



**BEACH CITIES HEALTH DISTRICT
REQUEST FOR QUALIFICATIONS (RFQ)
STRATEGIC CONSULTING SERVICES**

Issue Date: May 9, 2019

Proposal Due Date: June 10, 2019 by 5pm

Proposals Directed To: Beach Cities Health District

Proposal Contacts: Jackie Berling, Chief Wellness Officer

Number of Proposal Copies: 3

In compliance with this Request for Qualifications and to all conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation. By signature hereto, the proponent certifies that all representations and certifications contained in its proposal are complete and accurate as required.

Name and Address of Firm:

Name: _____

Signature: _____

Title: _____

Date: _____

Phone #: _____

Federal Emp. ID# _____

Fax #: _____

Address: _____

City/State/ZIP: _____

**BEACH CITIES HEALTH DISTRICT/CENTER FOR HEALTH AND FITNESS
REQUEST FOR QUALIFICATIONS (RFQ)
STRATEGIC CONSULTING SERVICES**

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SECTION 1: GENERAL INFORMATION

1.1 Purpose

The intent of this Request for Qualifications ("RFQ") is to identify a Consultant who can provide strategic consulting services consistent with the scope of work attached to this document, to Beach Cities Health District, a public agency that serves the cities of Hermosa Beach, Redondo Beach and Manhattan Beach.

Consultants must adhere to rigid performance standards that are mission critical to our organization's success. This document will provide Consultants with the information necessary to prepare and submit responses for consideration of this service. Consultants responding to this RFQ are expected to provide Beach Cities Health District (hereafter referred to as BCHD) with information and evidence that will enable the evaluation of the information in expectation of awarding a contract in a manner which best serves BCHD. BCHD has the right to use any and all ideas presented in any response to this RFQ. BCHD reserves the right to award a contract based solely on what it considers to provide the greatest long-term benefit to BCHD and the best quality of service to the community and customers.

1.2 Beach Cities Health District Overview

The Beach Cities Health District (BCHD) is a dynamic public health agency serving the 120,000 residents of Hermosa Beach, Manhattan Beach and Redondo Beach through a wide range of innovative health and wellness programs that promote healthy lifestyles, physical health and fitness, and emotional balance. The organization strives to develop programs and services that meet our mission:

To enhance individual and community wellbeing in the cities of Hermosa Beach, Manhattan Beach, and Redondo Beach through a broad array of innovative health services, collaborative partnerships, and community programs.

A public agency, BCHD returns \$3.50 in health programs and services to the community for every \$1 in property taxes it receives.

1.3 Contact Point and Issuing Office

The sole point of contact for questions or additional information is:

Jackie Berling
Beach Cities Health District
1200 Del Amo Street
Redondo Beach, CA 90277
Jackie.Berling@bchd.org

All responses to this RFQ must be delivered to the point of contact shown above. All questions and request for additional information must be in writing and received through the point of contact shown above (email is acceptable).

SECTION 2: SCOPE OF SERVICES

2.1 Scope of Work

Beach Cities Health District seeks to identify a consulting firm who can inform BCHD's strategic direction as it transforms its campus from a former hospital building and medical office space to a vibrant, Healthy Living Campus. This once-in-a-generation project is our community's unique opportunity to chart the future of preventive health in the Beach Cities by purposefully building an intergenerational, vibrant campus where people can engage in healthy behaviors, form meaningful connections and be well ... for generations to come. We are seeking professional expertise to help inform BCHD's strategic direction about current and future programs, services, partnerships, innovations and funding opportunities that will support and sustain BCHD's preventive health programs and services.

Desired requirements include the following:

- Inform BCHD's strategic direction about current and future programs, services, partnerships and innovations that optimize revenue generation and value creation, to support and sustain BCHD's Healthy Living Campus (HLC)'s short-term and long-term strategic goals.
- Comprehensive review and assessment of BCHD's "present state" to include (at minimum) programs, services, operations, organizational structure, performance metrics, finances, facilities and technology, community needs assessment, and partnerships.
- Categorize existing programs and services to identify which have opportunity for revenue optimization (user fees, insurance reimbursement) or revenue augmentation (e.g. grant funding).
- Comprehensive market analysis of the local and surrounding Beach Cities communities to provide a data-driven, market assessment of current and emerging trends where BCHD has an opportunity to provide, or create partnerships to provide, innovative preventive health programs and services.
- Market analysis needs to include a demand analysis for Medical Office Space on the Healthy Living Campus.
- Assess BCHD's current programs and services relative to market study and identify where BCHD programs and services add value on the overall continuum of health care (preventive vs sick care) with respect to revenue generation or service value. Identify future opportunities based upon emerging technologies and evolution of preventive health over the next 25 years.
- Gap analysis to identify structure, resources, and skills needed to meet identified opportunities and innovations. Analysis needs to address BCHD program and service delivery within the context of the three pillars which, which serve as BCHD's guiding principles for a Healthy Living Campus (Health, Livability, and Community).
- Provide model and roadmap for how BCHD can position itself to meet current and future opportunities (timeline, estimated costs, skills, organizational structure, etc.)
- Matrix of fundraising options and considerations (e.g. capital campaign, corporate/foundation giving, philanthropy, state and federal grants).
- Project phases identified with timeline and cost per phase.
- Identify if travel costs are local to the Los Angeles area.

We are looking for a consulting firm that holds the knowledge, skills and abilities that include the following:

- Comprehensive assessment of BCHD's current organizational structure, programs and services within the context of BCHD's concept Healthy Living Campus master plan and strategic direction.
- Robust analytics to provide a comprehensive, data-driven market analysis that will inform BCHD about its ability to optimize revenue generation of current programs and services, and identify opportunities for program development and revenue enhancement.
- Knowledge and relationships within the local healthcare market.
- Proven success with developing models of service delivery that incorporate industry-related legislation, reimbursement and payer relationships, emerging trends, innovations, technologies and unique needs of the local market.
- Conduct capability assessment, gap analysis, and blueprint to close gaps needed to maximize revenue optimization of existing and new programs and services.
- Extensive experience in assisting health care and community-based organizations with strategic visioning, planning and partnering.
- Actively engaged in multiple initiatives with payers, health systems and other health care providers to identify opportunities for BCHD to connect and align with current and future partners.
- Extensive knowledge of fundraising strategies.

SECTION 3: GENERAL INFORMATION

To be considered, Consultant shall submit a complete response to this Request for Qualifications (RFQ) using the format outlined below. Proposals by a joint team shall list the full names and addresses of all team members and the proposed relationship / role of each.

3.1 Letter of Transmittal

The prospective Consultants proposal shall include a brief letter of transmittal signed by an individual or individuals authorized to bind the prospective Consultant contractually.

3.2 Qualifications and Experience of Firm

The Consultant shall provide information on their business, applicable certificates of recognition, and other pertinent information that demonstrates their qualifications to perform the contract. Information on education, training, certification, awards, etc. for individual employees of the agency may be supplied.

The firm should have a minimum of five years of experience in the healthcare industry with proven success employing technologies, analytics, intelligence and expertise to inform an organization's short- and long-term strategic direction for growth and sustainability.

The Consultant shall designate a project team comprised of experienced professional staff to competently and efficiently perform the work with their own personnel. The response shall identify the project team composition, project leadership (i.e. principal, project manager) and reporting responsibilities. At a minimum, the principal in charge and manager shall be designated. Other key personnel may also be designated. The manager must have adequate experience in managing services of similar nature and scope. Provide hourly rate(s) for all positions. Estimate hours required for each bullet under scope of work by position.

3.3 Required Disclosures

In addition to all other requests listed in Section 3 of this RFQ, Consultants responding to this RFQ will provide the following disclosure:

A disclosure of Consultant's name and address and, as applicable, the name and address of any company or venture that owns or has majority stake in the Consultant and the names of key officers and directors of the Consultant. A disclosure providing information regarding any major contract that has been terminated for any reason within the last five years by Consultant and/or Subcontractors responding to that RFP.

3.4 Insurance Requirements

Please attach copies of all proof of insurance coverage of adequate levels in compliance with the following as applicable:

- Comprehensive Public/General Liability \$1,000,000 per occurrence
- Worker's Compensation per California Requirements
- Comprehensive Automobile Liability \$1,000,000 per occurrence
- Beach Cities Health District to be named as additional insured on Comprehensive General Liability insurance.

SECTION 4: SUMMARY OF KEY DATES

4.1 Key Dates

The following dates are shown for information and planning purposes only. BCHD reserves the right to change any of the dates.

Public Notice – RFQ issued	May 9, 2019
RFQ responses due by 5:00 P.M. on	June 10, 2019
Responses reviewed	June 10 – 15
Interviews conducted (if required)	June 15 – 30
Board Approval; commence services	July 24, 2019

SECTION 5: CRITERIA FOR EVALUATION OF PROPOSALS

5.1 Evaluation Criteria & Award Notice

BCHD staff will review the responses. Responses will be received and evaluated on the understanding that the Consultant accepts full responsibility for, and will be contractually bound by, all statements made within the proposal and by sales and/or technical representatives. This responsibility extends to verbal sales commitments, vendor literature and claims of the capacity and ability of the proposed Consultant and its representatives to meet the specified scope of service requirements contained in this RFQ.

The evaluation of Responses will include, but may not be limited to, the items listed in this RFQ. Additional significant consideration will be given to the quality and comprehensiveness of each Consultants response to this RFQ and to the hourly rate schedule submitted.

BCHD reserves the right to accept responses in whole or in part, and to negotiate with any Consultant in any manner necessary to serve the best interests of BCHD. Consultant may be strictly held to the terms submitted in their responses as maximums but may be required to reduce costs depending upon aspects of the services which may be determined by BCHD to be unnecessary, or aspects for which BCHD decides to assume the responsibility. The response submitted by any successful Consultant and accepted by BCHD, whether in whole or in part, will become part of the contract awarded as a result of this RFQ and the Consultant will be expected to sign a contract with BCHD, consistent with the RFQ, and such contract may include additional terms and conditions.

BCHD reserves the right to withdraw or cancel this RFQ at its own discretion. BCHD also reserves the right to reject any and all responses resulting from this solicitation. BCHD reserves the right to obtain any information from any lawful source regarding past business history and practices and the ability of Consultant to supply desired consulting services that BCHD has a right to expect from a Consultant with a good reputation. Such information may be taken into consideration in evaluating the responses.

All notices and communications regarding this RFQ will solely be conducted through the Consultant's point of contact listed in the response and the BCHD contact identified in this document. Awards will follow the timeline outlined in Section 4.1.