

Request for Qualifications: Diversity, Equity & Inclusion Consultant

Open Date:

**June 16, 2021**

Proposals Due:

**July 19, 2021, 3:00 p.m. PDT**

*Late and/or Incomplete Proposals Not Accepted*

Verdant Health Commission

4710 196th St. SW

Lynnwood, WA 98036

verdanthealth.org

**Diversity, Equity & Inclusion Consultant RFQ**

The Verdant Health Commission requests qualifications from consultants or agencies interested in providing the services described for the subject project. This document outlines the information necessary to understand the contractor selection process and the required documentation for submittal of qualifications for this project.

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| **Proposal Information** | |
| **Proposal Name** | Diversity, Equity & Inclusion Consultant RFQ |
| **RFQ Opens** | June 16, 2021 |
| **RFQ Submission Deadline** | July 19, 2021, 3:00 p.m. PDT |
| **Vendor Selection** | July 30, 2021 |
| **Submit Qualifications To** | **Verdant Health Commission** Attention: Jennifer Piplic  4710 196th St. SW  Lynnwood, WA 98036 |
| **Contact Person** | Jennifer Piplic, [jennifer.piplic@verdanthealth.org](mailto:jennifer.piplic@verdanthealth.org), (425) 582-8558 |

# INTRODUCTION

The Verdant Health Commission is soliciting qualifications from Diversity, Equity & Inclusion (DEI) consultants to support the DEI growth and development of the organization. Qualifications from consultants and agencies interested in this work must be received by July 19, 2021, at 3:00 p.m.

## BACKGROUND

The Verdant Health Commission funds a wide range of programs that empower people in South Snohomish County to make healthy decisions and access the care they need to stay well. From 1962-2010, we served the health needs of our community by managing the local community hospital. As the program of Public Hospital District No. 2, Snohomish County, Verdant is a municipal corporation with a Board of Commissioners that includes 5 elected officials who govern. This structure governs our work, but we operate much like a foundation, providing grants to community groups working to address the health needs of our residents. In addition to focusing on investing in innovative programs that will make a lasting impact on the health and well-being of South Snohomish County residents, Verdant also offers free or low-cost education and prevention classes at the Verdant Community Wellness Center, located in Lynnwood.

**RFQ Background**

The South Snohomish County community served by Verdant has seen changing demographics in recent years that necessitate a thoughtful and strategic approach to our work with a DEI lens in order to improve health outcomes for our refugees, immigrants, and BIPOC communities. The goal of the commissioners and staff is to pursue clarification, develop a common understanding, and take specific action to fully engage DEI practices at the organizational level.

## TIMELINE

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| **RFP Timeline** | |
| Dated & Released | June 16, 2021 |
| Questions on the RFQ Due | June 25, 2021 |
| Answers to the Questions Posted | July 2, 2021 |
| Proposals Due | July 19, 2021 no later than 3:00 p.m. PDT |
| Interviews/Demonstrations with Evaluation Team | Monday, July 26 in p.m. OR  Tuesday, July 27 in a.m. |
| Consultant Selected | On or around July 30, 2021 |
| Contract Negotiations Completed | On or around August 6, 2021 |
| Meet with Commissioners and Staff to Establish Scope of Work | August 2021 (exact date TBD) |
| Project Implementation | September 2021 – February 2022 (exact date TBD) |
| Wrap-up and Written Recommendations | March 2022 (exact date TBD) |

## COST

Responding consultants should include their rates and pricing in their response to the RFQ. Time and material, as well as alternative pricing proposals, will be considered. Verdant has elected not to include a dollar range so that we can consider all proposals submitted. Responding consultants should also disclose whether they have any direct or indirect conflicts of interest with the Verdant Health Commission. It is anticipated that a resulting contract may be for a minimum of 6 months in length with options to renew.

## CONTRACT TERM

The Verdant Health Commission will negotiate contract terms upon selection. All contracts are subject to review by the Verdant Health Commission legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

# INSTRUCTIONS TO PROPOSERS

## EXPERIENCE AND QUALIFICATIONS

The statement of qualifications should detail the consultant’s key staff, history, experience, qualifications, and a representative list of clients for whom DEI work has been performed at the board and organizational level. Please include:

* Experience and competencies supporting and facilitating the development of DEI plans, goals, and objectives should be identified and detailed. Please include 2-3 examples of relevant work completed in the past 3 years.
* A description of the consultant’s (or its personnel’s) lived experience (professional or personal) pertinent to DEI work.
* Background on why they chose this work, their firm’s founding principles, and their commitment to DEI.
* If available, please include relevant experience working with elected boards.

Verdant encourages proposals from firms owned by persons of color and women. Please identify if the contractor or any subcontractors are a minority or women-owned business.

**PROJECT OUTCOMES**

Implementing and advancing a vision focusing on equity and inclusion will require:

* Providing a baseline assessment of Verdant’s organizational capacity to center equity and advance DEI.
* Establishing a definition of what success looks like.
* Establishing measurable short-term, mid-range, and long-term goals for advancing DEI within Verdant.
* Developing and supporting the creation of a Community Advisory Council.

## RESPONSE PACKAGES

Responses must be organized in sections as shown below:

1. Appendix I: Acknowledgement of RFQ Terms and Conditions
2. Appendix II:
   * Letter of interest
   * Experience and qualifications
   * 3 professional references
   * Strategies proposed to achieve project outcomes
   * Proposed timeline and cost

Responses shall be submitted by email using the contact information below but must arrive no later than July 19, 2021 at 3:00 pm PDT. All documents and any attachments should be formatted as 8 ½ by 11-inch pages and should utilize Appendix I and II provided at the end of this RFQ.

**Submit proposals to:**

Jennifer Piplic, Director of Marketing & Communications [jennifer.piplic@verdanthealth.org](mailto:jennifer.piplic@verdanthealth.org)

Verdant Health Commission   
4710 196th St. SW,   
Lynnwood, WA 98036

No further action beyond submission of the above information is required at this time.

**SELECTION PROCESS AND SELECTION CRITERIA**

A committee of Verdant Health Commission staff, commissioners, and community members will review timely responses. The committee will weigh the following criteria when ranking the responses:

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| **Item** | **Maximum Points** |
| Experience, skills, and qualifications | 40 points |
| Merits of the proposal, including approach to achieving desired outcomes | 20 points |
| Proposed timeline and cost | 20 points |
| References provided with similar work | 20 points |
|  | 100 points possible |

The Committee may request interviews with and/or presentations by the respondents prior to making its decision.

# GENERAL TERMS AND CONDITIONS

**REJECTION OF RESPONSES:** Verdant reserves the right to reject any and all responses and to waive irregularities and informalities in the submittal and evaluation process. This Request for Qualifications does not obligate Verdant to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the Request for Qualifications does not obligate Verdant to accept or contract for any expressed or implied services.

**CONTRACT AWARD:** Verdant reserves the right to make an award without further discussion of the response submitted. Therefore, the proposal should be initially submitted on the most favorable terms the consultant can offer. Verdant shall not be bound or in any way obligated until both parties have executed a vendor contract. The consultant selected will be expected to enter into a contract with Verdant.

## RESPONSIBLE BIDDER:

Definition of being a responsible bidder:

Being a responsible bidder means satisfying at least the following criteria:

1. does not discriminate and does not do business with others who discriminate on the basis of race, color, ethnicity, national origin, sex, gender identity, sexual orientation, disability, marital status, familial status or veteran status;
2. have adequate financial resources to perform the contract, or the ability to obtain them;
3. be able to comply with the required or proposed delivery or performance schedule, taking into consideration all of the bidder’s/offeror’s existing commercial and governmental business commitments;
4. have a satisfactory performance record;
5. have a satisfactory record of integrity and business ethics;
6. have the necessary organization, experience, accounting and operational controls, and technical skills, or the ability to obtain them;
7. have the necessary production, construction, and technical equipment and facilities, or the ability to obtain them;
8. will make no reference to Verdant in any literature, promotional material, brochures, sales presentation or the like without the express written consent of Verdant;
9. swear that the Proposal is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the proposers has not induced or solicited others to submit a sham offer, or to refrain from proposing;
10. shall comply with federal, state, and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

**PUBLIC RECORDS:** Under Washington state law, the documents (including but not limited to written, printed, graphic, electronic, photographic or voice mail materials and/or transcriptions, recordings or reproductions thereof) submitted in response to this RFQ (the “documents”) become a public record upon submission to Verdant. This means that Verdant may be obliged to disclose them upon request by any person, unless the documents are exempted from public disclosure by a specific provision of law. If Verdant receives a request for inspection or copying of any such documents it will promptly notify the person submitting the documents to Verdant (by U.S. mail and by fax if the person has provided a fax number) and upon the written request of such person, received by Verdant within five (5) days of the mailing of such notice, will postpone disclosure of the documents for a reasonable period of time as permitted by law to enable such person to seek a court order prohibiting or conditioning the release of the documents. Verdant assumes no contractual obligation to enforce any exemption.

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| **APPENDIX I – ACKNOWLEDGEMENT OF RFQ TERMS & CONDITIONS** |
| Respondents, please sign and date to acknowledge requirements. |

Each respondent, as part of its response, must submit this document signed by a representative(s) authorized by the consultant to make representations for the consultant and to obligate the consultant to perform the commitments contained in its response. All submitted contents and costs must be guaranteed for sixty (60) days from the response date. Each responder must acknowledge and include the following required components of the response in the order listed below:

* Acknowledgement of RFQ Terms & Conditions (this document)
* Letter of interest
* Experience and qualifications
* 3 professional references
* Strategies proposed to achieve project outcomes
* Proposed timeline and cost

Acknowledged and Agreed:

Click or tap here to enter text.

Signature

Click or tap here to enter text.

Printed Name

Click or tap here to enter text.

Title

Click or tap here to enter text.

Firm Name

Click or tap here to enter text.

City, State

Click or tap here to enter text.

Phone Number

Click or tap here to enter text.

Date

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| **APPENDIX II – REQUIRED MATERIALS** |
| Please use the fields below to submit all required materials. Please limit responses to the following prompts to no more than 8 pages. |

Letter of Interest

Click or tap here to enter text.

Experience and Qualifications

Click or tap here to enter text.

3 Professional References

Click or tap here to enter text.

Strategies to Achieve Outcomes

Click or tap here to enter text.

Proposed Timeline and Cost

Click or tap here to enter text.

# QUESTIONS & ANSWERS

1. **What is the budget range to have a ballpark figure to propose?**

As a publicly funded organization, we are dedicated to being good stewards of public funds while also being very committed to paying market rate. As a result, we have set a range of up to $30,000 for this initial contract work.

1. **What’s the total number of staff, volunteers and board of directors? Who do you envision participating in the organizational assessment?**

Verdant has 8 staff FTE plus 5 elected commissioners on our board. Some community members may also participate. We will work with the selected consultant on how best to structure this process.

1. **What is the community served demographics? Can you point us to a 2020 annual report?**

Verdant’s most recent community health needs assessment is from 2016 and pulls data from the 2010 U.S. Census and 2010-14 American Community Survey. The slides with data are available to view at: <https://verdanthealth.org/wp-content/uploads/2016needsassessmentsummaryreport.pdf>.

In addition, Verdant’s hospital district boundary closely aligns with the Edmonds School District, and various charts and graphs are available through Statistical Atlas on the Edmonds School District here: <https://statisticalatlas.com/school-district/Washington/Edmonds-School-District/Race-and-Ethnicity#figure/place> or through OSPI here: <https://washingtonstatereportcard.ospi.k12.wa.us/ReportCard/ViewSchoolOrDistrict/100075> and select “Diversity Report”

To view a map of our hospital district boundaries with the Edmonds School District’s boundaries overlaid, please visit: <https://verdanthealth.org/wp-content/uploads/Verdant-Health-Commission-District-Map.pdf>

2020 Community Impact figures for Verdant are available here: <https://verdanthealth.org/wp-content/uploads/community-impact-2020.pdf>

1. **Will the client have access to employee data? Demographics, compensation (i.e., HRIS data)?**

Yes, this information will be available to the selected consultant.

1. **Is there an existing DEI WG or Steering Committee who will be involved in this process? How are Commissioners involved in this process?**

Verdant does not currently have a DEI working group or advisory council, but that is a goal to accomplish within this work. All commissioners may be involved in discussions during our board meetings, however two commissioners will be more actively involved and will serve as liaisons to the full board as needed.