

January 3, 2023

To Whom it May Concern:

Health by Design, in partnership with the Indiana Public Health Association, is now accepting proposals to provide project planning services for the Health Equity Action Team (HEAT). We invite you to submit a proposal to us by Wednesday, February 1, 2023, for consideration. A description of our organizations, the services needed, and other pertinent information follows:

**Background of Health by Design, the Indiana Public Health Association, and
the Health Equity Action Team**

Health by Design is a 501 (c)(3) organization established in 1990. The mission of the organization is to collaborate across sectors and disciplines to ensure communities in Indiana and beyond have neighborhoods, public spaces, and infrastructure that promote healthy, active living.

The Indiana Public Health Association (IPHA) is a 501(c)(3) organization founded in 1947. The mission of the organization is to build capacity among public health professionals and partners to achieve health equity and well-being for all across the state of Indiana.

IPHA, in partnership with Health by Design (HbD), convenes the [Health Equity Action Team \(HEAT\)](#). HEAT is a collaborative group of community members and partners, representing numerous organizations throughout Indiana, working to build awareness, understanding, capacity and ability to address health equity. HEAT meets the fourth Thursday of each month. To learn additional information, applicants can review the [HEAT one-pager](#).

Services to Be Performed

Your proposal is expected to cover the following services:

1. Develop criteria and perform asset mapping activity of current health equity initiatives and activities across Indiana. Asset map should include assets represented within HEAT as well as assets among external partners and stakeholders. Documentation of asset map is expected;
2. Conduct needs assessment of HEAT, based on feedback from participants, the HEAT Steering Committee, and external partners and stakeholders. Documentation of needs assessment is expected;
3. Attend meetings with the HEAT Steering Committee. Number of meetings to be negotiated upon executed contract;
4. Make recommendations for structure and role of HEAT, to include the HEAT Steering Committee. Documentation of recommendations expected; and
5. Develop HEAT work plan.

Deliverables

1. Asset map
2. Needs assessment
3. Meeting attendance
4. Report of recommendations
5. Work plan

Key Personnel

Following are key contacts for information you may seek in preparing your proposal:

1. Marjorie Hennessy, Program and Policy Manager, Health by Design, mhennessy@hbdin.org
2. Marcie Memmer, Program Manager, Community Benefit & Health Policy, IU Health, mmemmer@iuhealth.org

Requests for additional information should be emailed to Marjorie Hennessy with a copy to Marcie Memmer by January 16, 2023. Response to questions will be emailed no later than January 20, 2023.

Other Information

The process and timeline for completing the tasks outlined in 'Services to be Performed' will be finalized with the HEAT Steering Committee after the RFP is awarded. The process is expected to take no more than nine months.

Your Response to This Request for Proposal

In responding to this request, please provide the following information:

1. Name
2. Title
3. Email
4. Phone Number
5. Organization
6. Designated Project Manager (Optional)
7. Is your organization a minority, woman, or veteran owned business?
8. Describe the unique characteristics of your firm and why your firm is different than other organizations which have a focus on the nonprofit industry. Explain why health equity work is important to your organization and broader efforts in Indiana. (500 word limit)
9. Detail your experience in providing consulting services to non-profit organizations similar to the Indiana Public Health Association or Health by Design. Include years of experience and provide examples of project management. (500 word limit)
10. What technical qualifications and skills do you have to successfully perform the services described above? Please include any certifications. (200 word limit)
11. Describe how will you monitor and communicate progress and performance. (200 word limit)
12. Please provide the names and contact information of at least two other clients for reference purposes.
13. Discuss the firm's independence with respect to Health by Design and the Indiana Public Health Association.

14. Set forth your fee proposal for the project not to exceed \$25,000. Please separate services by month.

Evaluation of Proposals

The HEAT Steering Committee will evaluate proposals on a qualitative basis. This may include a review of organizations' proposal and related materials, interviews with personnel to be assigned to our organizations, results of the discussions with other clients, and the organization's completeness and timeliness in its response.

Please submit your response to this request for proposal Wednesday, February 1, 2023, by email to Marjorie Hennessy and Marcie Memmer.

Sincerely,

Marjorie Hennessy

Program and Policy Manager