

PUBLIC HEALTH CORPS COVID-19 DISPARITIES GRANT: APPLICANTS' CONFERENCE

August 31, 2021



Thank you for joining us.

A few things before we get started:

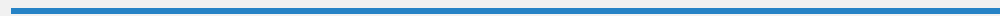
- Today's webinar will be recorded.
- Participant audio will be muted during the presentation.
- Please type your questions in the chat box in the lower left corner of your screen.
- Any questions not answered during today's webinar will be included in the Q&A.
- All slides, recordings, and documents 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

Aviva Goldstein – Senior Director of Strategic Partnerships and Institutional Philanthropy, FPHNYC

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

Ana Gallego – Executive Director, Health Systems Planning and Policy, DOHMH Bureau of Equitable Health Systems

Dr. Janine Knudsen – Medical Director, Strategic Initiatives, Commissioner’s Office

Rebecca Adeskavitz – Director of Grants and Contract Management, FPHNYC

Alexis McLauchlan – Grant Manager, 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



A blurred background image of a busy New York City street. In the foreground, a person in a light blue shirt and dark pants is walking. To their right, a person is riding a bicycle. Further right, a woman in a purple dress is walking. The background shows yellow taxis, a white car, and a bus. Traffic lights and street signs are visible. The overall scene is a typical urban environment.

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.

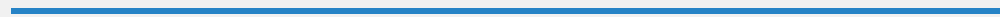
NYC Department of Health and Mental Hygiene

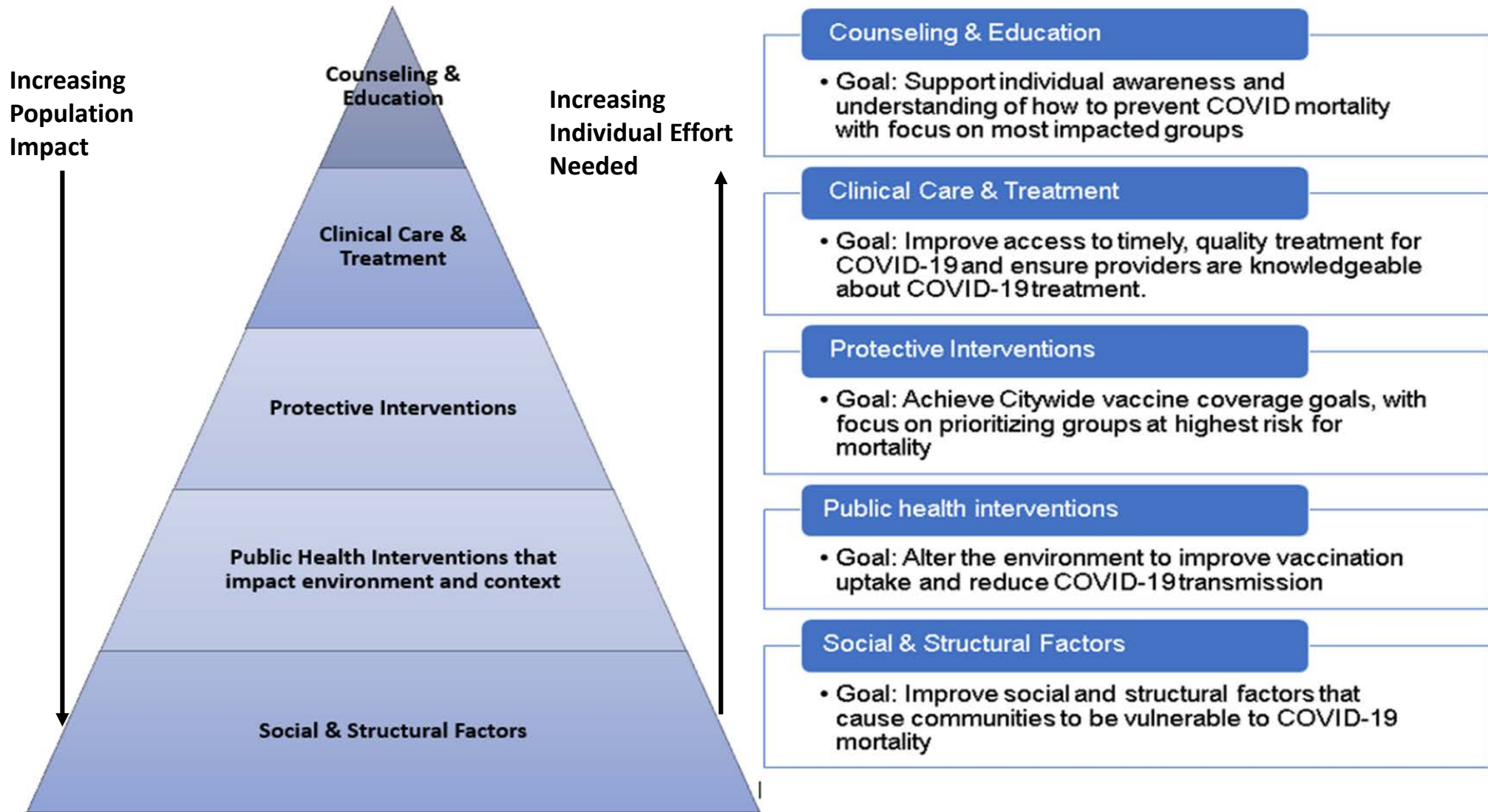
A photograph of a row of brownstone townhouses in New York City. The buildings are multi-story with ornate architectural details, including decorative iron fire escapes and balconies. The scene is captured during the day, with some trees visible on the left side. The right side of the image is overlaid with a semi-transparent white box containing text.

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 over 10 million doses of COVID-19 Vaccines to date.

PUBLIC HEALTH CORPS COVID-
19 DISPARITIES GRANT





Project Background

- DOHMH's Equity Action Plan
- NYC Public Health Corps
- Trust, transparency, information
- Local CBOs as trusted messengers

Project Background (continued)

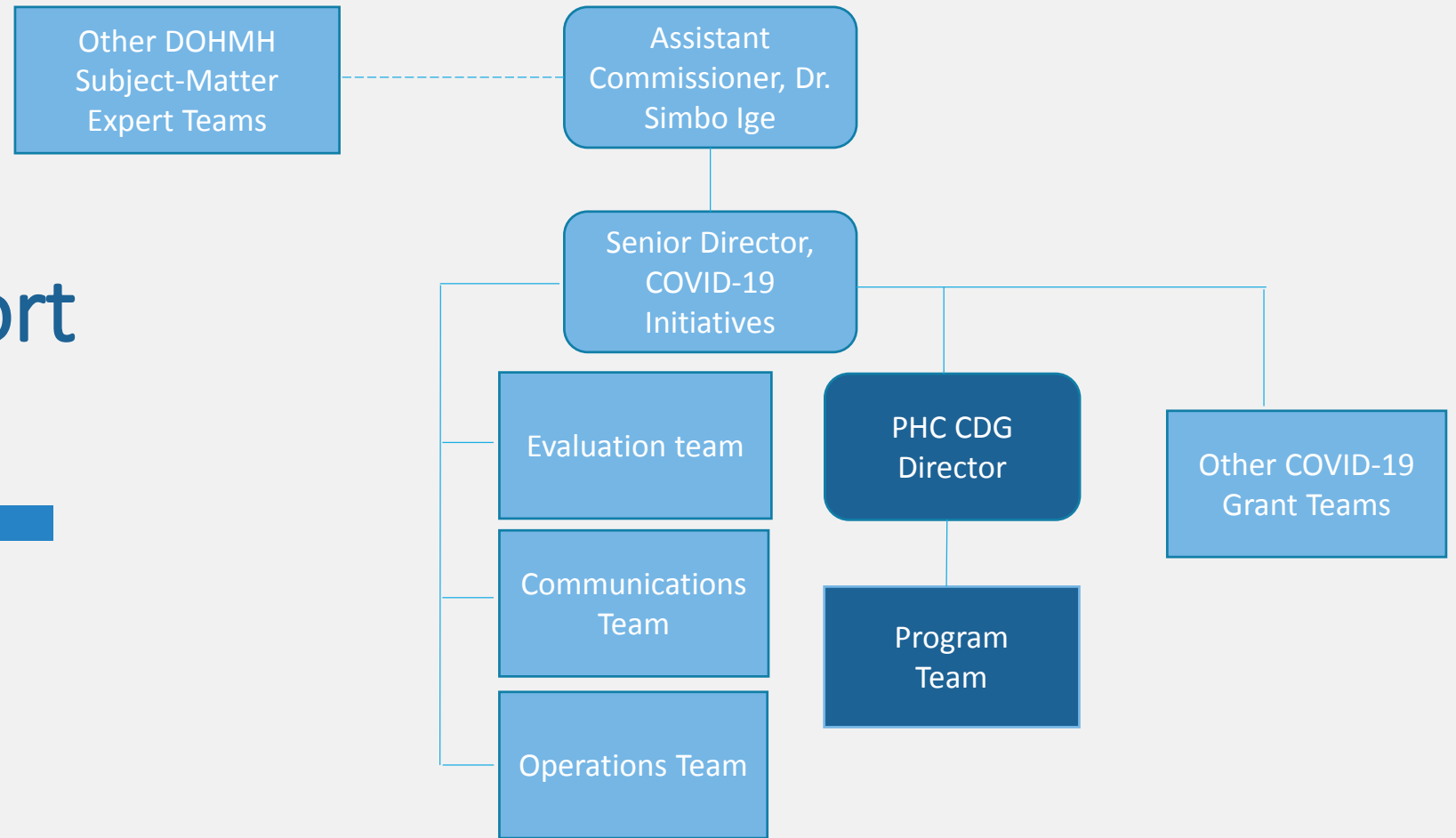
The Public Health Corps COVID-19 Disparities Grant Initiative places focus on organizations able and willing to become accountable for the elimination of health disparities in their **entire** [United Health Fund](#) (UHF) neighborhood catchment using:

- Data-orientation
- Anti-racist praxis
- Strong institutional relationship building
- Systems thinking

The executive leadership of selected contractors is expected to work with the Health Department on strengthening capacity for long-term sustainability of the infrastructure created during the contract period via alternative funding mechanisms.



DOHMH Support Structure



Who Should Apply

Community, Faith-Based and Membership Organizations (**OR** up to 3 organizations working jointly as part of a coalition):

- with 501(c)(3) non-profit status
- physically located in the neighborhood they propose to serve
- willing to be advertised as a network hub for navigation of COVID-19 services and information for the selected neighborhood and serve any community members in the catchment area beyond its current client base.
- have existing staff in Community Health Worker (CHW) or related roles and existing institutional relationships

Funding Priorities

In awarding contracts for each competition, priority will be given to the following:

- Organizations that can fill service gaps to ensure wider reach of COVID-19 prevention and disparity elimination work in neighborhoods with existing COVID-19 community engagement contracts.
- Applicants whose mission is focused on and/or contributing to the overall health improvement of all residents of the neighborhood.
- In order to sustain capacity already developed under the Test and Trace (T2) initiative, T2 CBO organizations, in good standing, who are applying for a neighborhood they are currently contracted to serve, will also be given priority in awarding contracts

Competition A

A total of 9 awards will be made for Competition A, one for each of the neighborhoods listed below.

- 102 – NorthEast Bronx
- 105 – Crotona Tremont
- 204 – East NY
- 208 - Canarsie -Flatlands
- 302 - Central Harlem
- 303 - East Harlem
- 402 – West Queens (with a focus on 10368 and 10369)
- 410 – Rockaway
- 501/502 – Stapleton, St. George and Port Richmond

Applicant	Maximum Funding Amount	Contract Period	Expected Start Date
Applicants applying to serve a neighborhood for which they are not currently funded through a DOHMH-led COVID-19 initiative	\$2,185,000	November 2021-May 2023	November 1, 2021
T2 CBO funded organizations applying to serve a neighborhood for which they are currently contracted under the Test and Trace initiative	\$1,955,000	January 2022-May 2023	January 1, 2022

Competition B

A total of 11 awards will be made for Competition B, one for each of the neighborhoods listed below.

- 103 – Fordham - Bronx Park
- 106 – High Bridge - Morrisania
- 107 – Hunts Point - Mott Haven
- 206 – Borough Park
- 207 – East Flatbush – Flatbush
- 210 – Coney Island - Sheepshead Bay
- 301 – Washington Heights – Inwood
- 309 – Union Square - Lower East Side
- 403 – Flushing - Clearview
- 408 – Jamaica
- 504 – South Beach-Tottenville

Applicant	Maximum Funding Amount	Contract Period	Expected Start Date
Applicants applying to serve a neighborhood for which they are not currently funded through a DOH-led COVID-19 initiative	\$920,000	November 2021-June 2022	November 1, 2021
T2 funded organizations applying to serve a neighborhood for which they are currently contracted under the Test and Trace initiative	\$ 690,000	January 2022-June 2022	January 1, 2022

Highlights of Project Deliverables – First Quarter (or first 6 weeks for T2 CBOs)

1. Program personnel:

- at least 12 full time equivalent (FTE) CHWs and 2 FTE CHW Supervisors
- reflect the linguistic/racial/ethnic/religious diversity of the catchment, and who are local to the catchment area.
- Salaries for CHWs must be no less than \$49,000 per FTE

2. Confirmation of Community Health Needs

- Identification of health and social priorities for the communities served
- Listening sessions
- Community Dashboard
- Quarterly review of Community Dashboard with community leaders

3. Community Asset Mapping

- COVID-19 Resource inventory
- Neighborhood Asset Inventory
- Partner mapping

4. Partner Engagement

- Partner engagement plan



Highlights of Project Deliverables – Monthly (starting on Month 4)

- 1. Ongoing Community Health Needs Assessment and participation in governance**
- 2. Community Asset Mapping/Inventory maintenance**
- 3. Community engagement and education**
 - Marketing and promotion of COVID-19 prevention services to community members.
 - Community outreach
 - 1+ educational sessions per week to increase community knowledge of services, needs and priorities, in accordance to identified community priorities
 - 4+ social media posts each week and at least fifteen (15) posts per month.
- 4. Resource Navigation**
 - full-time intake (multilingual)
 - referrals to services for 50+ residents per week
 - <25 caseload for individual client support
- 5. Partner Engagement**
 - Network Building
 - Community leaders/stakeholder briefings
 - Response Communications Plan
 - Dissemination of information and education material



Highlights of Project Deliverables – Monthly (starting on Month 1)

1. Reporting, Evaluation and Sustainability

- Daily and weekly reporting of planned outreach according to the workplan.
- Quarterly performance and program evaluation in line with CDC guidelines, including key stakeholder interviews and/or focus groups
- Representatives of organization's program and executive team participate in monthly meeting with DOHMH technical assistance team

2. Coordination

- weekly strategic planning meetings with DOHMH program team
- biweekly DOHMH-led partners forum
- borough wide coordination meetings with other city funded CBOs working in COVID-19 Response
- Mayor's Taskforce on Racial Inclusion & Equity (**TRIE**) neighborhood coordination meetings where relevant
- neighborhood steering committee or other neighborhood governance meetings
- individual check-ins

APPLICATION AND REVIEW PROCESS

RFP Timetable

RFP Process	Key Dates
Applicants' Conference Posted	September 1, 2021
Deadline for Written Questions	September 3, 2021 at 11:59 p.m. EDT <i>Submit to amclauchlan@fphnyc.org</i>
Q&A Posted	September 10, 2021
Application Deadline	<u>September 17, 2021 at 11:59 p.m. EDT</u>
Expected Funding Notification*	October 11, 2021
Expected Project Start Date*	November 1, 2021 and January 1, 2022, depending on applicant type

*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/8KTGXZZ>.
- 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 on the [FPHNYC Website](#)
- If responses and all documentation are prepared in advance, the application should take approximately 15 – 20 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 Attestations (5 questions)
 - Section II: Applicant Information (14 questions)
 - Section III: Organization Qualifications (8 questions)
 - Section IV: Application Type (4 questions)
 - Section V: Capacities and Plan (6 questions)
 - Responses to be uploaded into SurveyMonkey as a PDF
 - Section VI: Proposal Budget
 - Budget to be uploaded into SurveyMonkey as a PDF

Completing Your Budget

- Budgets should reflect the time period and maximum award amount based on whether your organization is applying for Competition A or B and applicant type. This information can be found in the RFP Application Guide under Section VI: Budget Proposal
- Budgets should include all reasonable costs needed to complete the deliverables outlined in the RFP
- If applying as a coalition, each coalition organization must provide a separate budget reflecting the deliverables that coalition organization will complete
- Please review the Budget Proposal Instructions included the RFP Application Guide
- Budget Proposal Form must be converted to a PDF file in order to upload into Survey Monkey. This form can be downloaded from the [FPHNYC Website](#)

Budget Information Session

- Additional information on completing your application budget will be available at the budget information session
 - **When: Thursday, September 2nd, 12:00pm – 1:00pm**
 - **How:** Register at:
<https://us02web.zoom.us/j/83142647582?pwd=QW5mMFpnb2M5MDFUN0duWXdrYlZPZz09>
- Applicants are encouraged to attend and ask questions on completing their budgets
- If your organization is unable to attend, all responses from the budget information session will be included in the Q&A to be posted on September 10, 2021 on the [FPHNYC Website](#)

Evaluation & Selection Process

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

1. Organization Qualifications and Capacity	40%
2. Implementation Plan and Timeline	40%
3. Sustainability	10%
4. Applicant's Proposal Budget	10%

Anticipated Funding: Competition A

- Approximately \$20 million in federal funding is available support up to 9 awards in Competition A

Applicant Type	Maximum Amount
Applicants applying to serve a neighborhood for which they are not currently funded through a DOH-led COVID-19 initiative	\$2,185,000
T2 organizations applying to serve a neighborhood for which they are currently contracted under the Test and Trace initiative	\$1,955,000

Anticipated Funding: Competition B

- Approximately 10 million in City funding is available to support up to 11 awards in Competition B

Applicant Type	Maximum Amount
Applicants applying to serve a neighborhood for which they are not currently funded through a DOH-led COVID-19 initiative	\$920,000
T2 organizations applying to serve a neighborhood for which they are currently contracted under the Test and Trace initiative	\$690,000

Post-Award Requirements: All Applicants

- Proof of Nonprofit Status
 - This includes all coalition organizations who may be required to enter into a contract with FPHNYC
- Proof of Insurance
 - General liability coverage (\$1M per incident, \$3M aggregate)
 - Workers compensation (as required)
 - Professional liability – if providing professional services (\$1M per incident, \$3M aggregate)
 - Employers liability (\$1M per incident)
 - Commercial Auto – if Contractor plans to use any vehicles in performance of services (\$1M per incident)
 - Excess Umbrella Liability – if Contractor’s insurance policy(s) does not meet limits stated above

Post-Award Requirements: Competition B

- 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
- Insurance
 - All of the required policies shall include a waiver of subrogation in favor of the City of New York and FPHNY

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 neighborhood will be considered first.
 - The Committee may make exceptions in order to ensure wider reach of Covid19 prevention and disparity elimination work, focus on overall health improvement of all residents in a neighborhood, and capacity to start work and scale up quickly.

FPHNYC Contracting Process



FPHNYC will notify selected organizations by email. If applying as a coalition, each coalition organization will be included in the email notification

FPHNYC collects the following for Competition B Contractors:

- NYC Payee Information
- Portal Vendor #

FPHNYC sends contract to C/FBOs for review

C/FBOs submit the following with the signed contract:

- Confirmation of PASSPort registration for Competition B
- Certificate of Insurance for all required insurance listing FPHNYC and the City as Additional Insureds and Certificate Holders

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 Friday, September 10, 2021.

A Few Reminders

- Upcoming Dates
 - Budget Information Session: Thursday, September 2, 2021 12:00 PM – 1:00 PM
 - Deadline for questions: Friday, September 3, 2021 at 11:59 PM (email all questions to amclauchlan@fphnyc.org).
 - Q&A to be posted on Friday, September 10, 2021
 - **Applications due Friday, September 17, 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.