

COVID-19 VACCINE EQUITY PARTNER ENGAGEMENT PROJECT: APPLICANTS' CONFERENCE

MAY 19, 2021



Thank you for joining us.

A few things before we get started:

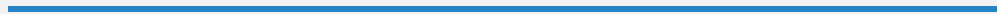
- Today's webinar will be recorded.
- Participant audio will be muted during the presentation.
- Please type your questions in the chat box in the lower left corner of your screen.
- Any questions not answered during today's webinar will be included in the Q&A.
- All slides, recordings, and documents will be shared after the webinar. To access the RFP and all resources, please visit: <https://fphnyc.org/get-involved/requests-proposals/>



Agenda

- Welcome & Introductions
- Project Overview & Goals
- Who Should Apply
- Project Deliverables & Expectations
- RFP Timetable
- How to Apply
- Evaluation Criteria & Selection Process
- Q&A

WELCOME AND INTRODUCTIONS



Introductions

Sara Gardner – Executive Director, FPHNYC

Dr. Olusimbo Ige – Assistant Commissioner, DOHMH Bureau of Health Equity Capacity Building and Branch Director, Community Engagement, ICS

Heidi Exline – Director of New Initiatives, DOHMH Bureau of Health Equity Capacity Building

Rebecca Adeskavitz – Director of Grants and Contract Management, FPHNYC

Fund for Public Health in NYC

Mission

To incubate innovative public health initiatives that lead to improved health for all New Yorkers.

Impact

18+

years of advocating for
cutting-edge public health
programming

\$450M

in public and private
funds raised

450+

grants supporting
innovative projects
supporting public health


DOHMH & FPHNYC: A Public Health Partnership



- Provides strategic direction
- Oversees project planning and implementation
- Provides technical assistance
- Monitors program activities
- Monitors contractor performance
- Handles reporting and evaluation



- Issues and manages RFP process
- Provides administrative and financial oversight of project
- Creates and executes formal contracts
- Monitors compliance throughout contract lifecycle
- Handles invoicing and payment



With an annual budget of \$1.6 billion and more than 6,000 employees, the Department is one of the largest public health agencies in the world. Every day, DOHMH protects and promotes the health of over 8 million New Yorkers.

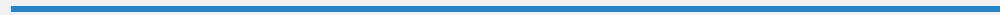
NYC Department of Health and Mental Hygiene

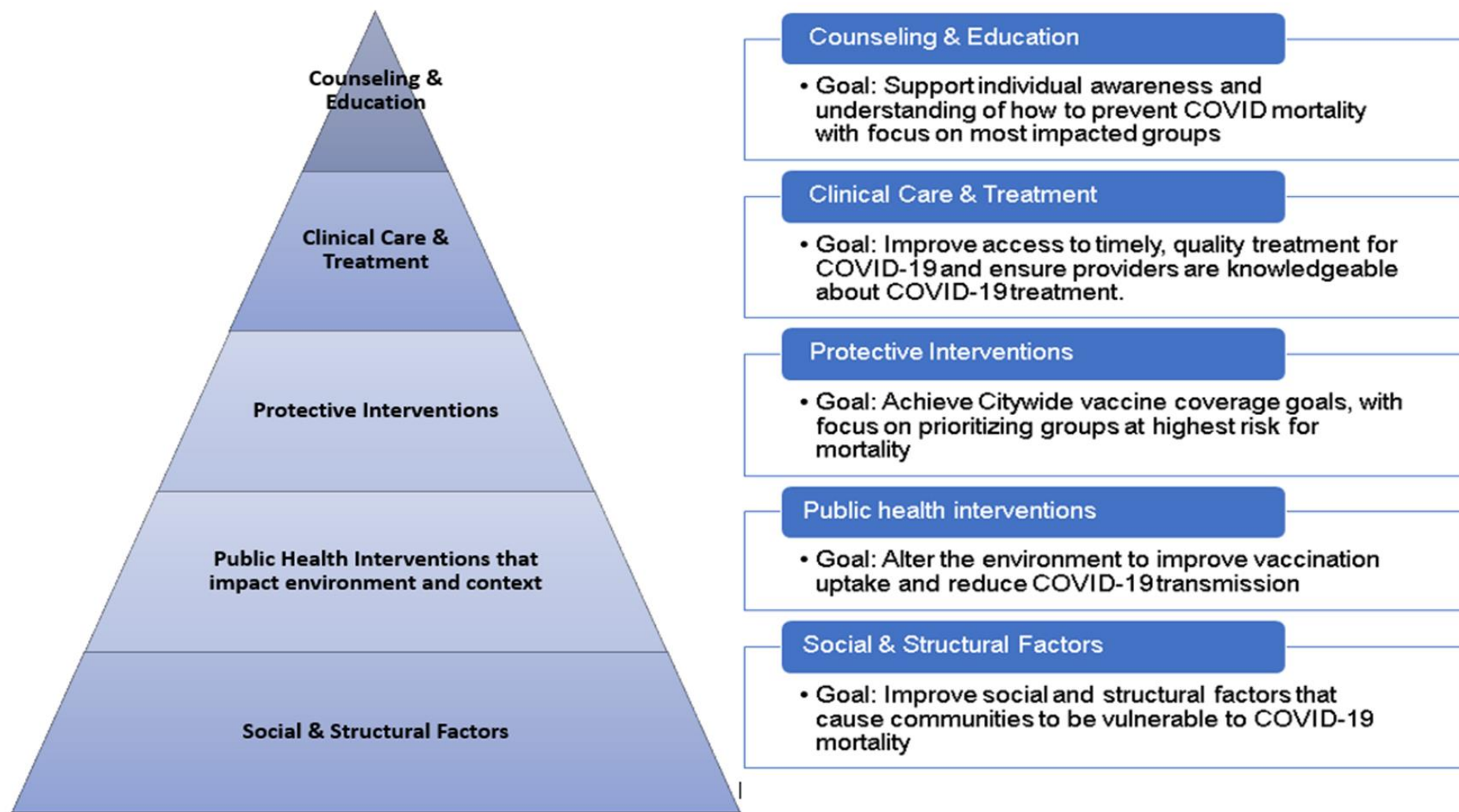
A photograph of a row of brownstone townhouses in New York City. The buildings are multi-story with ornate architectural details, including decorative iron fire escapes and stoops. The scene is captured during the day, with some trees visible on the left and a sidewalk in the foreground.

NYC Department of Health and Mental Hygiene

- DOHMH is also one of the nation's oldest public health agencies, with more than 200 years of leadership in the field.
- Health equity is central to the Department's work which is why racial justice is a priority. DOHMH is tackling these issues with innovative policies and programs, and getting exceptional results
- Towards the goal of eliminating preventable COVID-19 mortality (ECM), DOHMH has administered 7.5 million doses of COVID-19 Vaccines to date.

VACCINE EQUITY PARTNER ENGAGEMENT PROJECT





Project Background

- DOHMH's Equity Action Plan
- 33 Taskforce on Racial Inclusion and Equity neighborhoods
- Trust, transparency, information
- CBOs and FBOs as trusted messengers

Who Should Apply

Community, Faith-Based and Membership Organizations:

- with 501(c)(3) non-profit status
 - **OR** organizations without 501(c)(3) status may apply through a fiscal sponsor with 501(c)(3) nonprofit status
- based in New York City
- serving one or more of the 33 TRIE neighborhoods* **OR** with members serving one or more of the 33 TRIE neighborhoods*

*Full list of 33 TRIE neighborhoods is available in Appendix A of RFP)



Funding Priorities and Preference Factors

Funding Priorities:

- Filling service gaps with organizations physically located in priority neighborhoods
- TRIE neighborhoods with the lowest vaccination rates
- Filling gaps in service to priority populations with organizations whose mission is specifically focused on that priority population

Preference Factors:

- C/FBOs with majority BIPOC (Black, Indigenous, People of Color) staff and leadership
- C/FBOs with majority staff and leadership from the neighborhoods or part of the communities served
- Funding within each competition has been reserved for C/FBOs and membership organizations engaged in supportive housing services.

Project Deliverables (cont'd)

(1) Tailored Messaging

- A. Create **at least 5** tailored and accessible messaging products

Proposed Funding: \$30,000

(2) Community Outreach and Engagement

- A. Widely disseminate information on COVID-19 vaccines with timely updates to networks when new information is released and distribute **at least 2** tailored digital video and/or audio messages weekly

Proposed Funding: \$20,000

- B. Plan and implement **at least 3** engagement events every week for community members to access messaging

Proposed Funding: \$60,000

- C. Lead **at least 2** community conversations every week to address concerns and collect feedback

Proposed Funding: \$30,000

Project Deliverables (cont'd)

(3) Navigation Services

- A. Engage and provide one-on-one navigation services to individuals to support vaccination access and appointments

Proposed Funding: \$120,000

(4) Evaluation

- A. Participate in **up to 8** evaluation activities facilitated by DOHMH that may include completing surveys and/or story collection forms, attending sharing sessions, and completing a final report

Proposed Funding: \$10,000

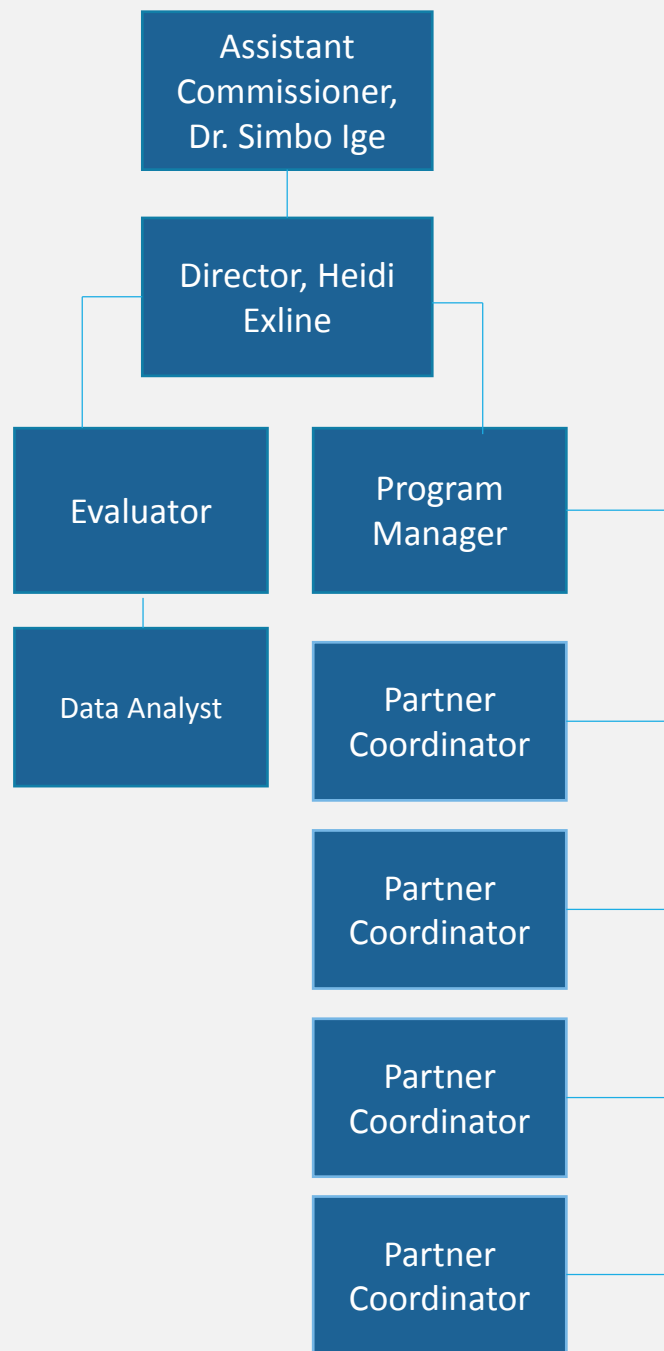
Program Expectations

- All applicants must propose **at least 3 deliverables, including evaluation**. Evaluation is required for all C/FBOs.
- Applicants are encouraged to incorporate opportunities for community feedback and involvement in the planning and implementation of their project.
- Applicants are expected to make deliverables accessible to the priority populations they are proposing to serve.
- Additional funding may be available for Applicants who demonstrate the need for more resources to:
 - Translate deliverables into languages spoken by at least 10% of the community you are demonstrating that you will serve; and/or
 - Tailor all activities to assure accessibility for people with disabilities and public accommodations adhering to the Americans with Disabilities Act (ADA).
 - Make materials accessible to those with lower levels of literacy, numeracy, and/or IT access and literacy.

Program Expectations (cont'd)

- If awarded, C/FBOs must identify 2 points of contact – project lead and fiscal/administrative contact.
- Prior to activity, all staff/volunteers (or subcontracted staff) must:
 - (1) complete DOHMH-led training on vaccine messaging;
 - (2) review other COVID-19 resources provided by DOHMH; and
 - (3) integrate vaccine updates into their work.
- Throughout the project, staff/volunteers must wear PPE and follow public guidance for in-person activity.

DOHMH Support Structure



APPLICATION AND REVIEW PROCESS

RFP Timetable

RFP Process	Deadline
Applicants' Conference Posted	May 20, 2021
Deadline for Written Questions	May 21, 2021 at 11:59 p.m. EDT <i>Submit to msmith@fphnyc.org</i>
Q&A Posted	May 25, 2021
Application Deadline	<u>June 1, 2021 at 11:59 p.m. EDT</u>
Expected Funding Notification*	Week of June 14, 2021 and continuous
Expected Project Start Date*	June 25, 2021 and continuous <i>Project period will be 6 months.</i>

*Funding notification and project start dates are target dates only. FPHNYC may amend the schedule as needed.

How to Apply

- All applications must be submitted online via Survey Monkey using the following link: <https://www.surveymonkey.com/r/M2J3YR8>.
- Applicants are strongly encouraged to draft their answers in a word processing document and then copy and paste into the application form when ready to submit.
- An Application Guide containing the complete list of application questions, instructions, and other helpful tips for completing the application has been posted along with the RFP.
- If responses and all documentation are prepared in advance, the application should take approximately 20-25 minutes to complete.
- **The application cannot be saved and returned to for completion.** Applicants should ensure they have plenty of time to complete the full application in one sitting.

Application Overview

- The Survey Monkey application consists of the following sections:
 - Section I: Applicant Eligibility Questionnaire (5 questions)
 - Section II: Applicant Information (18 questions)
 - Section IIa: Fiscal Sponsor Information (10 questions; to be completed by organizations using a fiscal sponsor only)
 - Section III: Qualifications & Experience (14 questions)
 - Section IV: Proposal (6-7 questions per deliverable selected)
 - Section V: Proposal Budget

Proposal Budget Form

[illegible]

Proposal Budget Form: Example Entry

Vaccine Equity Partner Engagement	Applicant Name: Fund for Public Health in NYC								Total	Requested
Proposal Budget Form	Project Period: 7/01/2021-12/31/2021 (estimated)								\$ 83,758	\$ 75,290
	Staffing (Salary)			Staffing (Hourly)			Materials			
Deliverables/Items	Annual Salary	%	Months	Rate	Hrs/Week	Weeks	\$/Unit	Units	Total	Requested
Deliverable 2B - Proposed Funding: \$60,000										
PERSONAL EXPENSES (PS)										
Program Manager	\$65,000.00	15%	6.00	\$ -	0.00	0.00	\$ -	0.00	\$ 4,875.00	\$ -
Outreach Coordinator	\$ -	0%	0.00	\$ 30.00	25.00	26.00	\$ -	0.00	\$ 19,500.00	\$ 19,500.00
Bilingual Outreach Coordinator	\$ -	0%	0.00	\$ 37.50	25.00	26.00	\$ -	0.00	\$ 24,375.00	\$ 24,375.00
Fringe		27%							\$ 13,162.50	\$ 11,846.25
OTHER THAN PERSONAL EXPENSES (OTPS)										
Printing	\$ -	0%	0.00	\$ -	0.00	0.00	\$ 1.25	2000	\$ 2,500.00	\$ 1,250.00
Folding Table	\$ -	0%	0.00	\$ -	0.00	0.00	\$ 65.00	1.00	\$ 65.00	\$ 65.00
Printed Table Throw	\$ -	0%	0.00	\$ -	0.00	0.00	\$ 40.00	1.00	\$ 40.00	\$ 40.00
Tablets with wifi	\$ -	0%	0.00	\$ -	0.00	0.00	\$549.00	2.00	\$ 1,098.00	\$ 1,098.00
Office Supplies	\$ -	0%	0.00	\$ -	0.00	0.00	\$ 40.00	6.00	\$ 240.00	\$ 120.00
Subtotal: Direct Costs									\$ 65,855.50	\$ 58,294.25
Indirect		12%							\$ 7,902.66	\$ 6,995.31
TOTAL: Deliverable 2B									\$ 73,758.16	\$ 65,289.56

Completing Your Budget

- Budgets should reflect a 6-month budget period.
- Budgets should include all reasonable costs for the scope of services being proposed.
- Applicants should complete only the sections of the budget applicable to the deliverables they are proposing to fulfill.
- Please review the Budget Proposal Instructions included in Appendix C of the RFP.
- Budget Proposal Form must be converted to a PDF file in order to upload into Survey Monkey.

Evaluation & Selection Process

The Evaluation Committee will evaluate and rate all qualified proposals based on the criteria below:

1. Applicant's relevant qualifications and experience	30%
2. Applicant's proposed plan and approach	60%
3. Applicant's budget and capacity	5%
4. BIPOC-led and staffed organization	5%

Evaluation & Review Process

SELECTION PROCESS OVERVIEW – 3 ROUNDS

- **ROUND 1 - Adherence to Mandatory Minimum Requirements**
 - Initial administrative review for completeness
- **ROUND 2 - Proposal Evaluation**
 - The Review Committee will evaluate applications and score Applicants according to the evaluation criteria
 - Each application will be reviewed by at least 3 reviewers
- **ROUND 3 – Final Review and Selection**
 - The Selection Committee (leaders in DOHMH's Center for Health Equity and Community Wellness) will evaluate proposals based on technical merit and community needs.
 - Applicants within each competition with the highest total score per priority neighborhood or community will be considered first.
 - The Committee may make exceptions in order to ensure reach across a broad range of racial/ethnic, cultural, linguistic, and other communities.

Anticipated Funding

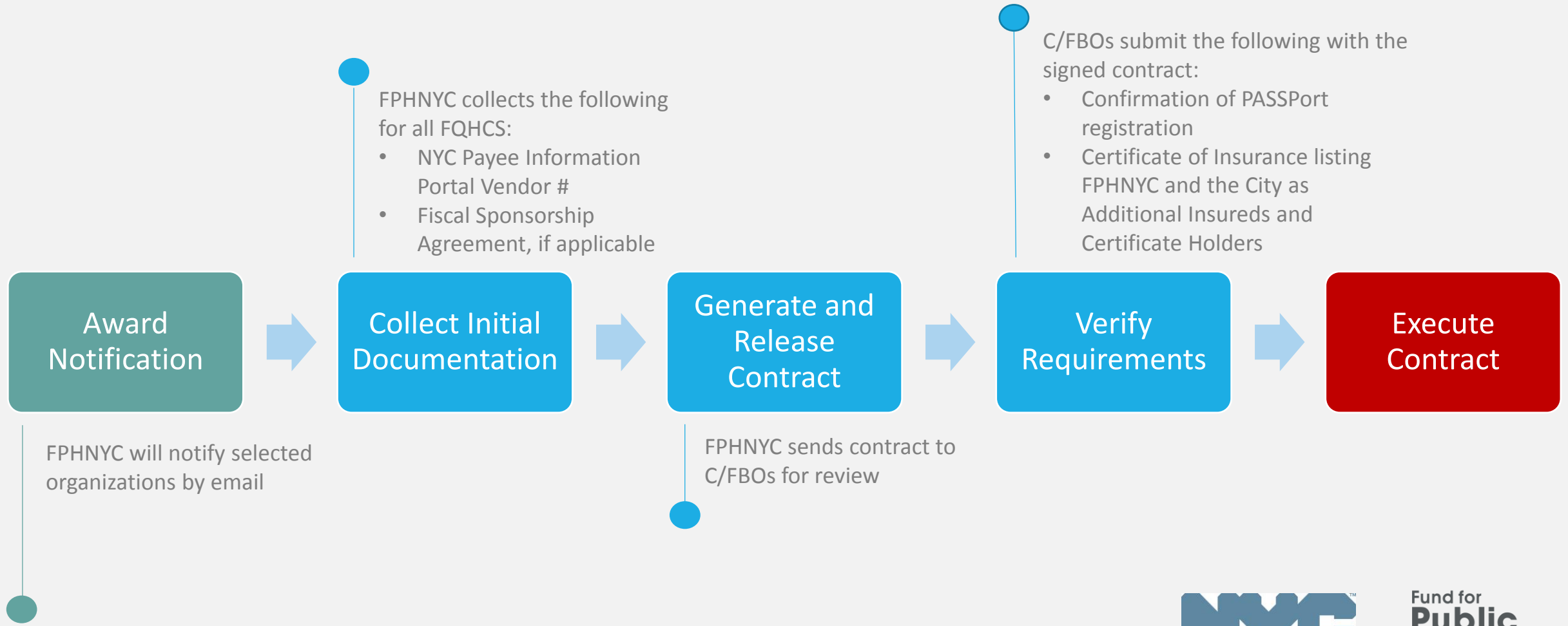
- Approximately \$9 million in private and federal funding will be available to support up to 40 awards through this RFP

Competition	% of Funding
Competition A: C/FBOs with annual operating budgets \$2 million and below.	70%
Competition B: C/FBOs with annual operating budgets above \$2 million <u>AND</u> membership organizations, regardless of budget size.	30%

Post-Award Requirements

- Proof of Nonprofit Status
- Fiscal Sponsorship Agreement
- Register as a City of New York approved vendor
 - Payee Information Portal (PIP), system for managing financial transactions
 - PASSPort, City's procurement and sourcing solutions portal
 - If you have any concerns about meeting this requirement, please contact Rebecca Adeskavitz at radeskavitz@fphnyc.org
- Proof of Insurance
 - General liability coverage (\$1M per incident)
 - Workers compensation (as required)

FPHNYC Contracting Process



Questions

- Please type your questions in the chat box in the lower left corner of your screen.
- Any questions not answered during today's webinar will be included in the Q&A to be posted on Tuesday, May 25th.

A Few Reminders

- Upcoming Dates
 - Deadline for questions: Friday, May 21, 2021 at 11:59 PM (email all questions to msmith@fphnyc.org)
 - Q&A to be posted on May 25, 2021
 - **Applications due Tuesday June 1, 2021 at 11:59 PM EDT**
- Please be sure to check the FPHNYC website (<https://fphnyc.org/get-involved/requests-proposals/>) for RFP addenda
- Applications must be completed and submitted in one sitting.
 - We recommend applications are submitted at least 48 hours prior to the deadline.