

Request for Proposal Template (RFP)

General Overview

The DC Metro Academy of Nutrition and Dietetics (DCMAND) is one of 53 affiliates of the Academy of Nutrition and Dietetics (the Academy), the world's largest organization of food and nutrition professionals with over 75,000 members. The Academy is committed to empowering members to be the nation's food and nutrition leaders and optimize the nation's health through food and nutrition.

DCMAND is a 501(c)6 representing 450 Registered Dietitian Nutritionists and Dietetic Technician, Registered, and other qualified health professionals members. DCMAND is seeking proposals for an organization or individual(s) to provide lobbying services for up to a three month period beginning on or about **January 25, 2021**.

Responses to the following Request for Proposals must be received by 5pm ET on January 15, 2021. Proposals will be reviewed, and interviews may be conducted to make the final selection. Selections will be made and applicants will be notified of a decision on or before January 20, 2021. Questions about this RFP should be directed Carrie Kiley at director@eatrightdc.org.

Background

The DCMAND is a non-profit organization in good standing with DCRA and the Academy of Nutrition and Dietetics. The organization is led by a Board of Directors, consisting of a President and elected officers. The contractor would work closely with the President and the Executive Committee of the Board of Directors (BOD) to execute the strategic plan of the organization and meet its stated Vision, Mission and Strategic Goals.

Our Mission: Empower a community of nutrition professionals to promote health and nutrition locally and nationally.

Our Vision: Registered Dietitian Nutritionists (RDNs), Nutrition and Dietetic Technicians, Registered (NDTRs), and Licensed Nutritionists (LNs) will lead the way in optimizing health and nutrition through evidenced-based practice and broad-based collaborations.

Services Needed

The contractor shall perform lobbying services according to DCMAND policies and procedures regarding the licensing of dietitians and nutritionists in the District of Columbia, including anticipated amendments to the Health Occupations Revision Act (HORA) and the revisions to associated regulations promulgated by the Department of Health. It is anticipated that conducting the services requested in this RFP would roughly require between 16-20 hours per month, with fluctuations depending on association activities in any given month. These services include:

- Collaboration with the Academy's national Policy, Initiatives, and Advocacy (PIA) staff in drafting proposed language amending the HORA consistent with the Academy's Model Practice Act.
- Developing a recommended strategy for the advancement of DCMAND's proposed language amending the HORA and associated regulations.

- Planning and executing engagement with the DC Board of Dietetics and Nutrition; the D.C. Department of Health; the Council of the District of Columbia, its Committee on Health, and its staff; and other elected and appointed District officials and staff to ensure the voice of DCMAND is heard and incorporated in any changes to the HORA related to dietitians or nutritionists.
- Working in conjunction with the Academy's national Policy, Initiatives, and Advocacy (PIA) staff to negotiate with stakeholders, including the American Nutrition Association.
- Serving as a liaison to the DCMAND board and provide at least weekly updates on the status of the proposed changes.
- Other services that may arise connected to changes in the statute.

Goals of position:

1. Provide direction and leadership for the advancement of the Academy's dietetics and nutrition licensure legislation.
2. Accurately and persuasively present DCMAND's views and promote members as content experts.
3. Monitor legislation and update BOD and general membership about key developments and factors that could affect the legislation.
4. Advise when concessions are necessary or when DCMAND should stand its ground.
5. Coordinate licensure strategy with national Academy of Nutrition and Dietetics Policy Initiatives & Advocacy team.
6. Provide education to membership on legislative process, strategies for engagement, and key legislative issues.
7. Be knowledgeable of DCMAND members' professional preparation, scope of practice, areas of practice and related issues to confidently represent the profession and its interests to legislators and key District officials and staff.

Quality of Services

- DCMAND members, District officials and staff, suppliers and vendors will be treated with the utmost respect and their issues will be handled professionally and in a timely fashion.
- Issues that are not quickly resolved will be referred quickly to the appropriate BOD member for intervention.
- Contractor performance will be reviewed annually in conjunction with contract negotiation.

Contract

DCMAND will enter into a 3 month renewable contract with the selected Contractor effective **January 25, 2021**. The contract will outline the agreed upon fee schedule and list of services, in addition to the general terms and conditions set forth in the attached sample contract. A contract appendix will outline in detail duties to be performed by volunteer affiliate members and those duties to be specifically performed by the contractor. The contract will specify terms for dissolution by either party without cause with 60-days notice.

Who May Respond

Any unconflicted lobbyist firm familiar with the local D.C. political environment who has established relationships with key legislators, regulators, and officials in the Office of the Mayor, in addition to experience with the HORA or other District legislation pertinent to the healthcare community.

Responses

Responses to the RFP should include the proposed services, number of hours per week expected to provide said services, and include an annual, all-inclusive fee for said services to be paid in monthly installments, prorated if necessary after taking into account an anticipated timeline for the D.C. Council to take final action on updating the HORA. In addition, we encourage responses to include the following:

- a. Narrative outlining understanding and approach regarding HORA revisions, special considerations and possible challenges.
- b. A list of three (3) similar clients for whom you have performed these services within the past five (5) years and successes achieved with them.
- c. A history of your organization and any other information which will be helpful in our evaluation of your qualifications and experience. Include the number of years you have provided District lobbying services.
- d. Description of your experience in working with professional associations on issue such as obtaining licensure, regulatory negotiations and other relevant legislation under consideration
- e. Identify the principal(s), team members and their tentative individual roles in any DCMAND contract, including how many years each member has been lobbying at the District level.
- f. Provide disclosure of any potential or existing conflict of interest(s) with DCMAND or any individual DCMAND member.
- g. Existing relationships with District of Columbia legislators and their staff, relevant agency officials, and individuals in the Office of the Mayor.

Questions about this RFP or DCMAND can be directed to Carrie Kiley at director@eatrightdc.org.

Responses to this RFP can be emailed to: director@eatrightdc.org.

RESPONSES MUST BE RECEIVED BY 5:00pm ET
January 15, 2021
RESPONSES RECEIVED AFTER THAT DATE WILL NOT BE CONSIDERED.