

Answers to Submitted Questions:
Minneapolis Health Department's Tobacco Prevention Education RFP (Request for Proposals)
Updated April 2, 2014

Q: Are the training materials provided by the City and are they already developed?

A: Yes, the training and education materials will be provided by Health Department. The activities have to be carried out over a five month period (May – September 2014), which does not give enough time for selected organizations to create new materials. What is expected of the selected organization is to adapt these outreach materials to fit the needs of the community they work with. If translation is involved, the Health Department will incur translation costs.

Q: In the application, do we have to specify the convenience stores or tobacco dealers that we'll visit.

A: The application does not ask you to list the stores you would like to visit but you are free to include a list in your application, if you wish. Health Department staff and selected organizations will work together to identify stores that serve the target population.

Q: Is this service inclusive of Saint Paul and Minneapolis area?

A: No, this service is only for Minneapolis area.

Q: Is this funding intended to generate action by youth?

A: The RFP does not specify an ideal "type" of person to implement the required activities. Applicants are encouraged to consider who is a credible and effective communicator in their respective communities and who has the skills (e.g., project management skills, public speaking) to successfully conduct the required activities. Examples of appropriate people include (but are not limited to) youth, community health workers, adults, faith leaders, parents or other adults.

Q: What is the minimum number of expected participants in this project?

A: The application does not set a minimum number of people to reach with education and outreach activities. However, reaching more people is better than reaching fewer and the number of people reached will be taken into consideration in applicant selection.

Q: We have a youth department in our organization and it would be an extension of their program if they participate in this project. Can they be part of this project? Would there be any problem with the over-lap of services?

A: Youth could be the potential audience for this project and/or they may also be the implementers of activities (i.e., the messengers). If you propose to engage youth as the implementers of the required activities, we will want evidence of their capacity to conduct the work (i.e., knowledge, speaking skills). Project staff will be required to attend a project orientation and training on May 8th, 2014.

Q: Our youth department has a lot of youth volunteers. Can we engage volunteers in this project? How would they be reimbursed?

A: You are free to implement the required activities through people you select; however, we encourage you to provide evidence demonstrating their capacity to conduct project activities. Contractors will be reimbursed for activities and deliverables as follows:

- \$1,000 for participation in training and bi-weekly meetings
- \$3,000 for education/outreach activities and a media event (\$500/each)
- \$700 for store visits (\$70/store x 10 stores)
- \$300 for meetings with opinion leaders (\$150/meeting x 2 meetings)
- \$1,000 for miscellaneous activities such as newsletter placements

How you spend the money in your organization (volunteer stipends vs. salary expenses) is your choice.

Q: Do you have the materials in different languages? If there is a need for translation, is it reimbursable?

A: MHD will incur all cost of translation; however, we will ask project staff from selected organizations to read and verify the accuracy of translated materials.

Q: Would you like us to list, on the proposal, the convenience stores we will work with?

A: We haven't asked for a list but it would be a bonus if you do. If not, the Health Department will work with you to identify appropriate stores.

Q: The maximum 300 word to question 1 (a-c) is it for each or for all three questions?

A: It is for all three questions.

Q: Is the proposal an online format that we have to plug-in or is it just a word document?

A: It should be a word document and e-mailed to health@minneapolismn.gov.

Q: How does the invoicing work – do we invoice after each person's activity?

A: Reimbursement is for specific activities and the contract will outline specific deliverables to submit for reimbursement.

Q: How many organizations will receive this funding?

A: Up to four organizations will receive funding.

Q: As an organization located outside of Minneapolis, do we stand a chance against those organizations that work within Minneapolis?

A: Yes, as long as you outline your existing relationship with the population that you intend to serve in Minneapolis.

Q: Our program has a PowerPoint prepared on the topic and uses information from different educational sites. Can we combine educational tobacco information from the Minnesota Department of Health and from other sources or do you prefer just the Minnesota Department of Health? Please clarify.

A: MHD will provide branded outreach and educational materials for grantees with Minneapolis specific data, facts and talking points. These materials are designed to create consistent messaging and communicate key facts about Minneapolis youth tobacco use and the point of sale environment. Grantees who have prepared presentations or other tobacco prevention information may describe their materials within the allotted word count of the proposal as they deem appropriate and supportive of their proposal.