

**April 16, 2018**

## **Request for Qualifications and Letter of Intent – Project Evaluation**

The MSU Center for Regional Food Systems (CRFS) has a vision of a thriving economy, equity, and sustainability for Michigan, the country, and the planet through regional, sustainable food systems. CRFS joins in MSU's legacy of applied research, education and outreach. Our work is about catalyzing collaboration and fostering innovation among the diverse range of people, processes, and places involved in regional food systems. Our national and Michigan programmatic food systems areas include farm to early care education, farm to institution, healthy food access, healthy food financing, local and state food policy, food hubs, good food value chains and the Michigan Good Food Charter.

The Michigan Good Food Charter (Charter) sets forth a vision of a food system that prioritizes food produced and processed in Michigan and embodies the values of healthy, green, fair and affordable across the supply chain. Many groups across the state have come together to support this vision. For more information on CRFS and the Charter, visit: [www.canr.msu.edu/foodsystems/index](http://www.canr.msu.edu/foodsystems/index)

CRFS has recently received two grant awards, one national and one Michigan-based, that involve programming in the areas of farm to early care education, farm to institution, healthy food access, healthy food financing, local and state food policy, food hubs, the Michigan Good Food Charter and good food value chains. We are seeking a firm, consultant or organization (or partnership of firms, consultants and organizations) to provide a set of evaluation services for these two grant projects starting in summer 2018 and continuing through July, 2022. There are significant links in the work of these two grants and we want one entity or team to provide evaluation services for both projects.

**Eligibility:** An entity is eligible to submit a letter of intent if it is currently (or has in the past 12 months) provided evaluation services for one or more projects related to the grant project areas described in the above paragraph. Experience with Michigan-based clients is valued, but not required to submit a letter of intent.

To be considered for an invitation to submit a full proposal, please submit a letter of Intent with the following components:

1. Brief summary (no more than one page) of your firm's previous work experience, qualifications, capacity and annual operating budget. Please mention any experience in evaluating the programmatic areas described above.
2. Brief description (no more than ½ page) as to what your firm sees as the most important opportunities and challenges in evaluating regional good food systems. Please include one or two possible metrics and evaluation methodologies you might

use as part of an evaluation plan. Remember, we are looking for one or two examples, not a comprehensive list.

3. Description (no more than ½ page) of the key issues your firm would take into consideration when evaluating projects that use an equity lens and focus on underserved, diverse communities. Please note that cultural competency and experience using an equity lens are key considerations in evaluating the letters of intent.
4. Contact information for two evaluation clients that your firm has worked with in the past two years.
5. Complete contact information for your firm, including the point person for correspondence.

*The letter should be no more than 2-3 pages. We are looking for conciseness, not length. Estimated budget will be \$240,000 for the period late summer 2018 through July 2022. None of these funds can be used for indirect costs. Detailed evaluator CVs and proposed evaluation budget estimates are not needed in this letter.*

**Letters of intent must to be sent as a Word document or PDF e-mail attachment by 6:00 pm EST on Monday, May 7, 2018. Please send to Rich Pirog, MSU Center for Regional Food Systems, at:**

[rspirog@msu.edu](mailto:rspirog@msu.edu)

Letters of intent will be reviewed by a CRFS selection committee, and the most highly qualified applicants will be contacted by late May with an invitation to submit full proposals.

For additional questions about this Request for Qualifications and Letter of Intent, contact Rich Pirog - Director, MSU Center for Regional Food Systems: [rspirog@msu.edu](mailto:rspirog@msu.edu)