Denver Department of Public Health and Environment
Request for Proposal

Healthy Food for Denver’s Kids
RFP #HFDK01-60106

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<tr>
<th>Request for Proposal Posted</th>
<th>02/13/2020</th>
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<tbody>
<tr>
<td>Information Session (Remote and Recorded)</td>
<td>02/25/2020 from 12:00-1:00 PM (MST)</td>
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<tr>
<td>Written Questions Due</td>
<td>03/02/2020 by 11:00 PM (MST)</td>
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<td>City Response to Questions</td>
<td>03/05/2020</td>
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<tr>
<td>Proposal Due Date</td>
<td>03/26/2020 by 11:00 PM (MST)</td>
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<tr>
<td>Applications Reviewed</td>
<td>April 2020</td>
</tr>
<tr>
<td>Notice of Award/Grant Contracts Finalized (Estimated)</td>
<td>May/June 2020</td>
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</table>

Request for Proposal ("RFP") Contact: Any questions regarding this RFP are encouraged and should be submitted to: Paige Cheney (paige.cheney@denvergov.org) or [720-865-9601]

Information Session:
An information session will be held at the date and time listed above remotely via Zoom video conferencing. Attendance is optional. The session will be recorded and posted. Spanish interpretation will be available.

Please register in advance for this session:
https://zoom.us/meeting/register/v5AvfumprzMjDrP0vYwustiRvYyup61GLw

After registering, you will receive a confirmation email with information on how to join the session.

Instructions for Submission: Completed proposals must be submitted electronically through BidNet (bidnetdirect.com) on or before the proposal due date. There is no cost to register on BidNet. Additional assistance for registering will be provided upon request.
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A. BACKGROUND AND OVERVIEW

A.1 Scope of Work Overview

Denver’s Department of Public Health and Environment (DDPHE) is seeking proposals to improve healthy food access and food-based education for youth by investing in programs, projects and activities for non-profits, agencies of government or Denver schools to improve childhood wellness.

A.2 Background

The Healthy Food for Denver’s Kids (“HFDK”) Initiative proposed, through a voter-initiative, to increase taxes to establish a fund for healthy food and food-based education for children and youth in the City and County of Denver (“Denver”). The ballot measure was approved by voters and went into effect January 2019. The sales and use tax within the City and County of Denver is funded for ten years. These funds will be disbursed through a competitive grant process by the City to local agencies and non-profit organizations. The funding will be aimed primarily at low-income and at-risk children and youth, and funding decisions will be made by the Denver Food Commission, now referred to as the Healthy Food for Denver’s Kids Commission, or in short, (“Commission”).

The HFDK Initiative will include an evaluator to collect data and work with awarded organizations throughout the duration of the grant.

Note that this is the first of a series of RFPs over the HFDK Initiative period. There will be future opportunities to apply for funds, and the focus of future RFPs may shift based on data gathered through evaluation, as well as Commission and community priorities. RFPs may be open on either an annual or bi-annual basis or based upon the Commission’s discretion upon need and funding availability.

B. ORGANIZATIONAL ELIGIBILITY

To be eligible to apply, the organization must meet the following requirements. Per Denver Revised Municipal Code Section 2-243, “The Denver food commission shall only distribute monies from the Healthy Food for Denver’s Kids Initiatives fund to recipients

- who are either non-profit organizations in good standing that have a determination letter in effect from the U.S. Internal Revenue Service confirming the organization meets the requirements of 26 USC 501(c)(3) and whose primary purpose* is to provide
  - healthy meals and healthy snacks for Denver's youth under the age of eighteen (18);
  - hands-on experiential education and public health programs associated
with farming, gardening, cooking, home economics, and healthy eating;
  o or the preferential procurement of food from Colorado farms, ranches, and food manufacturing businesses so long as they are less than 10% more expensive than comparable out-of-state foods;
• or agencies of local government, including Denver Public Schools, that have programs directly furthering such primary purposes.”

*Primary purpose: over 50% of a non-profit organization’s programs or services include at least one of the following: a) providing healthy food to youth, b) providing food-based education, or c) local food procurement.

Additionally, “The requirement that revenues be distributed by the Denver food commission only to organizations which conduct a majority of their activities* within the City and County of Denver, and which principally benefit* the residents of the City and County of Denver.”

*Majority of activities/principally benefit: more than 50% of an organization’s programs or services must occur in Denver AND more than 50% of their participants are Denver residents.

**C. FUNDING AND GRANT TERM**

**C.1 Program Funding**

Organizations may request funding between $10,000-$1,000,000 per year, including both direct and indirect costs. The Commission anticipates funding multiple proposals and will determine if proposals shall be funded in full or partially funded based on modified scopes.

Funding is approved annually by the Commission based off collected tax and may be subject to change.

- There is no guarantee that applying will result in funding or funding at the requested level.
- All award decisions are final.
- Applicants that do not meet the qualifications or are not selected may apply for future grant opportunities.

**C.2 Grant Term**

The grant term is estimated to begin June 2020 (subject to change at the discretion of the City). The grant term is one year, with the option of two additional one-year renewals. Renewals will require a Renewal Application and budget justification to be completed and approved by the Commission. Organizations may be allowed to re-apply for funding again after the initial three-year grant term.

Renewed funding of grant recipients is dependent upon availability of collected funds,
compliance with grant expectations and meeting reporting requirements.

C.3 End of Grant Term

All data and reporting generated from the funded organizations for the proposed program activities will become shared data between the grantee and the City. At the end of the grant term, or at any other time during the duration of the grant, as requested by the City, the funded organizations shall make available to the City within seventy-two (72) hours of request, in Microsoft Excel, CSV or XML files, all co-owned data.

Funded organizations shall preserve City access to web-based tools, if applicable, for searching, filtering, and viewing all City owned data for 24 months after the end date of the grant. Note that because program data will be co-owned, funded organizations also have full autonomy to use the data as they see fit.

D. PROGRAM REQUIREMENTS AND PRIORITIES

D.1 Program Requirements:

The Healthy Food for Denver’s Kids Initiative seeks to build an equitable and strategic approach to increasing access to healthy food and food-based education for children and youth ages 18 and under in the City and County of Denver. The goals include:

1. Increase the number and diet quality of healthy meals and snacks received by children and youth in the City and County of Denver;
2. Increase the number of children and youth receiving nutrition, food skills, and sustainable and just food systems education in the City and County of Denver; and
3. Reduce overall food insecurity in households with children and the number of children and youth experiencing hunger in the City and County of Denver.

The Applicant’s program(s) and activities must maximize impact and efficiency while providing quality services for at least one of the following (A, B, and/or C):

A. Access to healthy food, including up to three healthy meals and snacks per day, with emphasis on filling gaps when meals are not already provided;
   - May include buying and distributing local food from Colorado farms, ranches and food manufacturing businesses, for the proposed program (so long as they are less than 10% more expensive than compared out-of-state foods).

B. Hands-on experiential education and public health programs associated with farming, gardening, cooking, nutrition, dietary and home economics, and healthy eating.
C. Preferential procurement of food from Colorado farms, ranches, and food manufacturing businesses so long as they are less than 10% more expensive than comparable out-of-state foods

In addition to the above three categories (A, B, and/or C), proposals that take a collaborative and/or innovative systems-level approach may be considered, if they also accomplish A, B, and/or C.

Additionally, programs must:

- Ensure snacks or meals are healthy by meeting, at minimum, the USDA Dietary Guidelines for Americans
- Be tied directly to activities located within the City and County of Denver that serve youth who are Denver residents
- Benefit low-income and/or at-risk youth ages 18 and under
- Have costs that are reasonable, realistic, and justified
- Show strong fiscal responsibility
- Limit indirect costs to 10%

Please review Appendix A for definitions and additional resources.

D.2 Program Priorities:

Additional guidelines for programs or activities include the following:

- Have a short- or long-term plan to reduce hunger, improve diet quality and/or reduce overall food insecurity in children or youth
- Provide services to priority communities
- Be in an accessible location (near public transit, etc.) for participants that is safe and appropriate for the activities proposed
- Show a commitment to diversity, equity, and inclusion across the organization and programming (e.g. in staffing, culturallyrelevant foods, etc.)
- Address or reduce social (e.g. racial/ethnic, socioeconomic, gender, sexual orientation, immigration status, national origin, disability, etc.), health or food access inequities
- Provide community and participant engagement (e.g. Identify and address needs expressed by the neighborhood or local community that is being served by the program)
- Understand and be tailored to the participants being served by reflecting the cultures and languages of the local community (e.g. in program outreach, food being served, involving key staff and/or volunteers who clearly demonstrate the experience, qualifications, and cultural competency needed for the program)
D.3 Program Costs
Allowable program costs include but are not limited to:

- Food and supplies
- Program operating expenses
- Equipment
- Personnel
- Administrative services
- Evaluation and participation in learning communities
- Capital infrastructure projects over $500,000 will require a 1:1 match, either cash or in-kind
- Sub-awards/sub-grants
- Capacity building
- Training
- Professional development
- Travel

Disallowed program costs for this request for proposal:

- Research
- Policy, advocacy, lobbying, and/or political activities
- One-time events

D.4 Reporting Requirements
Applicants will be expected to report on activities (i.e. metrics such as how many meals served, youth impacted, etc.), including working in partnership with the HFDK Evaluation team for shared learning to improve the Denver food system. Required reporting and evaluation time and activities will be determined on a case by case basis, based on the Program Evaluator input and organization’s current evaluation and reporting structures. Once awarded, technical assistance and support for reporting will be available for grantees.

Successful applicants may also participate in a learning community of awarded grantees. This learning community will share best practices, learn from one another, and network. This group will meet regularly and will work closely with the City on data collection. The amount of time for participation in program evaluation and learning communities may vary, and as the HFDK Initiative develops, more information will be provided.
E. PROPOSAL RESPONSE

See attachment titled “2. Application Questions.”

F. SELECTION AND SCORING

F.1 Selection Process

The criteria to be used for scoring applications include but are not limited to:

- Application Questions
- Budget
- Other Documents, including but not limited to:
  - Activity Timeline
  - Copy of IRS Determination Letter
  - Annual Operating Budget
  - Financial Disclosure Statement and/or IRS Form 990
- Response to the City’s proposed Sample Grant Agreement provisions

The award(s) will be made to the Applicant(s) whose proposal meets the requirements of the RFP and is determined to be most responsive, responsible and best value to the City and County of Denver, in accordance with the provided scoring criteria, community needs, and Denver Revised Municipal Code.

The City may request oral presentations as part of the review process. Additionally, the City reserves the right to conduct negotiations with one or more Applicant.
F.2 Scoring Criteria

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<th>Scoring Scale for Evaluators:</th>
<th>Percent</th>
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<tr>
<td>Scores will be based on a 1-5 scale: 1 = Unsatisfactory Response, 2 = Minimum Response, 3 = Adequate Response/Meets Requirements, 4 = Response Exceeds Requirements, 5 = Exemplary Response</td>
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**SCORING CRITERIA - A strong application meets all elements listed below:**

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<tr>
<th>A. ORGANIZATION AND PROGRAM DESCRIPTION</th>
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<tr>
<td>The proposal clearly describes the organization’s background, history, and relevant programs and activities. The organization has a strong background and history working in healthy food access and/or food-based education, especially in the local community they are serving and ideally for multiple years. The organization demonstrates a clear commitment to diversity, equity, and inclusion (DEI).</td>
<td>20%</td>
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<td>The proposal clearly describes the organization’s ability and expertise to effectively implement the proposed program. The organization will have adequate staffing who have relevant previous experience and/or relevant qualifications to successfully carry out this work. The organization will have a clear strategy driving their work forward, including effective processes and systems to implement the proposed activities.</td>
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<td>The proposal clearly describes the program, including the specifics of the proposed activities (who, what, when, and how). The proposed program addresses one or more of the HFDK Initiative’s stated goals:</td>
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<tr>
<td>1) Increase the number and diet quality of healthy meals and snacks received by children and youth in the City and County of Denver;</td>
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<tr>
<td>2) Increase the number of children and youth receiving nutrition, food skills, and sustainable and just food systems education in the City and County of Denver; and</td>
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<tr>
<td>3) Reduce overall food insecurity in households with children and the number of children and youth experiencing hunger in the City and County of Denver.</td>
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<td>The proposal clearly defines “healthy food” for this program. The organization will ensure snacks or meals are healthy by meeting, at minimum, the USDA Dietary Guidelines for Americans. The organization will exceed these guidelines, for example, by providing additional access to food groups listed in the Dietary Guidelines for Americans Key</td>
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**Percent**
Recommendations.

**B. PROGRAM IMPACT**
The proposal clearly describes the challenge or opportunity that the program activities will address. The proposal includes clear goals that are specific with measurable outcomes, and the expected outcomes will be realistic within given timeframe. The proposal

The proposal clearly describes the population of focus; who is being served and how many participants are being served. The proposed program should impact an appropriate number of individuals relative to the requested funding amount. Additionally, almost all program participants qualify as low-income and/or at-risk and are Denver residents 18 years or younger.

The proposal clearly describes where program activities will take place, including location address(es) and/or intended communities/neighborhood/location site(s). Provide services to specific communities and neighborhoods that have been identified as priority areas. In addition, the location(s) will be accessible for participants to get to (e.g. near public transit) and safe and appropriate for the activities proposed.

The proposal clearly articulates project success, desired results, and a sound plan for measuring program success. The proposal will identify accurate, appropriate, and realistic metrics for measuring success, including metrics related to DEI. Ideally, the program will use existing metrics already employed by other entities or studies for comparability. Metrics will be tied to the specific program activities and support the development, monitoring, and evaluation of the proposed program.

**C. IMPLEMENTATION AND TIMELINE**
The proposal clearly lays out a plan to implement the program activities, including any expansion of services and the necessary communication to new or existing participants. Ideally, this response will include a detailed plan outlining staffing, communication, marketing and outreach strategies, as well as participant-friendly and equitable approaches.

The timeline is detailed and includes key activities, including realistic estimated dates, frequency, and duration of activities, as well as the appropriate staffing. The timeline is two pages or less and reasonable, efficient, and clear.
D. DIVERSITY, EQUITY AND INCLUSION
The proposal clearly describes how the values and practices of diversity, equity, and inclusion (DEI) are integrated into the organization. Ideally, the organization will promote DEI values and principles through their mission, policies, governance, procedures, programs, and community engagement practices. The proposal should also clearly describe how the proposed activities address racial, socioeconomic, health and other structural inequities that may impact Denver youth’s access to healthy, affordable, and culturally relevant food. Ideally, the program will reduce inequities related to healthy food access through a comprehensive, systems-based approach.

The proposal clearly describes how the program will identify and address the needs of the community being served. Ideally, the organization will engage the local community in the entire program lifecycle, including design, delivery, and evaluation. The organization will identify community needs and strengths through a participatory approach that centers community members as partners in this work.

The proposal clearly describes how key staff/volunteers for the proposed activities possess the cultural and linguistic competency to work with the community being served. Ideally, the staff members and/or volunteers will share cultural similarities with program participants, such as being residents or from that community themselves and/or speaking the same language(s). Additionally, the organization will describe their approach to the sourcing, preparation, and serving of culturally-relevant healthy food.

E. FINANCIAL
The budget narrative clearly explains and justifies the estimated costs in the budget. The proposed budget costs are reasonable, realistic, and justified. The budget is complete and aligns with proposed activities and deliverables. The narrative provides detailed explanation for all program costs and all factors that may affect the budget.

F. SYSTEMATIC & LONG-TERM PLANNING
The proposal clearly describes how progress towards achieving the three HFDK goals will continue after funding ends and lays out a plan to continue program activities. Ideally, the applicant will describe a succession plan including leveraging funds from other sources, handling staffing transitions, and/or scaling activities accordingly.

The proposal clearly describes how the organization is addressing the systemic problems of food insecurity and poor diet quality. Ideally, the response demonstrates understanding of the underlying/root causes of food insecurity. Using a holistic, systems-approach, the applicant will describe their key areas of focus to address these issues and discuss their approaches to creating positive change.

G. REFERENCES AND ATTACHMENTS
The proposal includes three references and all required attachments

TOTAL 100%
G. ATTACHMENTS

- **Document 1:** Main RFP (this document)
- **Document 2:** Application Questions (submit with proposal)
- **Document 3:** Budget (submit with proposal)
- **Document 4:** Required Forms (submit with proposal)

APPENDIX A: DEFINITIONS OF TERMS & RESOURCES

For the purposes of this application, the following definitions apply:

- **“At-risk”** refers to individuals who demonstrate status including but not limited: racial/ethnic minority, low socioeconomic status, low income, refugee/immigrant, transgender or gender non-conforming, LGBTQ+, differently abled, experiencing homelessness, etc.

- **“Capital infrastructure”** refers to new construction, expansion, renovation, or replacement of an existing facility or piece of equipment. Applications that include requests for capital costs will be required to show a 1:1 match (cash or in-kind) for any projects over $500,000.

- **“Diversity”** refers to the extent to which an organization has people from diverse backgrounds or communities working at all levels, is committed to providing equal access to opportunities and achieving diversity in decisions or promotes training and technical assistance to diverse communities, such as mentoring and outreach programs.

- **“Equity”** is defined by the World Health Organization as “the absence of avoidable, unfair or remediable differences among groups of people, whether those groups are defined socially, economically, demographically, geographically or by other means of stratification. ‘Health equity’ or ‘equity in health’ implies that ideally everyone should have a fair opportunity to attain their full health potential and that no one should be disadvantaged from achieving this potential.”


- **“Healthy food access”** refers to healthy food that is in close geographic proximity, affordable, and culturally relevant.
“Inclusion” refers to the extent to which many cultures, perspectives, and experiences are invited to contribute and valued, especially in hiring and retention policies, training opportunities, etc., to provide an equal opportunity for each person to participate, contribute, and succeed. Also defined as the state of being broad in scope or orientation. Welcoming to all people, including through providing culturally-relevant food. Covering or intended to cover all people, services, items, etc.

“Innovation” or “Innovative” refers to creative exploration and project development that will raise community awareness and engagement, and/or ideas that use inclusive, collaborative, and resourceful process to pursue a new or improved solution to a community challenge.

“Low-income” may be defined as 200% of the Federal Poverty Level; or qualifying for federal nutrition assistance programs such as Supplemental Nutrition Assistance Program (SNAP), Women, Infants and Children (WIC), or Free and/or Reduced-Price school meals.

If individual-level income data is not available, please share the approximate Free and Reduced Lunch Eligibility Rate of the school closest to your program site. Resource for more information: https://drive.google.com/open?id=1pgp8U2yHj8UHVO2ZWD1DeXaUYv6aG4YU

“Priority Communities” may be defined as areas that are economically or socially disadvantaged or underserved.
  o For more information, reference the Office of Children’s Affairs Status of Denver’s Children 2019 report:
    https://www.denvergov.org/content/dam/denvergov/Portals/713/data-resources/StatusOfDenversChildren_ADA_2019.pdf

“Preferential Procurement of Local Food” as used here, includes demonstrating an effort to purchase food and/or beverages that are grown or raised in the state of Colorado. Preferential procurement means purchasing not solely based on lowest cost or lowest bid.

  o Food is deemed “grown or raised in Colorado” if the farm, ranch, or orchard on which the food is grown or raised is physically located in Colorado.
  o Food is deemed “processed in Colorado” if the plant at which processing takes place is physically located in Colorado. “Processing” refers to the work done to convert raw agricultural products into the form in which the food is delivered to the City. Processing includes, by way of example (and not limitation), salting, smoking, pickling, preserving, freeze drying, canning, bottling, distilling, brewing, grinding, roasting, malting, baking, cooking, pasteurizing, homogenizing, etc. Food that goes through any such process in Colorado is deemed processed in Colorado, regardless of whether any of the
ingredients in the final product were grown in Colorado. Again, by way of example, and not limitation: If cabbage is imported into Colorado and then converted to coleslaw or sauerkraut in Colorado, the resulting product is deemed to be processed in Colorado.

- **“Resident”** may be defined as an individual who physically resides, or presents and intends to stay in Denver, without regard to their national origin, immigration or citizenship status to the maximum extent permitted by law. For more information visit: [https://drive.google.com/open?id=1kVL9p8_pB9UBWZ6iAoktUf42G0lYI8Bdk](https://drive.google.com/open?id=1kVL9p8_pB9UBWZ6iAoktUf42G0lYI8Bdk)

- **Other Resources regarding Denver’s food systems and this initiative can be found by visiting:**


  - Denver Food Vision: [https://www.denvergov.org/content/dam/denvergov/Portals/771/documents/CH/Final_FoodVision_120717.pdf](https://www.denvergov.org/content/dam/denvergov/Portals/771/documents/CH/Final_FoodVision_120717.pdf)

APPENDIX B: REQUEST FOR PROPOSAL STANDARD TERMS AND CONDITIONS

A. Notification of Open Records Act: All material submitted regarding this application becomes the property of the City and County of Denver and is subject to the Colorado Public (Open) Records Act (“CORA”). If the applicant believes that any material in its proposal constitutes trade secrets, privileged information, or confidential commercial or financial data, then the applicant should mark those items as confidential or proprietary. The City is not bound by the applicant’s determination as to whether materials are subject to disclosure under CORA; and reserves the right to independently determine whether the materials are required to be made available for inspection or otherwise produced under CORA. If the City receives a request for such information marked as confidential, it will notify the applicant. If a suit is filed to compel disclosure of such information, the City will notify the applicant, and the applicant shall be responsible for taking appropriate action to defend against disclosure of its confidential information. The City and County of Denver has the right to use any or all information/material presented in the proposal, subject to limitations for proprietary or confidential information. Disqualifications or denial of the application does not eliminate this right. The contents of the proposal may become contractual obligations if the project is funded, subject to mutual modifications in the contracting process.

B. The City and County of Denver reserves the right to: postpone, cancel, modify, or suspend any or all parts of the RFP process and can reject any or all proposals at its sole discretion, and to waive informalities and minor irregularities in proposals received and to accept any portion or all items proposed if deemed in the best interest of the City and County of Denver. As the City determines appropriate, it may issue additional requirements to this RFP.

C. The Statement of Work and/or Technical Requirements shall form the basis of a Contractual Agreement covering the subject matter of this RFP. Exceptions or deviations to this proposal must not be added to the proposal pages, but must be on Proposer's letterhead and accompany proposal. Any exceptions to this documentation will be taken into consideration when evaluating proposals submitted. The City reserves the right to reject any or all of your proposed modifications. The City welcomes cost saving proposals which still satisfy all technical and business objectives.

D. The successful Applicant shall follow all of the specifications, terms and conditions of this proposal as outlined above. The City shall have the right to inspect the facilities and equipment of the successful Proposer to insure such compliance.

E. Expenses for developing a proposal are entirely the responsibility of the proposer, and the City shall not be liable in any manner for any costs incurred in connection with preparation, submittal, or subsequent negotiation.
F. It shall be a breach of ethical standards for any person to offer, give, or agree to give any HFDK Commissioner, employee or former employee (within six months of termination from City employment), or for any employee or former employee (within six months of termination from City employment) to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding of application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefore.

G. By the submission of this proposal, the Applicant certifies that:
   - The proposal has been arrived at by the Applicant independently and has been submitted without collusion with any other Applicant.
   - The contents of the proposal have not been communicated by the Applicant, nor, to its best knowledge and belief, by any of its employees or agents, to any person not an employee or agent of the Applicant or its surety on any bond furnished herewith, and will not be communicated to any such person prior to the official opening of the proposal.

H. Successful Applicants that are corporations or limited liability companies will be required to furnish a Certificate of Good Standing from the Colorado Secretary of State's Office, as proof that they are properly registered to do business in the State of Colorado, prior to finalization of award and contracting.

I. The City shall not be bound by and the Applicant shall not request or rely on any oral interpretation or clarification of this RFP. Questions and Answers will be provided to all Applicants.

J. All communications regarding this proposal shall only be through the RFP main contact, listed above. No communication is to be directed to any other City personnel.

K. Any award because of this proposal shall be contingent upon the execution of an appropriate contract. The Sample Contract in this proposal contains our proposed terms and conditions. These terms and conditions shall form the basis of a Contract covering the subject matter of this proposal. If there is contention(s) with the Terms and Conditions, a brief explanation and alternative language, if any, should be included in your response to the Sample Contract. Any exceptions to the Terms and Conditions will be taken into consideration when evaluating proposals submitted. The City reserves the right to reject any or all of your proposed modifications.