



# Municipality of Anchorage

Dave Bronson, Mayor  
Purchasing Department

January 9, 2023

REQUEST FOR PROPOSAL

**RFP 2023P002**

## **2023-2025 Wellness and Fitness Consultant Contract**

The Municipality of Anchorage is an equal opportunity employer.

Enclosed is pertinent information for use in preparing your proposal.

Pre-Proposal Conference: **3:00 P.M. Local Time, January 24, 2023**

Site Visit: **N/A**

Questions Due: **12:00 P.M. Local Time, January 25, 2023**

Proposals Due: **5:00 P.M. Local Time, February 9, 2023**

**ONE SIGNED ORIGINAL, single sided, unbound, plus five (5) complete copies** of your proposal must be submitted. In addition to the copies, a flash-drive containing a PDF copy of the complete proposal, including attachments must also be provided.

**If applicable, the call-in phone number for Pre-Bid Conferences is 907-343-6089. Conference lines are opened 5 minutes prior to the Pre-Bid Conference times. To attend meetings in person; you may do so at 632 W. 6<sup>th</sup> Avenue, Suite 520, Anchorage, AK 99501. FOR AUXILIARY AIDS, SERVICES, OR SPECIAL MODIFICATIONS TO PARTICIPATE PLEASE CONTACT THE PURCHASING DEPARTMENT TO REQUEST REASONABLE ACCOMMODATIONS AT 907-343-4590; OR [wwpur@muni.org](mailto:wwpur@muni.org)**

**For further information contact Purchasing** at (907) 343-4590 or email [wwpur@muni.org](mailto:wwpur@muni.org). All correspondence should include the **RFP** number and title.

The Municipality of Anchorage reserves the right to reject any and all proposals and to waive any informalities in procedures.

Sincerely,

A handwritten signature in cursive script that reads "Chris Hunter".

Chris Hunter  
Deputy Purchasing Director

**ANCHORAGE FIRE DEPARTMENT  
Request for Proposals  
2023P002**

**2023-2025 Wellness and Fitness Consultant Contract**

- Section 1 - General Information
- Section 2 - Rules Governing Competition
- Section 3 - Scope of Work
- Section 4 - Proposal and Submission Requirements
- Section 5 - Evaluation Criteria and Process
- Section 6 - Selection Process
- Section 7 - Sample Contract
- Section 8 - Attachments

**1.0 GENERAL INFORMATION**

**1.1 Purpose**

The Anchorage Fire Department (AFD) is soliciting proposals from qualified firms to provide professional services for development and operations of a comprehensive injury prevention and recovery program. It is to meet or exceed the requirements of the National Fire Protection Association (NFPA) Standard 1583 - Health Related Fitness Programs for Fire Fighters, and the Fire Service Joint Labor Management Wellness Fitness Initiative.

**1.2 Background**

The Anchorage Fire Department is a metropolitan department with over 400 employees. AFD mandates comprehensive medical evaluations both pre-employment and annually for employees. Incumbent employees partake in immunization and infectious disease screening. All employees are offered job-related immunizations. AFD partnered with the University of Alaska Anchorage Human Performance Lab to include mandatory occupational fitness evaluations that exceed NFPA 1583. AFD utilizes 53 IAFF trained Peer Fitness Trainers, as able. Labor and Management collaboratively established a Fitness Committee, Safety Committee, and Behavioral Wellness Committee which identify systemic issues within the department and look for ways to improve health and safety.

Despite the above steps, AFD has experienced a steady increase in job-related injuries. AFD experienced a 7% increase in workplace injuries every year since 2015. In 2020, the injuries incurred \$3,5 million to the fire department budget, not including the overtime to backfill these vacancies.

A 2020 report titled "Controlling Healthcare Costs in Alaska" reported healthcare in Alaska is 50-80% higher compared to the national average with orthopedic procedures among the top contributors to the high costs. AFD, like other fire departments, experiences common musculoskeletal injuries which occur on emergency responses and during routine training activities.

### **1.3 Contract Award**

The intent is to award an initial 2-year contract for professional services to assist with development of an injury prevention and recovery program based on analysis of job requirements, workplace injury, and return-to-duty data. The professional services require close collaboration with subject matter experts throughout the term of the contract. The period of performance is two years from the date of contract signature by MOA with three (3) one-year options to extend as funding is available.

### **1.4 Questions**

Any questions regarding this Request for Proposal are to be submitted in writing to:

Municipality of Anchorage  
Purchasing Department  
[wwpur@muni.org](mailto:wwpur@muni.org)

For ease of identification please identify the RFP number in the subject line of any correspondence.

Purchasing Office hours of operation are: 8:00 a.m. to 5:00 p.m. local time Monday through Friday, excluding Municipal holidays. All questions must be received prior to the deadline indicated on the RFP cover letter.

### **1.5 Preparation Costs**

The Municipality will not be responsible for proposal preparation costs, nor for costs including attorney fees associated with any (administrative, judicial or otherwise) challenge to the determination of the highest ranked Proposer and/or award of contract and/or rejection of proposal. By submitting a proposal each Proposer agrees to be bound in this respect and waives all claims to such costs and fees

## **2.0 RULES GOVERNING COMPETITION**

### **2.1 Examination of Proposals**

Proposers should carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP. Proposers should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

## **2.2 Proposal Acceptance Period**

Award of this proposal is anticipated to be announced within 90 calendar days, although all offers must be complete and irrevocable for 120 calendar days following the submission date.

## **2.3 Confidentiality**

The content of all proposals will be kept confidential until the selection of the Contractor is publicly announced. At that time the selected proposal is open for review. After the award of the Contract, all proposals will then become public information.

## **2.4 Proposal Format**

Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of the Proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on

- 1) conformance to the RFP instructions;
- 2) responsiveness to the RFP requirements;
- 3) completeness and clarity of content.

## **2.5 Signature Requirements**

All proposals must be signed. Proposals must be signed: by an officer or other agent of a corporate vendor, if authorized to sign contracts on its behalf; a member of a partnership; the owner of a privately-owned vendor; or other agent if properly authorized by a power of attorney or equivalent document. Signature on the "Letter of Transmittal" (see Paragraph 4.3) will meet this requirement.

*Failure to sign the Proposal is grounds for rejection.* The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

## **2.6 Proposal Submission Requirements**

2.6.1 ONE ORIGINAL, single sided unbound, plus five (5) complete copies of the proposal must be received by the Municipality prior to the date and time specified in the cover letter. Copies may be bound or enclosed in folders/binders.

2.6.2 IN ADDITION to the copies required by paragraph 2.6.1 above, provide a flash drive containing a PDF copy of the complete proposal, including attachments.

2.6.3 All copies of the proposals shall be submitted in a single sealed cover which shall be plainly marked as a Request for Proposal Response with the Number and Title prominently displayed on the outside of the package.

#### 2.6.4 Proposals must be delivered or mailed to:

Physical Address  
Municipality of Anchorage  
Purchasing Department  
632 W. Sixth Avenue, Suite 520  
Anchorage, AK 99501

### **2.7 News Releases**

News releases by or on the behalf of any Proposer pertaining to the award resulting from the RFP shall not be made without prior written approval of the Municipal Purchasing Officer.

### **2.8 Disposition of Proposals**

All materials submitted in response to this RFP will become the property of the Municipality of Anchorage. One copy of the submitted material shall be retained for the official files of the Purchasing Department and will become public record after award of the Contract.

### **2.9 Oral Change/Interpretation**

No oral change or interpretation of any provision contained in this RFP is valid whether issued at a pre-proposal conference or otherwise. Written addenda will be issued when changes, clarifications, or amendments to proposal documents are deemed necessary by the Municipality.

### **2.10 Modification/Withdrawal of Proposals**

A Proposer may withdraw a proposal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The Proposer may thereafter submit a new proposal prior to the final submission date; or submit written modification or addition to a proposal prior to the final submission date. Modifications offered in any other manner, oral or written will not be considered. A final proposal cannot be changed or withdrawn after the submission date, except for modifications requested by the Municipality after the date of receipt and following oral presentations.

### **2.11 Late Submissions**

PROPOSALS NOT RECEIVED BY THE DATE AND TIME AND AT THE LOCATION SPECIFIED IN THE RFP COVER LETTER WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED.

### **2.12 Rejection of Proposals**

The Municipality of Anchorage reserves the right to reject any or all proposals if determined to be in the best interest of the Municipality.

### **2.13 Equal Employment Opportunity Contract Compliance**

2.13.1 Every municipal contract shall include language substantially the same as the following: "The contractor will not discriminate against any

employee or applicant for employment because of race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability. The contractor will comply with all laws concerning the prohibition of discrimination including, but not limited to, Title 5 and Title 7 of the Anchorage Municipal Code.”

2.13.2 Every municipal contract shall state, in all solicitations or advertisements for employees to work under the contract, that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability.

## **2.14 Confidential/Proprietary Information**

The content of proposals will be kept confidential until the selection of the Contractor is announced. At that time, the selected proposal is open for review to the competing proposers only (except for information properly identified as being proprietary). After the award of the contract, all submitted proposals shall become public information except for properly identified proprietary information. If a proposer wishes individual pages, which contain actual business, proprietary information to be held confidential, each page must be marked, and an explanation furnished of its proprietary nature. In addition to marking individual pages, the Proposal’s Cover must also be annotated with the words "THIS PROPOSAL CONTAINS PROPRIETARY INFORMATION". "Confidential and Proprietary" information is not meant to include any information which, at the time of disclosure, is generally known by the public and/or competitors. MOA’s ability to treat information submitted as confidential is limited by Anchorage Municipal Code. Proposers concerned with the confidentiality of information submitted should familiarize themselves with the following Anchorage Municipal Code provisions:

- AMC 3.90 Access to Public Records
- AMC 3.90.010 Policy
- AMC 3.90.020 Definitions
- AMC 3.90.030 Information Available to the Public
- AMC 3.90.040 Exemptions for Particular Records

## **3.0 SCOPE OF WORK**

The Department is soliciting proposals from qualified vendors to serve as the AFD Health Coordinator to provide injury prevention and rehabilitative services to AFD employees with the goal to reduce work-place injuries and speed return-to-duty when injuries occur. The contractor shall:

- Demonstrate an existing capability to provide injury prevention and rehabilitative services to the AFD population

- Within 3 months, gather and perform analytics on existing AFD health and wellness data (to include workplace injury and recovery data) to develop a program to address the cause(s). Articulate this data to AFD leadership.
- Within 2 months, identify and establish relationships with appropriate local care providers who can rapidly (24-48hr) diagnose and treat injured AFD members
- Promote to the members of the AFD the benefits of the contractor program for preventing and recovering from injury
- Within 2 months, assess each individual AFD members fitness levels and provide each with a tailored improvement plan
- Serve as the AFD Health Coordinator and initial point of contact for employees who experience an injury and help establish treatment plan.
- Provide access to AFD members to consult with a physical therapist and strengthening and conditioning individuals to assist with injury prevention techniques or post-injury recovery.
- Serve as a liaison between the injured employee and the MOA to ensure proper notifications and updates are provided
- Provide at least semi-annually continuing education opportunities to AFD Peer Fitness Trainers and/or other AFD members
- Develop a data driven dashboard for leadership to track program progress

#### **4.0 PROPOSAL AND SUBMISSION REQUIREMENTS**

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals shall not exceed twenty (20) pages in length (excluding letter of transmittal, resumes, title page[s], index /table of contents, attachments, and dividers). One page shall be interpreted as one side of a single-spaced, letter size sheet (8-1/2" X 11"). Excess pages will be removed prior to evaluation, which could result in incomplete responses and lower scores.

##### **4.1 Title Page**

Show the RFP number and subject, the name of your firm, address, telephone number(s), name of contact person, and date.

##### **4.2 Table of Contents**

List the proposal's sections with page numbers. Include the RFP Evaluation Criteria.

##### **4.3 Letter of Transmittal (Limited to one [1] page)**

4.3.1 Briefly state your company's understanding of the services to be performed and make a positive commitment to provide the services as specified.

4.3.2 List your company's contact for this RFP along with their phone number and email address.

4.3.3 Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, and telephone numbers.

4.3.4 The letter of transmittal must be signed by a corporate officer or other individual who has the authority to bind the firm.

#### **4.4 Evaluation Criteria**

Restate in writing the section number and text for each question below, then provide a written response. If a question does not apply to your organization, respond with “not applicable.”

##### **4.4.1 Qualification and Experience**

4.4.1.1 Describe in detail the firm's qualifications and other experience as it relates to the required services in Paragraph 3.0.

4.4.1.2 Provide a reference list of no less than three (3) former clients with the name of the contact person and a current phone number where they may be reached for verification of experience and qualifications.

4.4.1.3 Provide an organizational chart and describe the overall structure of your firm. Provide the name, education and experience of the individuals who will be responsible for the management of the contract and those who will directly supervise services on behalf of the firm. Include the position and title of these individuals, where their authority and position fit in your firm's structure, and their resumes.

##### **4.4.2 Project Manager**

Provide detailed information on the qualifications, experience, and other related experience of the Project Manager as it relates to the required services in Paragraph 3.0. Include project(s) reference contact name(s) and telephone number(s).

##### **4.4.3 Project Team Qualifications and Experience**

Identify the organizational chart displaying the team which will support the AFD, the project manager, and the staff and subconsultants (if applicable) that will work on the term contract. Provide resumes for the project manager, staff, and subconsultants identified in the organizational chart.

##### **4.4.4 Availability of Personnel and Resources**

4.4.4.1 Describe the firm's ability to respond quickly to AFD requests, participate in meetings, and collaboratively review work products with AFD staff during normal business hours (8:00 am – 5:00 pm Alaska Time, Monday through Friday, excluding holidays).



4.4.4.2 Identify the location of the firm's and subconsultant's office(s) where work will be performed. Identify any other client commitments that may cause a conflict in providing the services for this contract.

4.4.5 Cost

Identify the hours involved in completing the work listed in Section 3 and average hourly rate for an estimated cost to establish a program for AFD.

**5.0 EVALUATION CRITERIA AND PROCESS**

**5.1 Evaluation Criteria Weighting**

The criteria to consider during evaluations, and the associated point values, are as follows:

|  |            |
|--|------------|
| 5.1.1 Qualifications and Experience              | 20 Points  |
| 5.1.2 Project Manager                            | 15 Points  |
| 5.1.3 Project Team Qualifications and Experience | 25 Points  |
| 5.1.4 Availability of Personnel and Resources    | 20 Points  |
| 5.1.5 Cost                                       | 20 Points  |
| TOTAL POSSIBLE SCORE                             | 100 Points |
|  | Maximum    |

**5.2 Qualitative Evaluation Criterion**

Firms will be ranked using the following qualitative rating factors for each RFP criterion:

- 1.0 Outstanding
- .8 Excellent
- .6 Good
- .4 Fair
- .2 Poor
- 0- Unsatisfactory

The rating factor for each criteria category will be multiplied against the points available to determine the total points for that category.

EXAMPLE: If an evaluator decides that the response provided for a criterion that has a maximum of 30 points was "Good," they will assign a "qualitative rating factor" of 0.6 to that criterion. The qualitative rating factor is then multiplied by the maximum points available (30) for a resultant 18 points.

### 5.3 Quantitative Evaluation Criterion

The award of the “cost” points will be determined by the calculation shown below. The lowest cost proposal will receive the maximum number of points awarded for the “cost” criteria:

$$\frac{\text{Lowest cost proposal} \times \text{Maximum \# points for category}}{\text{Cost of proposal being scored}}$$

#### EXAMPLE

Method used to convert Total Cost to Points (20 Points Maximum)

#### [STEP 1]

List all proposal costs.

|             |   |          |
|-------------|---|----------|
| Proposer #1 | - | \$40,000 |
| Proposer #2 | - | \$45,000 |
| Proposer #3 | - | \$48,000 |

#### [STEP 2]

The RFP awards a maximum of 20% (20 points) of the total of 100 points for fee schedule.

#### Proposer #1 receives 20 points.

Proposer #1 receives 20 points (the max) because they submitted the lowest cost proposal.

#### Proposer #2 receives 17.8 points.

$$\frac{\$40,000 \times 20}{\$45,000}$$

#### Proposer #3 receives 16.7 points.

$$\frac{\$40,000 \times 20}{\$48,000}$$

### 5.4 Evaluation Process

A committee of individuals representing the Municipality of Anchorage will perform an evaluation of the proposal(s). The committee will rank the proposal(s) as submitted. The Municipality of Anchorage reserves the right to award a contract solely on the written proposal.

The Municipality also reserves the right to request oral interviews with the highest ranked firms (short list). The purpose of the interviews with the highest

ranked firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of three (3) firms will be short-listed. A second score sheet will be used to score those firms interviewed. The final selection will be based on the total of all evaluators' scores achieved on the second rating. The same categories and point ranges will be used during the second evaluation as for the first. The highest ranked Proposer after the second scoring, if performed, may be invited to enter final negotiations with the Municipality for the purposes of contract award.

## **6.0 SELECTION PROCESS**

The two (2) Proposers with the highest total evaluation points may be invited to enter into contract negotiations with the Municipality of Anchorage. If an agreement cannot be reached, the third highest Proposer may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, the Municipality reserves the right to terminate negotiations with any Proposer should it be in the Municipality's best interest. The Municipality of Anchorage reserves the right to reject any and all proposals submitted.

## **7.0 SAMPLE CONTRACT**

All Proposers must carefully read and review the attached Sample Contract (ATTACHMENT 1). The final Contract with the Municipality of Anchorage will be substantially similar to it.

If a Proposer wishes to make changes to the Sample Contract, the proposed changes must be submitted with the proposal. All desired changes must be submitted in a separate document, and must be clear, legible, and conspicuous. The Proposer must also provide the rationale for all proposed changes. No changes will be considered until after the highest scored proposal(s) has been determined.

IF NO CHANGES ARE SUBMITTED WITH THE PROPOSAL, IT IS UNDERSTOOD THAT THE TERMS AND CONDITIONS OF THE SAMPLE CONTRACT HAS BEEN ACCEPTED.

## **8.0 ATTACHMENTS**

ATTACHMENT 1 – Sample Contract

ATTACHMENT 2 – Cost Worksheet