

RFP: PUBLIC POLICY SURVEY

Maricopa County Food System Coalition (MarCo)

DEADLINE: Friday, February 23, 2018. 3:00pm MST

The [Maricopa County Food System Coalition](#) (MarCo) is seeking an urban planning and policy consultant with knowledge of food systems, specifically; a. land use policies and regulations; and, b. water use policies and regulations. The consultant selected will be responsible for researching the existing food system public policies and regulations of selected cities/towns in Maricopa County, conducting detailed interviews with representatives of those cities/towns and preparing/presenting a summary report of the information collected. The consultant will identify and highlight local best practices and prepare policy and regulation templates that help to support a more equitable, healthier, sustainable and thriving food system in Maricopa County.

Project Overview: Over the past year, the MarCo Policy Work Group (PWG) has developed and distributed a comprehensive Food System Public Policy Survey to twenty-nine cities and towns in Maricopa County. The survey was adapted by members of the PWG, in part, from three comprehensive food policy surveys audits previously administered in other parts of the US.

The purpose for the survey was to identify policies and regulations at the municipal level that support a food system that is equitable, healthy, sustainable and thriving. An additional purpose of the survey was to identify potential areas of improvement within these jurisdictions to adopt and implement additional supportive food system policies - specifically related to increasing access to quality, affordable, healthy local food.

Following the data collection process, MarCo will collaborate with cities and towns to work towards adoption and implementation of policies and regulations that address the food system needs, opportunities and constraints of the respective communities. The results of the public policy survey will help inform the MarCo [Comprehensive Community Food System Assessment](#), an extensive assessment of the food system assets/opportunities, barriers and possible innovations throughout Maricopa County including the Gila River Indian Community.

The consultant is to follow up with the communities in Maricopa County which have responded to the Food System Public Policy Survey and conduct focused interviews in order to access more detailed information and supporting documentation. Consultant will also contact additional key communities throughout the region which have not yet submitted a survey response. The consultant will work with the PWG to conduct interviews, perform analysis of responses, and prepare a compilation of survey results in a summary report which will be presented to both the PWG and Marco as a whole.

Specifically, the consultant will interview relevant city officials regarding general plan policies; zoning code provisions relating to community gardens, farmers markets, and mobile food vending; food waste policy; local water use regulations; controlled environment agriculture; farm land preservation and community support for incentives related to the food system as a whole. The consultant will use information gathered to identify urban agricultural policies, regulations, and programs that are considered "best practices" by cities interviewed.

SCOPE OF WORK AND DELIVERABLES:

The Scope of Work will involve on-site interviews with key staff members from local government. The interviews will provide an overview of the policy and regulatory environment in Maricopa County and present appropriate, actionable, realistic and timely recommendations for modifying local policies and regulations.

- A. Public Policy Survey Deliverables (all materials to be submitted in an electronic format as prescribed by the Coalition Policy Work Group)
 - a. Summary Report of local food system policies and regulations (5 hard copies)
 - i. Public Policy Survey responses
 - ii. Public Policy Interview responses
 - iii. Descriptions of supporting documentation (also available as appendices)
 - iv. Policy and regulatory recommendations
 - v. Format to be determined by discussion between the PWG & the consultant
 - b. Best Practices Report of local food system policies and regulations (Consultant)
 - c. Best Practices of National "Food System" Zoning Regulations (PWG)
 - d. Food System Zoning Regulations Template based on local best practices (Consultant)
 - e. Talking Points & Presentations Materials (Consultant)
 - f. Power Point Presentation summarizing the local best practices and recommendations for encouraging policy and regulatory modifications (Consultant)
 - g. Raw Data – Consultant will provide PWG with all interview material collected
 - h. Consultant will make oral presentations to the PWG and the Maricopa County Food System Coalition regarding project process and findings
- B. PWG will identify with the consultant the format for the final products.

ON-SITE PUBLIC POLICY INTERVIEWS:

- PWG will work with the consultant to prepare draft questions for the interviews
- Consultant will prepare final interview questions with PWG sign-off
- PWG will select 12 cities/towns plus county government for interviews
- Consultant will prepare list of key contacts in the selected communities
- Consultant will schedule and conduct interviews
- PWG members will join Consultant staff to participate in interviews to provide background information and answer questions about MarCo

TIMELINE/SCHEDULE:

- Preparation for Interviews – 1 month to revise survey and prepare interview questions
- Conduct Interviews – 1 month to schedule and conduct interviews
- Survey & Interview Summary Report – submit 1 month after completion of interviews
- Best Practices of local food system policies & regulations – submit 1 month after completion of the Summary Report
- List of Sample Food System Policies – submit 1 month after completion of the Summary Report
- Food System Zoning Code template – submit 1 month after completion of the Sample Food System Policies
- Talking Points & Presentation – submit 1 month after completion of Food System Code template

CONSULTANT QUALIFICATIONS:

The consultant selected has knowledge and understanding of the policies, systems and environments that contribute to and help to create healthier communities, particularly related to the food system. The consultant should have experience preparing policies and regulations that encourage the establishment and success of food systems.

- Served as project lead for the preparation of a General Plan, or Comprehensive Plan, update that incorporated healthy community policies, including food system policies and regulations.
- Participated in the preparation of other planning documents, e.g., food system assessment and strategy plans; parks plan; transportation plan; other planning documents that incorporated healthy community policies, including food system policies.
- Participated in the preparation of local (city/town) regulations, e.g., zoning ordinance, that specifically respond to adopted public policies that address food system.
- Interviewing expertise.
- The consultant shall not have a conflict of interest with the project.

PROPOSAL FORMAT:

- The Proposal must include an estimated cost for consultant services as identified in the Scope of Work and Deliverables section. The consultant will work with MarCo Policy Work Group members to document and share best-practices and other program data.
- The Proposal must identify examples of the consultant experience working with government agencies to prepare food system policies for general and/or comprehensive plans and other public policy plans. Experience preparing regulations, i.e., zoning code, is preferred.
- The Proposal DOES NOT need to have a fully detailed action plan for the Public Policy Interview process. Details of the interview process will be determined by the PWG and the consultant selected.
- The Proposal should identify the project manager and 2-4 key staff members who will participate in the design and implementation of the proposed project.

CONSULTANT SELECTION:

- In-person interviews will be conducted in Phoenix.

QUESTIONS:

- Contact Dean Brennan, FAICP, 480-390-9185 or dbrennan.plc@cox.net

Proposal Due:

- Electronically by Friday, February 23, 2018, at 3:00pm MST.

Submit Proposal To:

Kenneth Steel, MPH, kennethsteel@mail.maricopa.gov

Health Policy Analyst,
Maricopa County Dept. of Public Health
Office of Public Health Policy