



**City of Boulder  
Housing and Human Services**

# **Request for Proposals 2022 Health Equity Fund**

## **City of Boulder**

Department of Housing and Human Services  
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### **Proposal Due Date: 4:00 p.m. MDT, Tuesday, August 17, 2021**

**All proposals shall be submitted via the e-Impact online grant management system.**

**Paper and late applications will not be accepted.**

**See page 9 of this document to register for an optional informational webinar on Friday June 25<sup>th</sup>, 2021 at 2:00pm, or to sign-up for a meeting with city staff.**

## 2022 HEALTH EQUITY FUND REQUEST FOR PROPOSALS

### Introduction

On Nov. 8, 2016 City of Boulder voters approved Ballot Issue 2H. It authorized the city to impose an excise tax of up to two cents per ounce on the first distributor in any chain of distribution of drinks with added sugar, and sweeteners used to produce such drinks, exempting: (1) sweeteners sold separately to the consumer at a grocery store; (2) milk products; (3) baby formula; (4) alcohol; and (5) drinks taken for medical reasons.

Boulder Revised Code Section 3-16-11 provides that revenue from the Sugar-Sweetened Beverage Product Distribution Tax (SSB Tax) “shall be designated for the administrative cost of the tax, and once that obligation has been fulfilled, used for health promotion, general wellness programs and chronic disease prevention in the City of Boulder that improve health equity, such as access to safe and clean drinking water, healthy foods, nutrition and food education, physical activity, and other health programs especially for residents with low income and those most affected by chronic disease linked to sugary drink consumption.”

This Request for Proposals (RFP) seeks applications from qualified entities for use of SSBPD Tax revenue to address one or more of the priorities identified by the law. The RFP is for program services performed from January 1, 2022 through December 31, 2022.

### Available Funds

The city anticipates that roughly \$3.4 million will be available in 2022 from SSB Tax revenues, for allocation through the [Health Equity Fund](#) (HEF), administered by the city Department of Housing and Human Services.

### Timeline

RFP released	June 17, 2021
Proposals due	August 17, 2021
Health Equity Advisory Committee (HEAC) reviews proposals	August – October 2021
City manager receives HEAC allocation recommendations	November 2021
Contracts negotiated and finalized	December 2021 – January 2022
First payments distributed	February 2022

### Deadline for Proposal Submittal

All proposals are due on or before **4:00 p.m. Mountain Time on Tuesday, August 17, 2021**. Proposals must be submitted via the online application found in the e-CImpact grant management system (GMS) at this web address: <https://agency.e-cimpact.com/login.aspx?org=COB>. The online application system will automatically close at the

deadline. The city strongly encourages applicants to turn in proposals at least one day early to avoid any last-minute technology problems. The GMS will confirm receipt of the application.

### **Health Equity Fund Background**

The City of Boulder defines health equity as *the absence of systematic health disparities based on socio-economic factors, and the ability of all residents to reach their full health potential, regardless of their life circumstances.*

Through the HEF, the City of Boulder funds health and wellness programs that benefit City of Boulder residents experiencing health disparities, including:

- Residents disproportionately impacted by diseases linked to sugar-sweetened beverage (SSB) consumption or disproportionately targeted by SSB marketing;
- Residents who lack access to healthy food, safe water, quality health care, wellness information and health care services and systems; and
- Populations systemically disenfranchised due to race, ethnicity, income, age, ability, sexual orientation or gender identification.

Since the tax went into effect on July 1, 2017, the city has awarded approximately \$17 million to programs aimed at decreasing health disparities and increasing health equity in the City of Boulder. HEF-funded programs include those that:

- Distribute fresh fruits, vegetables and other healthy foods to Boulder's low-income and food-insecure populations;
- Provide physical activity programs for low-income children, teens and older adults;
- Provide dental exams, preventative diabetes screenings, substance abuse treatments and other direct health services for low-income and people of color residents;
- Research and advocate for access to clean household drinking water in mobile home communities;
- Conduct neighborhood outreach and education for health and wellness in Latinx communities; and
- Provide prenatal, maternal health and wellness screenings.

More information about HEF allocations for 2017-2021 is available on the [Health Equity Fund website](#).

### **Health Equity Fund Strategy**

The Health Equity Fund long-term outcomes include reducing the rate of chronic diseases linked to SSBs among community members experiencing health disparities, or other diseases disproportionately affect people experiencing health disparities. By investing in health equity programs; providing health equity trainings, skill shares and other support to grantees; and by fostering collaboration among health equity programs the city believes that the Health Equity Fund can help address underlying, systemic inequities in institutions and in our community, and advance toward long-term health equity outcomes.

In 2020, the Health Equity Fund affirmed a set of shared indicators to help measure progress toward, and successful achievement of health equity outcomes. The city will work with grantees to report on indicators including:

- ✓ Understanding & application of a health equity lens for agency-wide and program processes, policies and practices;
- ✓ Demographic data to ensure people experiencing disparities are benefitting from funded programs;
- ✓ Service access that reduces barriers, and increases inclusivity;
- ✓ Community partnerships rooted in collaboration and equity;
- ✓ Self-efficacy of program participants in utilizing services and determining their health future;
- ✓ Food security and nutrition to reduce hunger and increase food security;
- ✓ Physical activity to reduce physical, mental and behavioral health disparities; and
- ✓ Disease rate reductions tied to program activities.

More information on this strategy, including the Health Equity Fund Theory of Change and logic model, is available on the [HEF website](#).

### **Funding Eligibility**

Through the Health Equity Fund, the city will fund programs rather than entire organizations, institutions or agencies. Eligible programs may be located in nonprofit organizations, government agencies, or public or private educational organizations. The proposed program must serve primarily City of Boulder residents. Proposals must request a minimum of \$10,000 with at least \$8,000 in eligible expenses. Proposals that do not meet the minimum request will not be considered for funding.

Programmatic expenses that are eligible to receive funding include: program-specific staff pay and benefits; program materials and supplies; programmatic administrative support; overhead directly related to the program; and subcontracts and/or consultation services that are necessary to carry out the program. Through this RFP, the city is interested in supporting diverse organizations and programs, including community agencies and programs that focus on and demonstrate leadership by low-income and historically underrepresented populations.

### **Program Priorities**

All proposals must primarily benefit City of Boulder residents who are low-income, disproportionately impacted by chronic diseases linked to SSBs, or otherwise experiencing health disparities. Each applicant must clearly specify how the proposal fits within one of the following five program priorities:

1. Chronic disease prevention through physical fitness, food and water security, health and wellness education, or key social determinants of health;
2. Physical, dental, mental or behavioral health services;
3. Research or educational campaigns designed to identify, understand and address health disparities;
4. Systems integration or collaborative approaches that provide more coordinated, efficient and effective health equity services; or

5. Innovative programs to advance health equity.

**Proposal Criteria**

Proposals submitted in response to this RFP will be evaluated based on whether the proposed program:

- Benefits people most affected by, or at increased risk from chronic disease linked to sugary drink consumption, or who generally experience health disparities;
- Aligns with a selected program priority;
- Demonstrates sound research, evidence-based best practices;
- Values lived experience, cultural knowledge and wisdom;
- Demonstrates strong and long-term evaluation of outcomes, or the potential for long-term evaluation;
- Meaningfully engages community members experiencing health disparities in the design, implementation and/or evaluation of the proposed program;
- Demonstrates strong collaboration and transformative, equitable partnerships that move beyond informal relationships;
- Demonstrates a cost-effective approach that benefits program participants, target populations or the community;
- Demonstrates that the agency currently has, or demonstrates a plan for achieving sustained financial stability and organizational leadership;
- Exhibits diverse funding sources or a plan to achieve diverse funding.

**The HEF does not support:**

- Arts or cultural programs;
- One-time presentations, events, or activities that are not directly associated with ongoing health equity programming;
- General staff training or professional development activities outside of program-related data collection or evaluation;
- Outreach and educational campaigns that do not include long-term evaluation;
- Contributions to a political campaign or committee for a candidate or ballot measure;
- Political lobbying or political advocacy campaigns to promote legislation or specific governmental policies, or express advocacy as defined in [Boulder Revised Code section 13-2-2](#);
- Programs that cannot be directly linked to Health Equity Fund outcomes and indicators;
- General operating funds or expenses (e.g. general salaries of staff not directly involved in providing services for the proposed program, rent/mortgage, utilities, professional development, fundraising, or other expenses) that are not directly related to carrying out the program;
- Programs that cannot demonstrate basic data collection or evaluation activities;
- Individual applicants;

- Programs proposing the same activities that are currently supported by other City of Boulder Department of Housing and Human Services funding<sup>1</sup>; or
- Programs that are heavily reliant on any one funder, including the City of Boulder; or do not have a plan to request funding from other sources.

### **Funding Proposal Best Practices**

Successful proposals will include:

- Specific information about the population being served;
- Clear alignment with a program priority;
- A clear plan for implementing the strategy;
- Specific, measurable activities, deliverables and outcomes; and
- Detailed descriptions of evaluation tools and methods used to measure outcomes.

Although the city will consider fair and reasonable evaluation costs, the city recommends that evaluation costs not exceed 15 percent of the total program funding request. Funding shall not be used to supplant another funding source.

### **Review Process and Timeline**

Proposals will be screened by city staff to determine if they meet basic eligibility criteria. Proposals that do not meet basic eligibility criteria will be eliminated from further consideration with notification sent to the proposing agency.

Eligible proposals will be reviewed and considered by the [Health Equity Advisory Committee](#) (HEAC). City staff and the HEAC may request clarifying information about proposals, in-person interviews with applicant agencies or otherwise request information to help the application review and funding deliberation process. The city anticipates announcing initial funding recommendations in October 2021. Agencies who wish to appeal the initial funding recommendation will have one week from the announcement to submit an appeal to city staff in writing; city staff will provide appeal guidelines and appeal submission instructions with the funding recommendation. The city anticipates announcing final funding approval in November 2021. The city expects to conduct contract negotiations for successful applicants in December 2021 – January 2022 for the program year beginning January 1, 2022.

A complete, submitted proposal does not guarantee funding. The city reserves the right to decide, on a case-by-case basis, in its sole discretion, whether to accept or reject any or all proposals or portions of any or all items proposed if deemed in the best interests of the city.

### **Contract and Reporting Requirements**

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<sup>1</sup> The Child Care Subsidy Program (CCS) supports City of Boulder residents in acquiring affordable licensed, quality childcare through an annual subsidy paid directly to the childcare provider. Childcare centers or programs receiving funds from the HEF or another city-funded grant or contract may be eligible for CCS funding if the HEF funding is for a purpose other than subsidies or scholarships.

Funds provided by the City of Boulder under this RFP are intended to serve City of Boulder residents experiencing health disparities, including those most affected by chronic disease linked to sugary drink consumption and/or for health promotion and disease prevention aimed at improving health equity. Successful applicants will not receive city funds until they have signed a valid contract, including a Scope of Work detailing specific activities, outputs, timelines, partners, outcomes, measurement tools and indicators. Agencies chosen to receive funds must also provide a Certificate of Insurance in alignment with city contract requirements. The Scope of Work will be developed jointly by the grantee and city staff, using information provided in the application.

Grantees will be required to report on activities, indicators and outcomes with a reporting template and instructions provided by the city. Outcome data and metrics may include the number of City of Boulder residents served with the funding, demographic characteristics of the population served such as age, gender, income, and race or ethnicity, and progress toward achievement of the designated long-term outcomes and performance measures. Successful applicants will be required to submit data and financial reports about the use of city funds on a bi-annual (twice per year) basis as specified by contract.

The city may terminate the contract for the failure of the contractor to perform adequately any of its covenants. At its discretion, the city may conduct a financial audit and/or site visit of funded applicants.

**See page 8 for proposal submission instructions.**

## 2022 HEALTH EQUITY FUND PROPOSAL SUBMISSION INSTRUCTIONS

**Proposals must be submitted via the e-CImpact regional GMS.** No paper submittals will be accepted. All application sections must be completed prior to the deadline for the proposal to meet minimum eligibility. A complete application must include:

General Agency Information  
Agency Narrative, Demographic and Budget Information  
Program Narrative, Client Demographic and Budget Information  
Funding Request Financial Information  
Scope of Work  
Supplemental Documents

**Accessing the e-CImpact Grant Management System (GMS).** To access the e-CImpact GMS, applicants need a computer with an internet connection and current version of your web browser such as Internet Explorer, Firefox, Chrome or Safari.

Go to <https://agency.e-cimpact.com/login.aspx?org=COB> and bookmark the address to easily access e-CImpact at your convenience. This serves as the portal to the application to be considered for the Health Equity Fund.

**Applicant Registration.** All applicants must register to access the 2022 Health Equity Fund proposal application.

- **Existing Applicants:** From the agency login page, sign-in using your existing username and password. Use the 'Forgot your password?' link if you no longer remember your password. From the Home page (your dashboard), select 'Request grant Application' from the left-hand side of the page and follow the instructions through the pre-qualification survey and registration.
- **New Applicants:** From the agency login page select 'Create an e-CImpact account' and after reading the Welcome Screen, click 'Next' to continue with your registration process. You will need the agency's EIN number, which the system will use to validate nonprofit status and automatically populate the agency's contact information. GMS will then allow you to review the information for accuracy and edit any incorrect or outdated information.

Next, you will set up your account username and password. Please take note of it, as you will use it to access your account once your registration is approved.

**Application Registration Process.** Select the **2022 Health Equity Funding Application**. Continue to the pre-qualification survey and answer all the questions. Failing to do so will result



in denial of your request to participate in the 2022 fund round. In the event you do not qualify, you will be provided information about who to contact with any questions.

Review all agency information entered, and make changes where necessary. When you have affirmed that the agency information is correct, click 'Complete Registration.' After your registration is complete, you will be able to print your confirmation page. You will also receive a confirmation email with further details on how to continue your application. Upon receiving your confirmation email, you can log into e-CImpact and access the current funding application.

Enter the username and password you created and click 'Sign in to our Secure Server' or use the enter key.

If you forgot your password, click 'Forgot your password?' on the agency login page; enter your username; and select 'Auto-Generate my Password.' Check your email, return to the login page and proceed to login. If you do not see the email in your inbox, be sure to check the 'junk' folder.

**Technical Assistance.** Consult the Application Guidelines document in the Resource Center for detailed descriptions of each application section, including definitions of key terms in the application.

Technical assistance will be provided for applicants who would like more in-depth training or guidance on how to complete the application. For technical assistance with the grant management system, contact Ana Silvia Avendaño-Curiel at [avendano-curiela@bouldercolorado.gov](mailto:avendano-curiela@bouldercolorado.gov) or (303) 441-4363.

**For More Information.** Applicants are encouraged to contact city staff for assistance as early in the application process as possible.

HEF staff will hold optional online informational webinar for potential applicants on Friday, June 25, 2021 at 2:00 p.m. Register via [Eventbrite](#) to participate in a webinar. If you are unable to participate in a webinar, recordings will be available on the [Health Equity Fund website](#).

Applicants may also sign up online for a one-on-one meeting beginning on June 29, 2021 to address specific questions about the application process or program proposal. Click [here](#) to sign-up for an appointment.

For more information, please contact:  
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