosa St. • Austin, TX, 78702 • 512-554-1353 • CRVAUSTINTX@Gmail.com

## Objective

Utilize my years of experience and skill sets to engage Austin residents in civic issues to improve the health of the community with special attention to the school environment. Build and support Coordinated School Health Teams with Austin Independent School District and improve student obesity rates at campuses in 78744 and 78745.

## Profile

- 16-year career with Austin Independent School District
- Flexible and versatile – able to maintain composure under pressure
- Poised and competent with demonstrated ability to easily transcend cultural differences,
- Thrive in deadline-driven environments and excellent team-building skills.
- Currently serving as School Sector Organizer with GO Austin / VAMOS Austin, GAVA

## Skills Summary

- |                            |                         |  |
|----------------------------|-------------------------|--|
| • Front office operations  | • Safe Routes To        | • Conversation Circle Facilitator          |
| • Intermediate Spanish,    | School advocate         | • Skilled in One On One Relational         |
| Read/Write/Speak           | • Certified Bike Safety | Meetings                                   |
| • Austin ISD Customer      | Instructor, Bike Texas  | • Undoing Racism Participant               |
| Service Facilitator        | • Practice of Positive  | • SEL, Social Emotional Learning           |
| • Grassroots Organizer     | Behavior Support &      | Advocate                                   |
| • Advocate for Coordinated | Conscious Discipline    | • Deputized Voter Registrar, Travis County |
| School Health              | Self-Regulation         |  |
|                            | Curriculum              |  |

## Communication

- Completed three and five day Leadership Training with Industrial Areas Foundations.
- Trained in conducting Neighborhood Walks, Individual Meetings and Conversation Circle Facilitation as defined by Industrial Areas Foundation.
- Prepared reports for AISD Superintendent Office
- Generated correspondence to families and community stakeholders
- Conducted community classes that included educating adults about school policy and procedures, early childhood literacy skills, active parent engagement opportunities and volunteer orientation and training.
- Conducted small-group sessions: English As a Second Language, basic computer skills, self care practices, early literacy skills, navigating Parent Cloud and the Austin ISD webpage.
- Presented on School Budget and Campus Improvement Plan

## Customer Service

- Guided families through the AISD Problem Resolution process.
- Provided tours to current and prospective AISD families
- Managed School Messenger automated call system throughout the school year.
- Executed high volume of phone calls to improve, inform, and confirm various information to AISD families

## Organization

- Conducted campus needs assessments through Conversation Circles
- Facilitated training and action planning to respond to community needs
- Organized community nights to gauge family school readiness, hear community concerns, brainstorm solutions, connect staff with families, and gather community input to customize parent engagement programming in AISD
- Organized presentations that encompassed school and civic issues addressed by the school community

- Support Coordinated School Health Team Leaders with CATCH(Coordinated Approach To Children's Health) Curriculum
- Connected families with community resources
- Fulfilled parent engagement opportunities within annual budget, record and report expenditures
- Develop action steps for Coordinated School Health Teams to support their Health Action Plans

## Employment History

Go Austin/Vamos Austin, GAVA  
School Sector Organizer, November 2017- Present

BREAKTHROUGH OF CENTRAL TEXAS  
Office Manager/Attendance Specialist, summer 2014 - summer 2017

LUCY READ PRE-K DEMONSTRATION SCHOOL  
Parent Support Specialist, 2011 to 2017

ZAVALA ELEMENTARY – AUSTIN, TX 78702  
Parent Support Specialist, 2008 to 2011

JJ PICKLE ELEMENTARY – AUSTIN, TX 78753  
Special Education Teaching Assistant 2001- 2008

## Education

Lifeworks Youth Programs, Austin, TX  
GED - 2000

Region X111 Education Service Center, Austin, TX  
Paraprofessional Certification Program, 2002

Industrial Areas Foundation, Colorado Springs, Colorado  
5 Day Leadership Training, 2015

\*References upon request

## Approach, Methodology, and Work Plan



## Approach and Methodology

GAVA's Austin Healthy Food Retail Initiative aims to increase access to healthy options for residents of Austin in the two GAVA zip codes, 78744 and 78745. Residents from these areas, with guidance and support from GAVA Community Organizers, will work directly with the store owners and managers to ensure that a variety of healthy products are offered in each store. This work will be supervised by a GAVA's Food Sector Manager, Deputy Director, and Executive Director. GAVA staff will collaborate as needed with City of Austin staff and the other Fresh for Less partners to ensure streamlined efforts that support improved healthy food access across the two zip codes of focus and replication opportunities in other geographies such as the Rundberg area.

The GAVA Coalition has a deep understanding of the communities in 78744 and 78745, and the disproportionate occurrence of obesity and Type II Diabetes among youth in these zip codes. We have combined an evidence base of thoroughly vetted strategies with the enormous potential of communities united through organizing around a common issue, goal, or desire to achieve improved health outcomes population-wide. Residents in these areas have expressed to both GAVA staff and evaluation team members at the University of Texas School of Public Health (UTSPH) that they perceive multiple barriers to attaining fresh, healthy food in their neighborhoods and that, granted more access, they would purchase and consume more fruits and vegetables. Since 2013, GAVA has been organizing residents around this issue, providing training from The Food Trust, meeting with elected officials and civil servants, and visiting stores. Many of these resident leaders are the same neighborhood leaders in 78744 and 78745 who started the neighborhood farm stand model facilitated by the Sustainable Food Center. Thanks to the support of City of Austin's Healthy Food Access Initiative, we have been able to build upon, expand, deepen, and learn from these programs.

## Work Plan & Project Narrative

GAVA has a cadre of over 30 school or neighborhood teams engaged at various levels in the "Healthy Corner Store Initiative" (HCSI, the programmatic title for the HFRI) and other food access initiatives. On an ongoing basis throughout the contract period, GAVA organizing staff will work with already-involved residents and new potential resident leaders from existing school, park and neighborhood-based teams and from the 78744 and 78745 communities to participate in the HCSI. These residents will inform our collaborations with corner stores, deciding which to work with, the most appropriate marketing strategies, and which healthy food options should be added to their inventory. Based on resident leader input, GAVA will also



explore other food retail strategies consistent with our evidence base and course-corrected with feedback from the formal evaluation (including a new evaluation, detailed below), and we may amend the corner store model as we have in previous years to accurately reflect new developments in the project.

GAVA's first step will be to re-engage active resident team members from 78744 and 78745 and others who participated in GAVA's recent Coalition Meeting in May. This will occur in the final months of the previous contract period (August) via a large convening of executive-decision-makers from stakeholder organizations and leaders from the community. The goal of this convening is to align zip-code-wide efforts in complementary work plans, agree upon collective, unified metrics across the city and region, and ensure comprehensive and coordinated collection of data to guide efforts to increase healthy food access and consumption.

Continued community engagement will occur on an ongoing basis through contact from GAVA organizers to residents (by phone and in person) and to all existing GAVA teams and their subcommittees in their regular meetings. Organizers will inform individuals and teams of the opportunity to continue work with existing adopted stores and will facilitate discussions convened at the neighborhood or zip code level that will help leaders establish updated or new action plans to participate in the initiative and complementary strategies. These action plans will include specifics on next steps to:

1. Identify further potential store adoption team members;
2. Identify goals for participating stores in the HCSI (including determining long-term feasibility);
3. Identify healthy items desired by the community to be stocked in target stores and through other venues
4. Negotiate a vision for large-scale healthy inventory changes for stores at Tiers 2 and 3; and,
5. Implement the above vision at the stores.

Organizers will provide leadership training and implementation support for any grassroots methods necessary to complete these action plans such as block walking, community surveying, tabling at community events, individual meetings, listening meetings, research actions, and implementation actions.

On an ongoing basis through group meetings, resident leaders and their communities engage in a consensus yielding process to identify top priorities during the contract period. During this process, leaders will be presented information on obesity hotspots throughout the zip codes of focus and will be advised to consider proximity to schools, densely populated areas, and alternate food outlets, as well as the shopping habits of their fellow community members. GAVA staff will also share the results of the evaluation, inviting researchers from Dell Center for Healthy Living to present findings.

In order to develop the capacity of resident leaders to implement effective food access strategies, GAVA organizers will facilitate group trainings and meetings. These meetings will be held at times and locations determined accessible to community members, and will be conducted by resident leaders. Components of store participation in the model will be taught to resident leaders in detail and amended as found necessary to achieve the desired outcomes. These components include: vision planning for individual stores, enrollment of a store in the program, signing of MOUs, assessment and documentation of inventory (by photograph and annually when MOUs are renewed), equipment, marketing strategies and education of store owners and managers on stocking and sourcing of healthy food items. These trainings will also include role-playing sessions, helping resident leaders generate scripts, and accompanying leaders to stores to engage store owners in the direct implementation of the program. All materials associated with meetings, trainings and marketing for the aforementioned will be made available and both English and Spanish in order to be inclusive of major language groups known to be represented in these communities. Organizers will facilitate this directly or shape these interactions with guest trainers from organizational partners. Training content and strategies may be amended as agreed upon by the City of Austin and GAVA.

Several marketing and campaigning strategies will be utilized to build support for the Healthy Food Retail Initiative and increase awareness in the neighborhoods, to drive traffic to the stores and increase demand for healthy foods offered at each participating store. These may include but are not limited to:

- In-store Healthy Food Identification Marketing Campaign: Stickers, decals and shelf talkers will be displayed on shelving, baskets, coolers, and in other prominent locations in each store. The materials may align with the color scheme of the "Go, Slow, Whoa" campaign used in the Coordinated Approach to Child Health (CATCH) curriculum in all Austin I.S.D. schools in the area.
- Promotional materials shared through CommUnity Care (Southeast Health and Wellness Center) and other clinical outlets, to patients who live in 78744 and 78745
- Refreshed branding and marketing materials and communications tools developed by GAVA with support from other funders.

The GAVA Coalition is committed to a comprehensive evaluation of our implementation practices, including a regular review by Food Retail Sector Manager and Deputy Director of data collected and analyzed by the evaluation team at the UTSPH, measuring our inputs and their impact on the desired outcomes and allowing for course correction, as well as the practice of evaluating every meeting, event, or action in a group conversation with staff and residents involved in every action step. We keep detailed documentation of implementation steps and interactions and are constantly working to improve our efficiency and approach. This will be outlined in the reports generated for the City of Austin.

Several aspects of GAVA's implementation are unique, complementary to the best practices outlined in The Food Trust's model, and central to the sustainability of this initiative. These are:



1) a resident-led focus, 2) an emphasis on driving demand for healthy products from the grassroots community served by a corner store, and 3) a multi-sector approach to the overall work of the coalition beyond just food retail work.

A resident-led focus enables neighbors most impacted by changes to food access to set the agenda by collaboratively building teams and choosing, democratically, which stores to prioritize and what products they would like to see introduced. The nature of teamwork prevents too much of the responsibility from falling on any one or two residents, and ensures that even if one prominent leader (or staff member) is no longer in a position to continue working on the initiative, the team will continue to carry it on as a collective priority. GAVA's implementation of The Food Trust's model is unique in that we prioritized residents—as opposed to nonprofit staff—to take ownership of the initiative and build key relationships, and we play less of a role as gatekeepers and more as mentors to emerging leaders.

The emphasis on driving demand by increasing community awareness is not necessarily a part of The Food Trust's model, and is something we feel is central to both the success and sustainability of the initiative. Experts in this industry have advised us that 90-180 days is the usual period required for shopping patterns to change when new items and campaigns are introduced. In order for store owners to see a return on their investment, they will need to see an increase in demand for the healthy products that they are offering, and will only be willing to take a loss on items like fresh produce for a limited time before they no longer wish to stock them. The Memorandum of Understanding that store owners will sign guarantees that they will stock the healthy items for at least one year. It will be the work of the community to drive traffic to these stores and show that there is a strong demand for fresh produce, that will keep these products well stocked after the initial year has passed, and by then, significant changes in shopping patterns will have been made, making the changes last.

The multi-sector nature of GAVA's work supports this strategy in the long term, as part of an overall initiative that unites neighbors in both zip codes around health and access to a healthy lifestyle. Because resident-led teams are engaged in multiple efforts to improve the built environment of these areas, such as parks, creeks, schools, early childhood centers, and micro-neighborhoods, there is a wide network within which to promote the initiative. Even though some residents may not be directly involved in the corner store effort, they will see it as complementary to their efforts to increase safety for walking and biking, or to improve park spaces and physical activity programming, because it is all a part of promoting health and wellness and good habits in children of South and Southeast Austin. "Today it's Our Turn" is the slogan for GAVA, referring to the timeliness and participatory nature of all the GAVA efforts, and that is the attitude that permeates the work of GAVA teams to support each other in achieving lasting changes to improve health in the neighborhood.

From a funding standpoint of sustainability, while the majority of costs associated with this initiative will be one-time or temporary costs until the store owners integrate them into their

practices, the GAVA Coalition is actively seeking other funding sources to sustain the work of the coalition in all of its sectors.

Key GAVA staff including Carmen Llanes Pulido, the Food Sector Manager, and other key organizers, will also participate in collaborative meetings and conversations regarding the regional Central Texas Food System Planning effort recently launched. Stakeholders in this group include representatives from the Austin Travis County Food Policy Board, the University of Texas Community and Regional Planning Department, Farmshare Austin, Texas Center for Local Food, St. David's Foundation, Michael & Susan Dell Foundation, Austin Foodshed Investors, and more. The Central Texas Food System planners follow high level policies that impact the food system, including "the chain of activities connecting food production, processing, distribution, consumption, and waste management, as well as the associated regulatory institutions and activities."

GAVA's participation in the Central Texas food system planning will inform resident leaders' of high level policies that impact the food system and their ability to access food. GAVA's participation allows information to flow two ways: from the food system planners who follow high-level policies and then transmit this information to residents, teaching resident leaders about systemic causes of the barriers they face in accessing food in their neighborhoods. This leads the residents to create informed action plans to address these barriers with their local government, partners and stakeholders, providing information on how systems impact them individually and proposing solutions that are culturally appropriate to their community.

GAVA is also participating in the Foundation for Food and Agricultural Research (FFAR)-funded evaluation coordinated by Sustainable Food Center and conducted by researchers at the Dell Center for Healthy Living, which will provide valuable information for decision-makers and potential investors to use an evidence-based approach for determining the best placement and expansion strategies for scaling-up this initiative (i.e., those that will yield higher utilization and better health outcomes). This will allow GAVA to course correct on-the-ground strategies and inform, upstream, local food policies that directly impact 78744 and 78745 as well as the rest of the Eastern Crescent.



## Proposed Milestones & Activities

<b>Milestones/Activities</b>	<b>Timeline</b>	<b>Measure</b>	<b>Lead Staff</b>	<b>Key Partner</b>
Work plan development for the scope of this contract	Within 10 days of the contract award date	Documented work plan submitted	Food Sector Manager and Carmen Llanes Pulido	City of Austin
Written sustainability plan outlining best practices, lessons learned, and plan to ensure lasting changes beyond the contract period	August 30th 2019	Written Sustainability Plan	Food Sector Manager and Carmen Llanes Pulido	City of Austin
Resident recruitment (one on one meetings, group meetings, block walking, event tabling)	Ongoing	At least 3 key wins tied to resident or community leaders in the coalition per quarter	Organizers and Food Sector Manager	
Monthly resident meetings (and more as needed), including food retail action plan building and other nutrition strategies	Ongoing	Minimum of 12 meetings, or 1 per month	Organizers and Food Sector Manager	
Development of campaign messages and enhancement or adaptation of marketing materials for healthy food promotion	October 1, 2018 - September 30, 2019	Social marketing materials and communications tools developed with the City of Austin, contracted consultant(s) and Fresh for Less partners.	Food Sector Manager and Carmen Llanes Pulido	City of Austin, Sustainable Food Center, FarmShare

Short term vision planning with new adopted stores, verbal commitments and renewed Memorandums of Understanding (MOUs) complete for 7-8 stores.	October 1, 2018 - September 30, 2019	7-8 new signed MOUs with detailed inventory of new items carried and agreement to use in-store marketing materials	Food Sector Manager	Store owners at 8 stores.
Implementation of improved display of healthy food and or healthy messaging in stores.	October 1, 2018-July 31, 2019	In-store changes completed and documented by photo	Food Sector Manager	44 and 45 residents; store owners
Mid and long term vision planning with store owners already participating in HFRI	October 1, 2018-June 1, 2019	5 updated MOUs to reflect mid-term planning with existing stores.	Food Sector Manager, Organizers	Store owners and managers
Facilitation of orders from identified retail food sourcing and distribution option (Del Monte)	October 1, 2018 - January 30, 2019	Orders begun at two stores	Food Sector Manager, Carmen Llanes Pulido	Sustainable Food Center, Greater Austin Mercantile Association
Grant reporting	Monthly with final by Oct 10th, 2019	Monthly progress reports with backup documents; sustainability report at the end of the year.	Food Sector manager and Organizers	City of Austin

## Proposed Project Team

### **Executive Director - Carmen Llanes Pulido**

0.6 months per year dedicated to this project (5%). Executive Director will provide supervision and strategic guidance to project.

### **Food Retail Sector Manager - to be hired**

3 months per year dedicated to this project (25%). The Food Retail Sector Manager will provide supervision and guidance to the organizers on this project, and be the primary person responsible for deliverables including signed MOUs, following high-level conversations, collaborating with business consultant, and facilitating resident meetings with key decision-makers. The Food Retail Sector Manager will provide supervision to the Community Organizers on Food Retail efforts, and be managed by the Deputy Director, who reports to the Executive Director.

### **78745 Community Organizer - to be hired**

### **78744 Community Organizer - Frances Acuna**

### **School Sector Community Organizer - Cynthia Vasquez**

Each Organizer will dedicate 1.8 months per year (15%) to this project to provide cross-sector organizing support, resident engagement, and team building efforts for the project. All efforts conducted and informed by residents will be facilitated by the organizing staff. The organizers will report directly to the Food Retail Sector Manager for all duties and efforts related to this project.



Total Evaluated Cost

## Proposed Project Budget

Item	2019 Budget
<b>PERSONNEL</b>	
Salaries	37,250.00
Fringe	10,057.50
<b>SUBTOTAL - PERSONNEL</b>	<b>47,307.50</b>
<b>OPERATING EXPENSES</b>	
Supplies	4,419.77
Consultants / Contractual	0.00
Travel	0.00
Equipment	0.00
Other / Incentives	1,000.00
<b>SUBTOTAL - OP. EXPENSES</b>	<b>5,419.77</b>
<b>CAPITAL OUTLAY &gt;\$1,000</b>	
List items (only capital > \$1,000)	0.00
<b>SUBTOTAL - CAPITAL</b>	
<b>INDIRECT</b>	
Indirect expense (10% of Direct)	5,272.73
<b>SUBTOTAL - INDIRECT</b>	<b>5,272.73</b>
<b>TOTALS (A+B+C+D)</b>	<b>58,000.00</b>

## Budget Justification

### Personnel

Salaries rate includes the following calculations:

- Executive Director salary billed at 5% annually to the project to provide supervision and guidance
- Food Retail Sector Manager salary billed at 25% to the project to provide supervision and guidance
- 78744, 78745, and School Sector Organizer billed at 15% each to provide cross-sector organizing support and teams

Position	% Time on Project	Annual Salary	Project Salary
Executive Director	5%	75,000	3,750
Food Sector Manager	25%	53,000	13,250
78744 Community Organizer	15%	45,000	6,750
78745 Community Organizer	15%	45,000	6,750
School Sector Organizer	15%	45,000	6,750
<b>Total</b>		<b>\$263,000</b>	<b>\$37,250</b>

Fringe is calculated at a rate of 27%, for a total project cost of \$10,057.50. The fringe rate includes:

- Health Insurance (United Healthcare): \$531.65 per month per employee (\$6,379.80 annually per employee)
- Dental Insurance (Humana): \$72.46 per month per employee (\$869.52 annually per employee)
- Social Security taxes: 6.2% of annual salary per employee
- Medicare taxes: 1.45% of annual salary per employee
- Texas State Unemployment Insurance (SUI): 8.21% of first \$9,000 of each employee's salary per year
- 401k Retirement Match: up to 3% of each employee's annual salary is matched based on employee's contributions

## Supplies

Supplies are budgeted to this project for a total of \$967.77. This cost includes meeting expenses to ensure that meetings are accessible to all residents. Meeting expenses include 1.5 hours of childcare per meeting at \$15/hour, and \$30 in healthy food/snacks for attendees. Additional meeting expense supplies include Post-it Self-Stick Easel Pads (\$42.88 each), pens and other miscellaneous supplies.

Other office supplies include Post-it Notes (\$5/pack), ballpoint pens (\$5.59 per pack), college-ruled notebooks (\$7.66 each), toner for printer (\$47 each), printer paper (\$61.99 per box), and other miscellaneous items.

## Travel

No travel expenses will be billed to this project.

## Other

No other expenses will be billed to this project.

## Indirect

GAVA has billed administrative costs to the project at 10% of the total budget to allow for costs incurred related to contract management, finance, and other administrative duties created by the project.

## Authorized Negotiator

The Authorized Negotiator for Go Austin/Vamos Austin is:

Carmen Llanes Pulido  
Executive Director  
Go Austin/Vamos Austin

3710 Cedar St, suite #230  
Austin, TX 78705

Phone: 512-633-4312

Signed: Carmen Pulido  
Date: July 11<sup>th</sup>, 2018

## Exceptions

# Section 0630



Initialed: Colep

## CITY OF AUSTIN PURCHASING OFFICE EXCEPTIONS

**Solicitation Number:** RFP 9100 JRH0117

The City will presume that the Offeror is in agreement with all sections of the solicitation unless the Offeror takes specific exception as indicated below. The City, at its sole discretion, may negotiate exceptions to the sections contained in the solicitation documents or the City may deem the Offer non-responsive. The Offeror that is awarded the contract shall sign the contract with the accepted or negotiated sections.

Place this attachment in Tab 6 – Exceptions to your Proposal. Copies of this form may be utilized if additional pages are needed.

☒ Accepted as written.

☐ Not accepted as written. See below:

**Indicate:**

- ☐ 0300 Standard Purchase Terms & Conditions
- ☐ 0400 Supplemental Purchase Provisions
- ☐ 0500 Scope of Work

**Page Number**

**Section Number**

**Section Description**

**Alternative Language:**

**Justification:**