



March 1, 2021

Notice of Request for Proposals  
Delcambre Seafood & Farmers Market  
Health & Wellness Program

The Twin Parish Port Commission is accepting proposals for the following professional contracts in connection with the Health and Wellness Initiative Program funded through the USDA Farmers Market Promotion Program Grant:

1. **Health & Wellness Coordinator** – manage and coordinate a health and wellness program for farmers market
2. **Nutritionist or Dietician** – work with Chef Consultant and vendors to provide healthier food options
3. **Social Media/Promotions Coordinator** – to manage health and wellness and related social media channel content and posts including, but not limited to Facebook, Instagram, podcast, webpages
4. **Podcast Producer** – recruit guests, handle scheduling of guests and episodes, prepare information about guests and subject for host
5. **Podcast Editor** – edit audio recording of podcast and prepare for distribution
6. **Podcast Host** – host a health and wellness podcast

The same qualified applicant may apply for one or more of the above positions. Request for Proposals and return forms are enclosed. Additional materials are available on request and online at [DelcambreMarket.org/health](http://DelcambreMarket.org/health). Selected applicants will be contacted for interviews and/or additional information.

Proposal return forms are due by **2:00 PM, Friday, April 16, 2021** by return mail to P. O. Box 101, Delcambre, LA 70528, or by fax to (800) 884-6120, or by email to [info@portofdelcambre.com](mailto:info@portofdelcambre.com).

**Twin Parish Port Commission**

Wendell R. Verret  
Port Director

[wverret@PortOfDelcambre.com](mailto:wverret@PortOfDelcambre.com)

Enclosures  
/WRV

**REQUEST FOR PROPOSALS**  
***TWIN PARISH PORT COMMISSION***  
***SEAFOOD AND FARMERS MARKET***  
***HEALTH AND WELLNESS PROGRAM***  
***HEALTH AND WELLNESS COORDINATOR***

**INTRODUCTION**

The Twin Parish Port Commission (Port) is seeking the services of a qualified health and wellness coordinator in conjunction with the Port's USDA Farmers Market Promotion Program Grant (FMPP) to promote health awareness at the Delcambre Seafood & Farmers Market (DSFM).

**PART I: SCOPE OF SERVICES**

The level and scope of services will be determined by the Twin Parish Port Commission, its Director, and farmers market staff. A fixed sum contract on a cost reimbursement basis will be negotiated with the actual fees for services subject to approval by and funding from the United State Department of Agriculture (USDA). USDA funds will be utilized for the payment of the Seafood and Farmers Market Health and Wellness Program (Program) overall program costs that are associated with the funded FMPP program; such costs must be within the amounts allowed under the FMPP Program. The scope of services that the coordinator must be prepared and qualified to provide for the Program are as follows:

- a. Assist the Port Commission, its Director and staff with the design, plan, features, activities, and events associated with the Program. A Project Narrative is available for reference to the scope, goals, and metrics of the Program. It provides the substantive content for the Program and should be consulted in the performance of the duties outlined here.
- b. Develop programming and topics for informational booths, interactive demonstrations, activities at DSFM. Examples are demonstrations or seminars about healthy cooking, healthy food choices, or seasonal products at the DSFM.
- c. Coordinate and work with other contractors to implement the FMPP Work Plan. Other contract positions authorized to implement the work plan include Professional Chef, Social Media/Promotions Coordinator, Podcast Producer, Podcast Host, Podcast Editor, Nutritionist or Dietician, and a food lab. Details on the roles of these contractors are detailed in the FMPP work plan.
- d. Create publication and marketing channels for health and wellness. Publications and marketing channels include newsletters, Facebook and Instagram pages dedicated to the health and wellness program. Content will be developed as the initiative develops. Initial marketing for new sites will be done on current social media platforms and through the current email list of customers.
- e. Work with Marketing Agent to promote and advertise the health and wellness initiative and associated activities.

- f. Develop content for seminars about locally sourced food, health benefits of eating locally sourced food, nutritional information about the products available at the DSFM.
- g. Develop workshops designed for vendors about adding healthy options to their product line. Information will be presented about performing nutritional analysis on their products.
- h. Develop exhibits to provide visual support to the demonstrations and to provide the basis for marketing materials that will be circulated in the newsletter, through social media channels, and at other farmers market outlets.
- i. Coordinate chef demonstrations that will be conducted by visiting chefs featuring food sold at the DSFM. The demonstrations should focus on demonstrating health-conscious meals.
- j. Develop pamphlets and brochures for distribution to consumers at the market that contain highlights of the information shared during demonstrations or seminars.
- k. Assist in activity development for events that will take place at the market. Activities under consideration are a 5K run, a fun run, and yoga. Activities targeting younger consumers included.

## **PART II: PROPOSALS**

Request for proposals shall be titled **“REQUEST FOR PROPOSALS, TWIN PARISH PORT COMMISSION – HEALTH & WELLNESS.”** These proposals are to be delivered to the offices of Twin Parish Port District by return mail at P. O. Box 101, Delcambre, LA 70528, or by return fax at (800) 884-6120, or by email to [info@portofdelcambre.com](mailto:info@portofdelcambre.com), no later than **2:00 P.M., Friday, April 16, 2021.**

This contract shall be a fixed hourly price. No guarantee is made to the quantity of work to be performed under this contract. Respondents to this Request for Proposals are required to use their own estimates to best determine quantity of work.

The Proposal must include stated amount for services to be performed from May 1, 2021, or as soon as practical, through September 30, 2023, the hourly rate, a brief history of the firm, and a resume of each person in the firm who will be assigned to the project.

The proposal must also include relevant experience in managing relevant programs to the proposed health and wellness program and a list of companies or professionals the firm has been under contract within the last four years. The list will be used for references purposes. All references must indicate excellent program performance.

One copy of the proposal shall be included along with any additional supplemental information the applicant considers beneficial to the Port Commission in making its decision.

Selected applicants will be contacted for interviews and/or additional information. Additional reference materials are available by request or online at [DelcambreMarket.org/health](http://DelcambreMarket.org/health).

### **PART III: SELECTION CRITERIA**

All responses to the proposal will be evaluated according to the following criteria and corresponding point system. The proposals will be evaluated based on written materials. Sufficient information must be included in the proposal to assure that the correct number of points are assigned. Incomplete or incorrect information may result in a lower score.

- 1. Required Price Consideration** **10 pts**  
Price is a consideration. Higher priced proposals will receive lower scores.
  - 2. Educational background of applicant who will be assigned to project - the highest level attained will receive the assigned number of points shown for that level** **15 pts**

High school diploma	0 pts
Professional certification	5 pts
College degree	10 pts
Advanced degree	15 pts
  - 3. Firm's experience in implementing and/or or administrating health and wellness or similar programs during the last four calendar years; name of locality under contract with the firm and the type of project administered** **25 pts**

Administered no projects	0 pts
Administered 1-3 projects	10 pts
Administered more than 3 projects	25 pts
  - 4. Length of time the firm has been in business** **15 pts**

Less than 5 years	0 pts
5 to 10 years	10 pts
Over 10 years	15 pts
  - 5. Previous experience with the Twin Parish Port Commission or Delcambre Seafood & Farmers Market** **20 pts**

Unsatisfactory or no previous experience	0 pts
Satisfactory	10 pts
Very Satisfactory	20 pts
  - 6. Firm or applicant's demonstration of creative initiatives or program management in health and wellness** **15 pts**

Unsatisfactory	0 pts
Adequate	5 pts
Excellent	15 pts
- TOTAL POINTS FOR REQUIRED AND OPTIONAL CONSIDERATIONS** **100 pts**

**REQUEST FOR PROPOSALS**  
**FOR**  
***TWIN PARISH PORT COMMISSION***  
***SEAFOOD AND FARMERS MARKET***  
***HEALTH AND WELLNESS PROGRAM***  
***DIETITIAN OR NUTRITIONIST***

**INTRODUCTION**

The Twin Parish Port Commission (Port) is seeking the services of a qualified dietitian or nutritionist in conjunction with the Port's USDA Farmers Market Promotion Program (FMPP) Grant to promote health awareness at the Delcambre Seafood & Farmers Market (DSFM).

**PART I: SCOPE OF SERVICES**

The level and scope of services will be determined by the Twin Parish Port Commission, its Director, and farmers market staff. A fixed sum contract on a cost reimbursement basis will be negotiated with the actual fees for services subject to approval by and funding from the United State Department of Agriculture (USDA). USDA funds will be utilized for the payment of the Seafood and Farmers Market Health and Wellness Program (Program) overall program costs which are associated with the funded FMPP program; such costs must be within the amounts allowed under the FMPP Program. The scope of services that the coordinator must be prepared and qualified to provide for the Program are as follows:

- a. Develop content for seminars about locally sourced food, health benefits of eating locally sourced food, nutritional information about the products available at the DSFM.
- b. Develop workshops designed for vendors about adding healthy options to their product line. Information will be presented about performing nutritional analysis on their products.
- c. Develop exhibits to provide visual support to the demonstrations and to provide the basis for marketing materials that will be circulated in the newsletter, through social media channels, and at other farmers market outlets.
- d. Assist with developing chef demonstrations that will be provided at the market, featuring food products available at the market. The demonstrations should focus on demonstrating health conscious meals.
- e. Provide recipe development for healthier versions of the ready to eat meals featured at the DSFM that feature the seafood available at the market that month. Add nutritional analysis for both recipes – the original recipe and the healthier version.
- f. Assist with developing pamphlets and brochures for distribution to consumers at the market that contain highlights of the information shared during demonstrations or seminars.

- g. Coordinate and work with other contractors to implement the FMPP Work Plan. Other contract positions authorized to implement the work plan include Health and Wellness Coordinator, Podcast Producer, Podcast Host, Podcast Editor, Nutritionist or Dietician, and a food lab. Details on the roles of these contractors are detailed in the work plan.

## **PART II: PROPOSALS**

Request for proposals shall be titled “**REQUEST FOR PROPOSALS, TWIN PARISH PORT COMMISSION – HEALTH & WELLNESS.**” These proposals are to be delivered to the offices of Twin Parish Port District by return mail at P. O. Box 101, Delcambre, LA 70528, or by return fax at (800) 884-6120, or by email to [info@portofdelcambre.com](mailto:info@portofdelcambre.com), no later than **2:00 P.M., Friday, April 16, 2021.**

This contract shall be a fixed hourly price. No guarantee is made to the quantity of work to be performed under this contract. Respondents to this Request for Proposals are required to use their own estimates to best determine quantity of work.

The Proposal must include stated amount for services to be performed from May 1, 2021 through September 30, 2023, the hourly rate, a brief history of the firm, and a resume of each person in the firm who will be assigned to the project. The proposal must also include a list of companies or professionals the firm has been under contract within the last four years. The list will be used for references purposes. All references must indicate excellent program performance.

One copy of the proposal shall be included along with any additional supplemental information the firm considers beneficial to the Port Commission in making its decision.

Selected applicants will be contacted for interviews and/or additional information. Additional reference materials are available by request or online at [DelcambreMarket.org/health](http://DelcambreMarket.org/health).

### **PART III: SELECTION CRITERIA**

All responses to the proposal will be evaluated according to the following criteria and corresponding point system. The proposals will be evaluated based on written materials. Sufficient information must be included in the proposal to assure that the correct number of points are assigned. Incomplete or incorrect information may result in a lower score.

- 1. Required Price Consideration 10 pts**  
Price is a consideration. Higher priced proposals will receive lower scores.
- 2. Educational background of applicant who will be assigned to project - the highest level attained will receive the assigned number of points shown for that level 15 pts**

High school diploma	0 pts
Professional certification	5 pts
College degree	10 pts
Advanced degree	15 pts
- 3. Firm or applicant's experience in implementing and/or or administrating health and wellness or similar programs during the last four calendar years; name of locality under contract with the firm and the type of project administered 25 pts**

Administered no projects	0 pts
Administered 1-3 projects	10 pts
Administered more than 3 projects	25 pts
- 4. Length of time the firm has been in business 15 pts**

Less than 5 years	0 pts
5 to 10 years	10 pts
Over 10 years	15 pts
- 5. Previous experience with the Twin Parish Port Commission or Delcambre Seafood & Farmers Market 20 pts**

Unsatisfactory or no previous experience	0 pts
Satisfactory	10 pts
Very Satisfactory	20 pts
- 6. Firm or applicant's demonstration of creative initiatives or program management in health and wellness 15 pts**

Unsatisfactory	0 pts
Adequate	5 pts
Excellent	15 pts

**TOTAL POINTS FOR REQUIRED AND OPTIONAL CONSIDERATIONS 100 pts.**

**REQUEST FOR PROPOSALS**  
***TWIN PARISH PORT COMMISSION***  
***SEAFOOD AND FARMERS MARKET***  
***HEALTH AND WELLNESS PROGRAM***  
***SOCIAL MEDIA COORDINATOR***

**INTRODUCTION**

The Twin Parish Port Commission (Port) is seeking the services of a qualified social media coordinator in conjunction with the Port's USDA Farmers Market Promotion Program (FMPP) Grant to promote health awareness at the Delcambre Seafood & Farmers Market (DSFM).

**PART I: SCOPE OF SERVICES**

The level and scope of services will be determined by the Twin Parish Port Commission, its Director, and farmers market staff. A fixed sum contract on a cost reimbursement basis will be negotiated with the actual fees for services subject to approval by and funding from the United State Department of Agriculture (USDA). USDA funds will be utilized for the payment of the Seafood and Farmers Market Health and Wellness Program (Program) overall program costs which are associated with the funded FMPP program; such costs must be within the amounts allowed under the FMPP Program. The scope of services that the coordinator must be prepared and qualified to provide for the Program are as follows:

- a. Develop pamphlets and brochures for distribution to consumers at the market that contain highlights of the information shared during demonstrations or seminars.
- b. Developing content for podcast and other social media channels for the DSFM, the health and wellness initiative, Delcambre Direct Seafood, and other aspects of the seafood industry as outlined in the project narrative. Duties include creating new social media accounts for the health and wellness initiative, maintain those accounts, and identify publications and media that cater to the health conscious consumer.
- c. Market and advertise the broadcasts of the podcast through social media channels, websites, print and broadcast channels in the region.
- d. Develop marketing and advertising for the seafood e-commerce website.
- e. Track the analytics through podcast hosting service and other social media outlets.
- f. Maintain an archive of created content on all social media platforms.
- g. Coordinate and work with other contractors to implement the FMPP Work Plan. Other contract positions authorized to implement the work plan include Health and Wellness Coordinator, Podcast Producer, Podcast Host, Podcast Editor, Nutritionist or Dietician, and a food lab. Details on the roles of these contractors are detailed in the work plan.



## **PART II: PROPOSALS**

Request for proposals shall be titled “**REQUEST FOR PROPOSALS, TWIN PARISH PORT COMMISSION – HEALTH & WELLNESS.**” These proposals are to be delivered to the offices of Twin Parish Port District by return mail at P. O. Box 101, Delcambre, LA 70528, or by return fax at (800) 884-6120, or by email to [info@portofdelcambre.com](mailto:info@portofdelcambre.com), no later than **2:00 P.M., Friday, April 16, 2021.**

This contract shall be a fixed hourly price. No guarantee is made to the quantity of work to be performed under this contract. Respondents to this Request for Proposals are required to use their own estimates to best determine quantity of work.

The Proposal must include stated amount for services to be performed from May 1, 2021 through September 30, 2023, the hourly rate, a brief history of the firm, and a resume of each person in the firm who will be assigned to the project.

The proposal must also include experience in working with various social media platforms and a sample or two of content development and a list of companies or professionals the firm has been under contract within the last four years. The list will be used for references purposes. All references must indicate excellent program performance.

One copy of the proposal shall be included along with any additional supplemental information the firm considers beneficial to the Port Commission in making its decision.

Selected applicants will be contacted for interviews and/or additional information. Additional reference materials are available by request or online at [DelcambreMarket.org/health](http://DelcambreMarket.org/health).

**PART III: SELECTION CRITERIA**

All responses to the proposal will be evaluated according to the following criteria and corresponding point system. The proposals will be evaluated based on written materials. Sufficient information must be included in the proposal to assure that the correct number of points are assigned. Incomplete or incorrect information may result in a lower score.

- 1. Required Price Consideration 10 pts**  
Price is a consideration. Higher priced proposals will receive lower scores.
- 2. Educational background of applicant who will be assigned to project - the highest level attained will receive the assigned number of points shown for that level 15 pts**
  - High school diploma 0 pts
  - College degree 10 pts
  - Advanced degree 15 pts
- 3. Firm or applicant's experience in utilizing a variety of social media platforms and demonstrated experience in gathering metrics for success of social media posts and campaigns in marketing or promoting health and wellness or similar programs during the last four years 20 pts**
  - Administered no projects 0 pts
  - Administered 1-3 projects 10 pts
  - Administered more than 3 projects 20 pts
- 4. Length of time the firm has been in business 15 pts**
  - Less than 5 years 0 pts
  - 5 to 10 years 10 pts
  - Over 10 years 15 pts
- 5. Previous experience with the Twin Parish Port Commission or Delcambre Seafood & Farmers Market 25 pts**
  - Unsatisfactory or no previous experience 0 pts
  - Satisfactory 10 pts
  - Very Satisfactory 25 pts
- 6. Firm or applicant's demonstration of creative initiatives and/or successful campaigns utilizing a variety of social media platforms 15 pts**
  - Unsatisfactory 0 pts
  - Adequate 5 pts
  - Excellent 15 pts

TOTAL POINTS FOR REQUIRED AND OPTIONAL CONSIDERATIONS **100 pts**

**REQUEST FOR PROPOSALS**  
***TWIN PARISH PORT COMMISSION***  
***SEAFOOD AND FARMERS MARKET***  
***HEALTH AND WELLNESS PROGRAM***  
***PODCAST PRODUCER***

**INTRODUCTION**

The Twin Parish Port Commission (Port) is seeking the services of a qualified podcast producer in conjunction with the Port's USDA Farmers Market Promotion Program (FMPP) Grant to promote health awareness at the Delcambre Seafood & Farmers Market (DSFM).

**PART I: SCOPE OF SERVICES**

The level and scope of services will be determined by the Twin Parish Port Commission, its Director, and farmers market staff. A fixed sum contract on a cost reimbursement basis will be negotiated with the actual fees for services subject to approval by and funding from the United State Department of Agriculture (USDA). USDA funds will be utilized for the payment of the Seafood and Farmers Market Health and Wellness Program (Program) overall program costs which are associated with the funded FMPP program; such costs must be within the amounts allowed under the FMPP Program. The scope of services that the coordinator must be prepared and qualified to provide for the Program are as follows:

- a. Develop and produce a podcast for the farmers market including content from the health and wellness program.
- b. Develop content, contacting guests, and scheduling. Work with the health and wellness coordinator, chef, nutritionist, and other to include all aspects of DSFM and Delcambre Direct Seafood, spotlights on the types of seafood and other food products at the market, cooking and recipe ideas, state of the fishing industry, and promotion of all the locations where consumers can purchase seafood directly from fishermen. Guests will include chefs, dieticians, physicians, vendors and fishermen.
- c. Work with podcast host and editor to produce one to two podcasts per month.
- d. Report on number of persons who listened to the podcast.
- e. Coordinate and work with other contractors to implement the FMPP Work Plan. Other contract positions authorized to implement the work plan include Health and Wellness Coordinator, Podcast Producer, Podcast Host, Podcast Editor, Nutritionist or Dietician, and a food lab. Details on the roles of these contractors are detailed in the work plan.

**PART II: PROPOSALS**

Request for proposals shall be titled “**REQUEST FOR PROPOSALS, TWIN PARISH PORT COMMISSION – HEALTH & WELLNESS.**” These proposals are to be delivered to the offices of Twin Parish Port District by return mail at P. O. Box 101, Delcambre, LA 70528, or by return

fax at (800) 884-6120, or by email to [info@portofdelcambre.com](mailto:info@portofdelcambre.com), no later than 2:00 P.M., Friday, April 16, 2021.

This contract shall be a fixed hourly price. No guarantee is made to the quantity of work to be performed under this contract. Respondents to this Request for Proposals are required to use their own estimates to best determine quantity of work.

The Proposal must include stated amount for services to be performed from May 1, 2021 through September 30, 2023, the hourly rate, a brief history of the firm, and a resume of each person in the firm who will be assigned to the project.

The proposal must also include any podcasts applicant produced that are still on the air and a list of companies or professionals the firm has been under contract within the last four years. The list will be used for references purposes. All references must indicate excellent program performance.

One copy of the proposal shall be included along with any additional supplemental information the firm considers beneficial to the Port Commission in making its decision.

Selected applicants will be contacted for interviews and/or additional information. Additional reference materials are available by request or online at [DelcambreMarket.org/health](http://DelcambreMarket.org/health).

**PART III: SELECTION CRITERIA**

All responses to the proposal will be evaluated according to the following criteria and corresponding point system. The proposals will be evaluated on the basis of written materials. Sufficient information must be included in the proposal to assure that the correct number of points are assigned. Incomplete or incorrect information may result in a lower score.

- 1. Required Price Consideration: 10 pts**  
Price is a consideration. Higher priced proposals will receive lower scores.
  - 2. Educational background of applicant who will be assigned to project - the highest level attained will receive the assigned number of points shown for that level. 15 pts**
    - High school diploma 0 pts
    - College degree 10 pts
    - Advanced degree 15 pts
  - 3. Firm's experience in producing health and wellness podcasts or similar programs during the last four calendar years; name of locality under contract with the firm and the type of project. 20 pts**
    - Administered no projects 0 pts
    - Administered 1-3 projects 10 pts
    - Administered more than 3 projects 20 pts
  - 4. Length of time the firm has been in business: 15 pts**
    - Less than 5 years 0 pts
    - 5 to 10 years 10 pts
    - Over 10 years 15 pts
  - 5. Previous experience with the Twin Parish Port Commission or Delcambre Seafood & Farmers Market: 25 pts**
    - Unsatisfactory or no previous experience 0 pts
    - Satisfactory 10 pts
    - Very Satisfactory 25 pts
  - 6. Firm or applicant's demonstration of creative initiatives and/or successful campaigns utilizing a variety of social media platforms 15 pts**
    - Unsatisfactory 0 pts
    - Adequate 5 pts
    - Excellent 15 pts
- TOTAL POINTS FOR REQUIRED AND OPTIONAL CONSIDERATIONS **100 pts**

**REQUEST FOR PROPOSALS**  
***TWIN PARISH PORT COMMISSION***  
***SEAFOOD AND FARMERS MARKET***  
***HEALTH AND WELLNESS PROGRAM***  
***PODCAST HOST***

**INTRODUCTION**

The Twin Parish Port Commission (Port) is seeking the services of a qualified podcast host in conjunction with the Port's USDA Farmers Market Promotion Program Grant (FMPP) to promote health awareness at the Delcambre Seafood & Farmers Market (DSFM).

**PART I: SCOPE OF SERVICES**

The level and scope of services will be determined by the Twin Parish Port Commission, its Director, and farmers market staff. A fixed sum contract on a cost reimbursement basis will be negotiated with the actual fees for services subject to approval by and funding from the United State Department of Agriculture (USDA). USDA funds will be utilized for the payment of the Seafood and Farmers Market Health and Wellness Program (Program) overall program costs that are associated with the funded FMPP program; such costs must be within the amounts allowed under the FMPP Program. The scope of services that the coordinator must be prepared and qualified to provide for the Program are as follows:

- a. Assist in developing and become familiar with content for a health and wellness podcast. Work with program coordinator and podcast producer in developing and hosting a podcast to be held once or twice per month.
- b. Host initial podcast by April 2021 and ongoing (at least monthly) through September 2023.
- c. Coordinate and work with other contractors to implement the FMPP Work Plan. Other contract positions authorized to implement the work plan include Health and Wellness Coordinator, Podcast Producer, Podcast Host, Podcast Editor, Nutritionist or Dietician, and a food lab. Details on the roles of these contractors are detailed in the work plan.

**PART II: PROPOSALS**

Request for proposals shall be titled **“REQUEST FOR PROPOSALS, TWIN PARISH PORT COMMISSION – HEALTH & WELLNESS.”** These proposals are to be delivered to the offices of Twin Parish Port District by return mail at P. O. Box 101, Delcambre, LA 70528, or by return fax at (800) 884-6120, or by email to [info@portofdelcambre.com](mailto:info@portofdelcambre.com), no later than **2:00 P.M., Friday, April 16, 2021.**

This contract shall be a fixed hourly price. No guarantee is made to the quantity of work to be performed under this contract. Respondents to this Request for Proposals are required to use their own estimates to best determine quantity of work.

The Proposal must include the dollar amount for services to be performed from May 1, 2021 through September 30, 2023, the anticipated hours required to meet the goals of the program, the hourly rate, a brief history of the firm, and a resume of each person in the firm who will be assigned to the project.

The proposal must also include any podcasts applicant hosted that are still on the air and a list of companies or professionals the firm has been under contract within the last four years. The list will be used for references purposes. All references must indicate excellent program performance.

One copy of the proposal shall be included along with any additional supplemental information the firm considers beneficial to the Port Commission in making its decision.

Selected applicants will be contacted for interviews and/or additional information. Additional reference materials are available by request or online at [DelcambreMarket.org/health](https://DelcambreMarket.org/health).

**PART III: SELECTION CRITERIA**

All responses to the proposal will be evaluated according to the following criteria and corresponding point system. The proposals will be evaluated based on written materials. Sufficient information must be included in the proposal to assure that the correct number of points are assigned. Incomplete or incorrect information may result in a lower score.

- 1. Required Price Consideration: 10 pts**  
Price is a consideration. Higher priced proposals will receive lower scores.
  - 2. Educational background of applicant who will be assigned to project - the highest level attained will receive the assigned number of points shown for that level. 15 pts**
    - High school diploma 0 pts
    - College degree 10 pts
    - Advanced degree 15 pts
  - 3. Firm's experience in hosting health and wellness podcasts or similar media programing during the last four calendar years; name of locality under contract with the firm and the type of programing or project. 20 pts**
    - Administered no projects 0 pts
    - Administered 1-3 projects 10 pts
    - Administered more than 3 projects 20 pts
  - 4. Length of time the firm or applicant has been in business: 15 pts**
    - Less than 5 years 0 pts
    - 5 to 10 years 10 pts
    - Over 10 years 15 pts
  - 5. Previous experience with the Twin Parish Port Commission or Delcambre Seafood & Farmers Market: 25 pts**
    - Unsatisfactory or no previous experience 0 pts
    - Satisfactory 10 pts
    - Very Satisfactory 25 pts
  - 6. Firm or applicant's demonstration of creative initiatives and/or successful campaigns utilizing a variety of social media platforms 15 pts**
    - Unsatisfactory 0 pts
    - Adequate 5 pts
    - Excellent 15 pts
- TOTAL POINTS FOR REQUIRED AND OPTIONAL CONSIDERATIONS **100 pts**



**REQUEST FOR PROPOSALS**  
***TWIN PARISH PORT COMMISSION***  
***SEAFOOD AND FARMERS MARKET***  
***HEALTH AND WELLNESS PROGRAM***  
***PODCAST EDITOR***

**INTRODUCTION**

The Twin Parish Port Commission (Port) is seeking the services of a qualified podcast editor in conjunction with the Port's USDA Farmers Market Promotion Program (FMPP) Grant to promote health awareness at the Delcambre Seafood & Farmers Market (DSFM).

**PART I: SCOPE OF SERVICES**

The level and scope of services will be determined by the Twin Parish Port Commission, its Director, and farmers market staff. A fixed sum contract on a cost reimbursement basis will be negotiated with the actual fees for services subject to approval by and funding from the United State Department of Agriculture (USDA). USDA funds will be utilized for the payment of the Seafood and Farmers Market Health and Wellness Program (Program) overall program costs which are associated with the funded FMPP program; such costs must be within the amounts allowed under the FMPP Program. The scope of services that the coordinator must be prepared and qualified to provide for the Program are as follows:

- a. Provide editing services in rendering a podcast as outlined in the Program.
- b. Consult and advise on the purchase of equipment to match as closely as possible the equipment listed in the grant.
- c. Prepare initial podcast by April 2021 and ongoing (at least monthly) through September 2023.
- d. Edit audio recording of podcast and prepare for distribution.
- e. Coordinate and work with other contractors to implement the FMPP Work Plan. Other contract positions authorized to implement the work plan include Health and Wellness Coordinator, Podcast Producer, Podcast Host, Podcast Editor, Nutritionist or Dietician, and a food lab. Details on the roles of these contractors are detailed in the work plan.

**PART II: PROPOSALS**

Request for proposals shall be titled “**REQUEST FOR PROPOSALS, TWIN PARISH PORT COMMISSION – HEALTH & WELLNESS.**” These proposals are to be delivered to the offices of Twin Parish Port District by return mail at P. O. Box 101, Delcambre, LA 70528, or by return fax at (800) 884-6120, or by email to [info@portofdelcambre.com](mailto:info@portofdelcambre.com), no later than **2:00 P.M., Friday, April 16, 2021.**

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The Proposal must include stated amount for services to be performed from May 1, 2021 through September 31, 2023, the hourly rate, a brief history of the or applicant, and a resume of each person in the or applicant who will be assigned to the project. The proposal must also include a list of companies or professionals the applicant has been under contract within the last four years. The list will be used for references purposes. All references must indicate excellent program performance.

One copy of the proposal shall be included along with any additional supplemental information the applicant considers beneficial to the Port Commission in making its decision.

Selected applicants will be contacted for interviews and/or additional information. Additional reference materials are available by request or online at [DelcambreMarket.org/health](http://DelcambreMarket.org/health).

**PART III: SELECTION CRITERIA**

All responses to the proposal will be evaluated according to the following criteria and corresponding point system. The proposals will be evaluated on the basis of written materials. Sufficient information must be included in the proposal to assure that the correct number of points are assigned. Incomplete or incorrect information may result in a lower score.

- 1. Required Price Consideration: 10 pts**  
Price is a consideration. Higher priced proposals will receive lower scores.
  - 2. Educational background of applicant who will be assigned to project - the highest level attained will receive the assigned number of points shown for that level. 15 pts**
    - High school diploma 0 pts
    - College degree 10 pts
    - Masters or PhD 15 pts
  - 3. Firm or applicant's experience in implementing and/or or administrating health and wellness or similar programs during the last four calendar years; name of locality under contract with the or applicant and the type of project administered. 20 pts**
    - Administered no projects 0 pts
    - Administered 1-3 projects 10 pts
    - Administered more than 3 projects 20 pts
  - 4. Length of time the or applicant has been in business: 15 pts**
    - Less than 5 years 0 pts
    - 5 to 10 years 10 pts
    - Over 10 years 15 pts
  - 5. Previous experience with the Twin Parish Port Commission or Delcambre Seafood & Farmers Market: 25 pts**
    - Unsatisfactory or no previous experience 0 pts
    - Satisfactory 10 pts
    - Very Satisfactory 25 pts
  - 6. Firm or applicant's demonstration of creative initiatives and/or successful campaigns utilizing a variety of social media platforms 15 pts**
    - Unsatisfactory 0 pts
    - Adequate 5 pts
    - Excellent 15 pts
- TOTAL POINTS FOR REQUIRED AND OPTIMAL CONSIDERATION **100 pts**