

CLI RFP 2018-02

A. Background

Public Health Foundation Enterprises (dba Heluna Health) is releasing the request for proposals for the Centers for Disease Control and Prevention – High Impact HIV Prevention Capacity Building Assistance (CBA) project. Through the CBA project, the San Francisco Department of Public Health (SFDPH) We are inviting eligible entities to apply for funding, including independent contractors, community-based organizations, and businesses with the requisite expertise and in video production and effective storytelling in public health to support capacity building assistance in High Impact HIV Prevention efforts with the Center for Learning and Innovation at the San Francisco Department of Health. The Center for Learning and Innovation (CLI) is a branch within the Population Health Division (PHD) of the San Francisco Department of Public Health (SFDPH). CLI conducts a range of projects internally and externally to support DPH programs and objectives, build capacity and promote a diverse and talented workforce. CLI's vision is to foster a culture of learning, trust, and innovation CLI does that in a number of ways: from sharing information and resources to experimenting with new and innovative technologies, to training and coaching staff and partners, building partnerships across sectors and mentoring public health professionals. CLI also offers technical assistance and support to branches within the Population Health Division of the San Francisco Department of Public Health.

B. General Eligibility

The SFDPH CBA project, through Public Health Foundation Enterprises (dba Heluna Health) requires the following.

1. **In order to apply for this SFDPH sub-contract, eligible agencies must demonstrate all of the following minimum qualifications:**
 - a. Five or more (5+) years of experience in the area of video production and storytelling for public health, including the following:
 - i. Conducting initial staff and stakeholder interviews;
 - ii. Development of clear story concepts through storyboarding or other methods;
 - iii. Professional quality video and audio recording, editing and production; and
 - iv. Delivery of high quality video and audio projects that can be shared via the internet

- b. Able to submit 1 reference (include name of project, contact information and relationship) who have experience working with the applicant on a similar project in the past 3 – 5 years.
- c. Commitment to attend regular at least monthly meetings with SFDPH staff in San Francisco or via phone.
- d. Demonstration of administrative capacity to enter into a business subcontract consultant agreement with a fiscal intermediary and capacity to complete work of high quality in a timely manner.

C. Scope of Work

All applicants must focus on the following objectives to support the creation of up to three videos documenting the experiences of selected PRIDE grantees or other jurisdictions prioritized by the SFDPH CBA Project.

1) Development of up to three story concepts

- a) Conduct stakeholder interviews in up to three jurisdictions which include representatives from the local health jurisdiction, community partners, and individuals impacted by the identified issues.
- b) Analyze the stakeholder interviews and produce up to three story concepts/treatments for review and approval by the SFDPH CBA project and its funder.

2) Video and audio recording, editing, and production for up to three videos

- a) Conduct, either in-person or remotely, video and audio recordings of individuals identified in the story concepts.
- b) Conduct any video and audio 'B-roll' necessary as identified in the story concept

3) Delivery of up to three videos

- a) Produce up to three initial 'rough cut' of up to three videos for review and approval by the SFDPH CBA project
- b) Produce up to three final videos for use and dissemination by the SFDPH CBA project

D. Budget

All applicants must submit a proposal that does not exceed \$30,000 for this project.

- a) Proposals that utilize less than the identified 'do not exceed' amount are welcome.
- b) Proposals that exceed \$30,000 will not be accepted.

- c) Costs for required travel to local jurisdiction sites for video/audio recording will be funded separate from this RFP. Successful applicants will be required to adhere to all travel cost limits and comply with all established travel processes if accepted.

E. Narrative Instructions

Interested contractors must submit responses to Mr. Gary Naja-Riese at get.sfcba@sfdph.org no later than 12:00 pm PT on April 2, 2018. Please include CLI RFP 2018-02 in the subject line. Responses must include **ALL** of the following:

- 1) Cover letter, no more than 1 page in length committing to completion of the work by March 30th 2019.**
- 2) Overview of your organization and services no more than 2 pages in length.**
 - a) Provide a brief organizational chart of your agency and describe your organizational structure. Describe key agency staff involved in this program and how they are connected to the provision of the services proposed in this RFP. Describe your proposed process for project management including regular communication and updates with CLI staff. Provide an overview of how your agency manages the timely receipt of funds and payments for expenses.
- 3) Proposal and Timeline no more than 4 pages in length**
 - a) Describe how the organization will work in partnership with CLI to ensure that the following program objectives are met:
 - i) Creation of an Event Registration and Survey Portal;
 - ii) Video and audio recording, editing, and production for up to three videos; and
 - iii) Delivery of up to three videos optimized for delivery and dissemination online.

F. Budget

- 1) Budget no more than 1 page in length**
 - a) Provide hourly rates for all staff involved in the project and an estimate of hours for completion of each of the program objectives:
 - i) Creation of an Event Registration and Survey Portal;
 - ii) Video and audio recording, editing, and production for up to three videos; and
 - iii) Delivery of up to three videos.

G. Deadlines and funding timeline

ACTIVITY	TIMES	DATES
Solicitation Issued:		March 27, 2018
Proposals Due	By 12:00 Noon	April 4, 2018
Technical Review		April 4-5, 2018
Invitation to Negotiate		April 6, 2018
Start Date of Service		April 23, 2018

H. Application Instructions

- 1) **Narrative:** Use all of the objectives and respond to all of the items in the ‘Scope of Work’ section.
- 2) **Budget:** Provide a detailed breakdown and description of all of your funding requests
- 3) **Formatting:**
 - a) The maximum page limit is **8 total pages**.
 - b) Times New Roman font
 - c) 11-point font
 - d) 1-inch margins
 - e) 1.5 spacing between lines
- 4) **Submission:**
 - a) Completed proposals must be submitted electronically (by email) to get.SFcba@sfdph.org
 - b) **Please attached all documents in a single email.** The preferred format is PDF; if possible, please submit all documents in a single PDF.
 - c) You will receive confirmation that your application has been received within 24 hours.