Request for Qualifications (RFQ)
SFUSD Wellness Policy Project
funded by the
Sugary Drinks Distributor Tax (SDDT)
San Francisco Unified School District
Student, Family, and Community Support Division

Date Issued: September 30, 2019
Question Submittal Date: October 11, 2019
APPLICATION DUE: December 20, 2019
Qualification Notification: January 17, 2020
Appeal Deadline: January 31, 2020
Final Notification: February 7, 2020
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I. INTRODUCTION AND OVERVIEW

A. Introduction

San Francisco Unified School District (hereinafter “SFUSD” or “the District”), recognizes that social, emotional and physical health are fundamental for each student to achieve their maximum potential. SFUSD’s Wellness Policy provides all schools with a framework to actively create school environments that promote and protect the health and wellness of students, staff, and families. By supporting healthy eating and physical fitness, the District aims to create safe, healthy and sustaining school environments where the healthy choice is the easy, most desired choice and where students are safe, healthy and ready to learn. In alignment with the District’s Strategic Plan, “Transform Learning, Transform Lives”, the success of the Wellness Policy is critical in supporting every student to develop strong academic knowledge and skills, increase their curiosity and engagement, activate their full potential for learning and prepare them for life, work and study beyond their school years. (http://www.sfusd.edu/en/assets/sfusd-staff/about-SFUSD/files/2016-19-strategic-plan.pdf).

The environment our students are born in, grow up in and live in can support or hinder their health. Given that students spend anywhere from 6 to 12 hours a day in a school environment, the District encourages school sites to implement the Wellness Policy to improve our students’ cognitive, physical, social and emotional development, via the Whole School, Whole Community, Whole Child model. (https://www.cdc.gov/healthyyouth/wscc/pdf/wscc_fact_sheet_508c.pdf). Using evidence-based data, SFUSD aims to foster health and well-being within the educational environment so that all students thrive, especially our students who have been historically underserved, which has created an opportunity gap for them. These students include but are not limited to our African American, Pacific Islander, Native American, LatinX, newcomers, foster youth, students experiencing homelessness, and receiving special education services. Making one small change to support a healthier environment can foster in students the ‘muscle’ to make healthy choices and live healthier lives free of diet-related and other diseases.

In 2016, San Francisco voters approved the Sugary Drinks Distributor Tax (SDDT which placed a one-penny per ounce tax on distributors of sugary drinks). Revenue generated from the Sugary Drinks Distributor Tax (SDDT) holds potential to change the health status of our community members most burdened by chronic diseases and the environments in which their health is shaped. Some of the resulting SDDT revenue will provide ONE-TIME funding to community organizations through this Request for Qualifications.

The SFUSD Wellness Policy Project invites interested community-based organizations (CBOs) and faith-based organizations (FBOs) to respond to this request(s) by completing an application describing their qualifications to serve as a Lead Agency in one or more of the specific categories below:
CBOs and FBOs who qualify through this proposal will have the opportunity to partner with the Wellness Policy Project, District offices and/or individual school site stakeholders in supporting the Wellness Policy’s high-leverage wellness priorities. Successful applicants will be required to implement wellness initiatives that support healthy schools by delivering education/services/programs and/or implementing policy/systems/environmental (PSE) level changes.

B. Term of the List of Qualified Agencies; Annual Contracts with Selected Qualified Agencies

This Request for Qualifications (RFQ) for the Wellness Policy Lead Agency will result in a list of qualified agencies from which the Wellness Policy Project, District offices and/or individual school site stakeholders may select at their discretion. The term of the Wellness Policy contract may vary with no contract term going beyond June 30, 2021.

The Wellness Policy contractor Agency will be selected from the list of qualified agencies by assessing the quality of the current programming, identifying future program goals, and considering any other factors relevant to the District. The Wellness Policy Project maintains the capability to identify Lead Agencies for any District office or individual school site stakeholder.

C. Overview

The Wellness Policy Project’s vision is to make the healthy choice the easy, most desired choice. It’s mission is to implement a framework to actively promote an environment that encourages and supports students, staff, families and communities to make healthy choices.

SFUSD has a longstanding commitment to creating school environments that promote and protect our students’ health, well-being, and ability to learn by supporting healthy eating and physical fitness. The District’s initial Wellness Policy was first adopted in 2003, created by the Student Nutrition and Physical Activity committee in response to the increasing rate of childhood obesity. The USDA would later, in 2004, mandate all districts participating in the National School Lunch Program to develop wellness policies for all schools in their jurisdiction. While the District’s Wellness Policy was considered ahead of its time, the Food and Fitness Advisory Committee (FFAC) would go on to recommend revisions in 2007 and then again in 2015, to reflect the best and most recent health evidence available. After the date of hire of the Wellness Policy Project Manager in July of 2016, the next year and a half was spent surveying the Wellness Policy landscape and aligning core values of Policy, Systems and Environment (PSE)
on the student, family, classroom, school, district, city, state and national level. Because SFUSD’s primary focus is to overcome historical systemic oppression and explicit/implicit racial and ethnic biases, the Wellness Policy since 2017 has also been a district framework to elevate equitable health outcomes for our students.

Research shows that the academic success of our youth is strongly linked with their health; Academic success is not only an excellent indicator for the overall well-being of youth but also a primary predictor of adult health outcomes. According to the CDC, research has shown that school programs that emphasize and promote health and well-being have a positive effect on academic performance beyond just reducing the prevalence of health risk behaviors.

![Graph showing correlation between healthy eating and academic achievement](image)

Moreover, studies show that students of color and students from lower-income households are disproportionately affected by obesity incidence as a result of historical systemic oppression.
Engaging with integral stakeholders both within and outside of the school district enables the Wellness Policy Movement to bolster the links among health and social research, wellness, and environmental change. In addition to helping transform productive struggle into real solutions and results for SFUSD, our internal partnerships foster a symbiotic relationship in which tools, resources and services are shared in order to advance a more comprehensive and inclusive vision of Wellness that is shaped by all our collaborators. Thus far, we have strengthened relationships with those in the district who have made it their mission to support every student, and especially our most vulnerable, in all aspects of their health, education, and livelihoods.

II. SCHEDULE

The anticipated schedule for creating a list of Qualified Candidates is:

1. RFQ Issue Date: **September 30, 2019**
2. RFQ Question Submittal Date: **October 11, 2019** - please submit questions [here.](#)
   a. Answers will be responded to or posted at the SFUSD site, [Current RFPs, RFQs and RFIs](#), by **November 1, 2019**
3. APPLICATION due: **December 20, 2019**
4. Qualification Notification: **January 17, 2020**
5. Appeal Deadline: **January 31, 2020**
6. Final Notification: **February 7, 2020**
7. List of Qualified Lead Agencies will be distributed to the Wellness Policy Project Manager, District offices and/or individual school site stakeholders: **February 14, 2020**
8. Selection of Lead Agency by District offices and/or individual school sites stakeholders: **March 2, 2020**
9. Planning Start Date: **from March 23, 2020 to August 14, 2020**
10. Service Start Date: **August 17, 2020**

III. **LEAD AGENCY OVERVIEW**

Applicants may respond to **one or more of the** following Lead Agency categories:

1. Healthy Fundraising Playbook Kit
2. Alternative Rewards Playbook for Students from School Staff
3. Physical Activity Strategies and Programming
4. Work-site Wellness: Role Model and Participate in Self-Care Opportunities

A Lead Agency may be selected to administer school year programming from August 17, 2020-June 4, 2021, summer programming (June 5 - 30, 2020), or both. For summer programs, the Wellness Policy team may determine the District offices or school sites available to operate programming.

**Wellness Policy Program Requirements**
All agencies entering into a contract with the SFUSD Wellness Policy must align with the SFUSD Wellness Policy guidelines (Appendix I).

**Staffing**
All staff supervising students in any program must meet District TB/Fingerprinting requirements and Education Code requirements regarding criminal background checks.

**Contract and Payments**
Programming may not begin operations until the Lead Agency has received their fully executed contract from SFUSD. Invoices are on a cost reimbursement basis and can only be submitted for costs during the term of the contract.

**Evaluation Documentation**
All required evaluation activities must be completed.
IV. **SDDTAC FUNDING**

**Relationship Between Sugary Drink Consumption, Health, and Health Equity**

A large body of evidence exists indicating that sugary drink consumption increases risk for cavities, overweight/obesity, type 2 diabetes, hypertension and heart disease. Although sugary drinks can contain hundreds of calories in a serving, they do not signal “fullness” to the brain and thus facilitate overconsumption. Sugary drinks are the leading source of sugar in the American diet, contributing 36% of the added sugar Americans consume. Numerous organizations and agencies, including the American Heart Association, American Diabetes Association, American Academy of Pediatrics, Institute of Medicine of the National Academies, American Medical Association, and the Centers for Disease Control, recommend limiting intake of added sugar and sugary drinks to improve health. Studies show that sugary drinks flood the liver with high amounts of sugar in a short amount of time and that this “sugar rush” over time leads to fat deposits and metabolic disturbances that are associated with the development of type 2 diabetes, cardiovascular disease, and other serious health problems. Of note, every additional sugary drink consumed daily can increase a child’s risk for obesity by 60%\(^9\) and the risk of developing type 2 diabetes by 26%.

Diseases connected to sugary drinks are also found to disproportionately impact ethnic minority and low-income communities – the very communities that are found to consume higher amounts of sugary drinks. Diabetes hospitalizations are approximately three times as high in low-income communities as compared with higher income communities. African American death rates from diabetes are two times higher than San Francisco’s overall rate. In San Francisco, approximately 42% of adults are estimated to be obese or overweight, including 66% of Latinx and 73% of African Americans. With respect to oral health, the data indicate that Asian and Pacific Islander children suffer from cavities at a higher rate than other populations; but Latinx and African American children also have a higher prevalence than the average for cavities. The Sugary Drinks Distributor Tax is intended to discourage the distribution and consumption of sugary drinks in San Francisco by taxing their distribution. Mexico, where an average of 163 liters of sugary drinks are consumed per person each year, enacted an excise tax on sugary drinks in 2014, with the result that the purchase of taxed sugary drinks declined by 12% generally and by 17% among low-income Mexicans by December 2014. The Mexico data indicate that, when people cut back on sugary drinks, to a significant extent they choose lower-caloric or non-caloric alternatives. Studies have projected that a 10% reduction in sugary drink consumption in Mexico would result in about 189,300 fewer incident type 2 diabetes cases, 20,400 fewer incident strokes and myocardial infarctions, and 18,900 fewer deaths occurring from 2013 to 2022. This modeling predicts the sugary drinks tax could save Mexico $983 million international dollars. Following the implementation of
Berkeley, California's sugary drink tax, the first in the nation, there was a 50% decline in sugary drink consumption among diverse adults over the first 3 years of the tax. Modeling suggests that a national sugary drink tax that reduced consumption by just 20% would avert 101,000 disability-adjusted life-years; gain 871,000 quality-adjusted life-years; and result in $23.6 billion in healthcare cost savings over just 5 years. The tax is further estimated to generate $12.5 billion in annual revenue. This body of research demonstrates that taxation can provide a powerful incentive for individuals to reduce their consumption of sugary drinks, which in turn can reduce the burden of chronic disease.

V. SERVICE CATEGORIES

1. Lead Agency: Healthy Fundraising PlayBook Kit and Alternative Rewards List
To be awarded up to $75,000

Fundraising PlayBook
SFUSD's Wellness Policy is seeking the services of one qualified agency to develop a Fundraising Playbook for the usage of teachers, staff, parent groups, student groups, and other outside organizations that provide direct service to students in SFUSD. The Fundraising Playbook list being sought will be a comprehensive and fully accessible document (electronic and hard copy, as well as translated into necessary languages) that shifts school culture away from unhealthy fundraisers; the Fundraising Booklet must meet all Wellness Policy guidelines (Appendix I). The Fundraising Playbook must be a thorough and diverse guide that addresses the diversity of different groups, and must contain a wide range of assets, tools and methods that can be tailored to the unique needs of fundraising groups over time. The Fundraising Playbook must include train-the-trainer professional development sessions for various school staff and lead students.

*High-Quality Fundraising PlayBook* partnership activities should include but are not limited to:

- Collaborating with the Wellness Policy Implementation Team
- Collaborating with student groups / clubs and including student voice
- Collaborating with parent/family groups
- A Healthy Fundraising How-to Guide for schools and clubs
  - School-Led
  - Student-Led Section
  - Parent-Led Section

2. Lead Agency: Alternative Rewards Playbook for Students
To be awarded up to $75,000

Alternative Rewards Playbook
SFUSD’s Wellness Policy Project is seeking the services of one qualified agency to develop an Alternative Rewards list for the usage of teachers, staff and other outside organizations that provide direct service to students in SFUSD. The Alternative Rewards list being sought will be a comprehensive and fully accessible document (electronic and hard copy, as well as translated into necessary languages) that shifts school culture away from food-related awards; the alternative rewards list must meet all Wellness Policy guidelines (Appendix I) and Nutrition Guidelines (Appendix II) and be rooted in Restorative Practices (Appendix III), especially to reinforce positive behavior and shift away from the punitive culture of benching students during recess. The Alternative Rewards List must occupy train-the-trainer professional development sessions for various school staff and lead students.

*High-Quality Alternative Rewards Playbook* includes but is not limited to some or all of the following:

- Collaborating with the Wellness Policy Implementation Team
- Collaborating with the extended day school site’s wellness team committee
- Easily integrated into the extended school day schedule (before, during and after)
- Healthy Classroom Routines, including those that are age-appropriate and culturally relevant
- Model how to reward and provide incentives to students
- A section supporting accommodations for learning needs of all students, including English Language Learners, students with IEPs and 504 plans
- Student-Led and/or generated
- A Healthy Party Idea Manual, including ideas that are age-appropriate and culturally relevant Extends to a Home Learning/Sharing plan
- Supports the Wellness Policy, especially physical activity and nutrition guidelines

3. Lead Agency: Physical Activity Strategies and Programming

*To be awarded up to $200,000 for service to up to 5 schools ($50K or less per school)*

SFUSD’s Wellness Policy Project is seeking the services of interested community-based organizations (CBO) or Faith-Based Organizations (FBO) to respond with their qualifications to serve as a Lead Agency in designing, planning, coordinating and operating an effective and *high-quality physical activity programming* (*see below for definition outline*) for students, staff and school community members. The Wellness Policy Project Manager will provide a list of qualifying agencies to principals, administration and individual school site stakeholders from which they may evaluate and choose a Lead Agency. The Physical Activity programs being sought must meet all Wellness Policy guidelines (Appendix I) and be rooted in Restorative Practices (Appendix III). Physical Activity programs must be thorough, comprehensive and accessible to address the diversity and breadth of students, staff and communities at each school district school site or office. The Physical Activity programming must occupy train-the-trainer professional development sessions for various school staff and lead
students. We follow the model of physical activity key themes as found by Dr. Emma Sanchez-Vaznaugh from San Francisco State University (Appendix IV).

**High-Quality Physical Activity Programming** includes but is not limited to some or all of the following:

- Collaborating with the school site’s wellness team committee
- Goal setting i.e. student, classroom, or school
- Assessment and Evaluation of participation and changes
- Healthy Classroom Routines
- Highlighting & Celebrating Wellness Champions
- Recess Materials
- Easily integrated into the extended school day schedule (before, during and after)
- Brain breaks in the classroom, during assemblies, in meetings, etc.
- Restorative Practices
- Mindfulness
- Trauma-informed for youth and adults
- Adaptable to the school's culture, norms and yearly school-term calendar
- Align with current physical activity events, i.e. Bike, Walk & Roll to School, Field days, etc.
- Aligns with Health Education and/or Physical Education standards
- Student leadership Activities
- Extends to a Home Learning/Sharing plan
- Accessible to Special Education students and students with limited physical abilities

4. Lead Agency: Work-Site Wellness: Role Model and Participate in Self-Care Opportunities. To be awarded up to $200,000 for service to up to 5 schools and/or central District offices ($50K or less per site)

SFUSD’s Wellness Policy Project is seeking the services of interested community-based organizations (CBO) or Faith-Based Organizations (FBO) to respond with their qualifications to serve as a Lead Agency in designing, planning, coordinating and operating an effective and high-quality work-site wellness program *(see below for definition outline)*. The Wellness Policy Project Manager will provide a list of qualifying agencies to principals, administration and individual school site stakeholders from which they may evaluate and choose a Lead Agency. The Work-Site Wellness programs being sought must meet all Wellness Policy guidelines (Appendix I) and be rooted in Restorative Practices (Appendix III) i.e. able to implement during recess, classroom brain breaks while being mindfulness and/or trauma-informed. Work-site wellness programming must be thorough and diverse to address the diversity and breadth of staff each school district school site or office employs. The Work-site Wellness programming must occupy train-the-trainer professional development sessions for various school staff and lead students.
**High-Quality Work-Site Wellness Programming** includes but is not limited to some or all of the following:

- Collaborating with the school or office site's wellness team committee
- Goal setting for staff individuals, teams (i.e. grade levels or job types) school, program, and/or department.
- Assessment and Evaluation of participation and changes
- Self-care sessions i.e. 4 - 8 weeks series for adults to attend
- Role model Healthy Work Habits for adults and youth (when youth are around)
- Highlighting & Celebrating Wellness Champions
- Promote Wellness Campaign for Staff i.e. Wellness Wednesdays, Water, Nutrition, Physical Activity, etc.
- Healthy Staff Agreements for School Staff i.e. celebrations, rewards, etc.
- Easily integrated into the extended school day schedule (before, during and after)
- Adaptable to the school's culture, norms and yearly school-term calendar
- Brain breaks and physical activity breaks in meetings, etc.
- Restorative Practices
- Mindfulness i.e. meditation, yoga, breathing techniques,
- Trauma-informed, especially for staff who work intimately with youth
- Aligns with health education standards
- Include Student leadership Activities for Staff (youth teach adults)
- Aligns with Health Education, School Meals, and/or Physical Education standards
- Extends to a Home Learning/Sharing plan

**VI. LEAD AGENCY QUALIFICATIONS AND REQUIREMENTS**

All agencies submitting applications must meet the Minimum Qualifications listed below. Any application failing to demonstrate how the proposing agency meets these minimum requirements as outlined below will be considered non-responsive and will not be eligible for review for placement on the qualified candidates list.

Additionally, Agencies that accept funding from or have an affiliation or contractual relationship with a national/international sugary drinks beverage corporation, any of its subsidiaries or parent company during the term of the contract must disclose the aforementioned relationships in application.

Agencies applying as Lead Agencies for any of the three service categories listed in Section V above, must demonstrate at least one (1) year of experience in at least one of the following:

1. Experience in Fundraising and developing Alternative Rewards systems
2. Experience in developing Physical activity Strategies and Programming for students K-12
3. Experience in developing Self-care and Work-Place Wellness programs
SFUSD is committed to supporting and leveraging community organizations who are at various stages of development; we highly encourage all those who are interested to apply.

Accepted Agencies will be required to attend SFUSD trainings on how to work within schools and work within the parameters of the grant.

VII. SUBMISSION DETAILS (Complete the Google Form)

A. TIME AND PLACE OF SUBMISSION

Applications must be received on or before December 20, 2019 at 11:59 p.m. to Saeeda Hafiz, Wellness Policy Project Manager, via the Google Form

VIII. APPLICATION SUBMISSION CONTENTS

A. MINIMUM AGENCY REQUIREMENTS

1. Agency Minimum Qualifications: Completion of the application in Google Forms.

Any application that does not demonstrate that the proposer meets these minimum requirements by the deadline for submittal of applications will be considered non-qualified and will not be eligible to be placed on the list of qualified Lead Agencies from which the Lead Agency will be selected.

IX. EVALUATION AND SELECTION

For all applications, the Minimum Agency Requirements will be reviewed first; applications that do not submit complete documentation meeting the minimum requirements will not have the project application reviewed. Project applications meeting minimum agency qualification requirements will be evaluated and scored by a selection committee made up with expertise in the project for which the application is submitted.

The Wellness Policy Project intends to evaluate the applications generally in accordance with the criteria itemized below. Only applications scoring 75 or more points out of 100 points on the evaluation/scoring criteria will be entered on an eligible list (“Qualified Wellness Policy Project Lead Agencies”) for funding. Proposers must agree to abide by all SFUSD policy requirements as outlined in Appendix I. The eligible list will be utilized by the Wellness Policy Project for a period of three (3) to five (5) years pending funding availability to select a Lead Agency to administer programming for District offices or individual school site stakeholders. No Lead Agency shall have any legal or equitable right or obligation to enter into a contract or to
perform services as a result of such Lead Agency being identified on the list as a Qualified Wellness Policy Project Lead Agency.

X. TERMS AND CONDITIONS FOR RECEIPT OF APPLICATIONS

A. Errors and Omissions in RFQ
   Proposers are responsible for reviewing all portions of this RFQ. Proposers are to promptly notify the District, in writing, if the proposer discovers any ambiguity, discrepancy, omission, or other error in the RFQ. Any such notification should be directed to the District promptly after discovery, but in no event later than five working days prior to the date for receipt of applications. Modifications and clarifications will be made by addenda as provided below.

B. Change Notices
   The District may modify the RFQ, prior to the application due date, by issuing Change Notices, which will be posted on the SFUSD website under Current RFPs, RFQs and RFIs. The prosper shall be responsible for ensuring that its application reflects any and all Change Notices issued by the District prior to the application due date regardless of when the application is submitted. Therefore, the District recommends that the proposer consult the website frequently, including shortly before the application due date, to determine if the proposer has downloaded all Change Notices.

C. Errors and Omissions in Application
   Failure by the District to object to an error, omission, or deviation in the application will in no way modify the RFQ or excuse the vendor from full compliance with the specifications of the RFQ or any contract awarded pursuant to the RFQ.

D. Financial Responsibility
   The District accepts no financial responsibility for any costs incurred by a firm or CBO in responding to this RFQ. Submissions of the RFQ will become the property of the District and may be used by the District in any way deemed appropriate.

E. Proposer’s Obligations under the Conflict of Interest Laws and Board Policies
   A proposer must be aware that if the proposer will enter into a contract with the District, proposer/contractor shall be responsible to comply with the conflict of interest laws and Board policies, which are briefly summarized in Section 15 (“Conflict of Interest”) of the attached Appendix IV ("Wellness Policy Programming and Services Agreement" sample contract). It is the responsibility of a contractor to comply with the law and SFUSD Board policies.

F. Reservations of Rights by the Districts
The issuance of this RFQ does not constitute an agreement by the District that any contract will actually be entered into by the District. The District expressly reserves the right at any time to:

1. Waive or correct any defect or informality in any response, application, or application procedure;
2. Reject any or all applications;
3. Reissue a Request for Applications;
4. Prior to submission deadline for applications; modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFQ, or the requirements for contents or format of the applications;
5. Procure any materials, equipment or services specified in this RFQ by any other means;
6. Determine that no project will be pursued.

G. No Waiver

No waiver by the District of any provision of this RFQ shall be implied from any failure by the District to recognize or take action on account of any failure by a proposer to observe any provision of this RFQ.

XI. STANDARD CONTRACT PROVISIONS

Any agency selected from the “Qualified Wellness Policy Project Lead Agencies” list by the Wellness Policy Project, and which chooses to enter a contract with the District, will enter into a contract substantially in the form of the “Wellness Policy Programming and Services Agreement”, attached hereto as Appendix IV. The District, in its sole discretion, may select another qualified agency and may proceed against the original selectee for damages.

XII. APPEAL PROCEDURES

A. Protest of Non-Responsiveness Determination

Any agency who wishes to appeal the notification of disqualification must submit a letter of appeal to SFUSD. Such notice of appeal must be received by the District on or before January 31, 2020 or the fifth (5th) working day following the District’s issuance of “Qualified Wellness Policy Project Lead Agencies” list. Appeals are limited to the provisions in the RFQ. Appeals that are based on a disagreement with the professional judgment of the reviewer will not be considered. The notice of appeal must include a written statement specifying in detail each and every one of the grounds asserted for the appeal. The appeal must be signed by an individual authorized to represent the proposer, and must cite RFQ provision on which the appeal is based. In addition, the appellee must specify facts and evidence sufficient for the District to determine the validity of the protest.
B. Delivery of Appeal
All appeals must be received by the due date. If an appeal is mailed, the appealer bears
the risk of non-delivery within the deadlines specified herein. Appeals should be
transmitted by a means that will objectively establish the date the City received the
protest. Appeals or notice of appeals made orally (e.g., by telephone) will not be
considered. Appeals must be delivered to:

Kim Coates
Executive Director, School Health Programs
1515 Quintara, San Francisco, CA 94116

XIII. EVALUATION RUBRIC:

A. ORGANIZATIONAL CAPACITY - up to 50 points

1. Extent to which the organization’s goals are in alignment with the District’s and
the Wellness Policy Project’s goals. Programming must meet or exceed
guidelines set by the Wellness Policy (see Appendix I).
Total of up to 11 points

2. Degree to which the organization has experience in the hiring, retention, and
provision of professional development to appropriately qualified staff to provide
services to SFUSD students, staff and families in a culturally and linguistically
competent (and age-appropriate, if applicable) strategies.
Total of up to 11 points.

3. Extent to which the organization’s systems, policies, and/or requirements will
ensure that staff provide culturally competent services to the community they
serve, including policies and training to support the Wellness Policy’s goal of
safe, healthy and supportive schools and making the healthy choice the easy,
most desired choice. Cultural competency is defined as behaviors, attitudes, and
policies that enable effective work in cross-cultural situations.
Total of up to 11 points.

4. Degree to which the organization will provide administrative support and
appropriate processes to assure that the contract requirements and activities are
met in a timely manner.
Total of up to 11 points.

5. Describe the degree to which the organization has administrative systems in
place to provide the necessary infrastructure to ensure that project staff comply
with compliance and fiscal policies of SFUSD, including descriptions of the
agency’s administrative process with respect to fiscal and personnel policies, budgeting and cost allocation plans and enrollment. Total of up to 6 points.

**B. STATEMENT OF EXPERIENCE AND PAST PERFORMANCE - up to 50 points**

1. Extent to which the organization’s experience in administering a wellness program in the particular service area(s) for which it is applying. Please discuss organization mission, program policies, prior experience, etc. and how your organization can collaborate with different partners (i.e. District offices or individual school site stakeholders) to tailor to specific needs. Total of up to 15 points.

2. Describe your organization’s knowledge of and application of wellness, health disparities and racial equity. Total of up to 20 points.

3. Provide a concrete example of your organization’s process in which you have collaborated with a partner to develop a programming plan. Total of up to 15 points.

**APPENDICES:**

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