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
• Completing the Application Budget
• Q&A
WELCOME AND INTRODUCTIONS
Introductions

Korin Parrella – COVID Disparities Grant Program Director, DOHMH Bureau of Health Equity Capacity Building

Melissa Alardo – COVID Disparities Grant Program Assistant, DOHMH Bureau of Health Equity Capacity Building

Afi Akakpo – COVID Disparities Grant Manhattan Partner Engagement Coordinator, DOHMH Bureau of Health Equity Capacity Building

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

20+ years of advocating for cutting-edge public health programming

$500M 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
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
Goal: Eliminate preventable COVID-19 mortality (ECM)

Increasing Population Impact

Increasing Individual Effort Needed

Counseling & Education
- Goal: Support individual awareness and understanding of how to prevent COVID mortality with focus on most impacted groups

Clinical Care & Treatment
- Goal: Improve access to timely, quality treatment for COVID-19 and ensure providers are knowledgeable about COVID-19 treatment.

Protective Interventions
- Goal: Achieve Citywide vaccine coverage goals, with focus on prioritizing groups at highest risk for mortality

Public Health interventions
- Goal: Alter the environment to improve vaccination uptake and reduce COVID-19 transmission

Social & Structural Factors
- Goal: Improve social and structural factors that cause communities to be vulnerable to COVID-19 mortality

Project Background

• DOHMH’s Equity Action Plan
• NYC Public Health Corps
• Trust, transparency, information
• Local CBOs as trusted messengers
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 Hospital Fund (UHF) neighborhood catchment using:

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

The executive leadership of the selected contractor 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.
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

• Access to a location in Washington Heights/Inwood under the RFP

• Have existing staff in Community Health Worker (CHW) or related roles and existing institutional relationships in the neighborhood proposed under the RFP

If your organization currently has a contract for a DOHMH/FPHNYC-led Covid-19 initiative serving Washington Heights/Inwood, your organization is not eligible to apply
Funding Priorities

In awarding a contract, 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.

• Applicants who demonstrate capacity to start work and scale up quickly.
Anticipated Funding

A total of one award will be made for the Washington Heights/Inwood neighborhood (UHF 301).

Applicants must provide services to the following zip codes:
- 10031
- 10032
- 10033
- 10034
- 10040

<table>
<thead>
<tr>
<th>Maximum Funding Amount</th>
<th>Contract Period</th>
<th>Expected Start Date</th>
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<tbody>
<tr>
<td>$1,391,500</td>
<td>July 2022 – May 2023</td>
<td>July 1, 2022</td>
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Highlights of Project Deliverables – Startup

1. **Program Staffing:**
   - 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
   - Conduct 7 community listening sessions
   - Develop and maintain a COVID-19 scorecard to track progress towards equity goals
   - Develop a Health Equity Action Plan outlining implementation strategies to reduce and eliminate COVID-19 related health disparities

3. **Partner Engagement**
   - Develop a robust partner engagement plan to meet local community resource needs
   - Develop and maintain partner contact lists of local partners who support health strengthening activities in the catchment area.
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

2. Coordination and Training
   • Participate in CDG partner training sessions focused on preparing partners for COVID-19 outreach and engagement, sensitizing staff to health equity principles, and programmatic data entry platforms.
   • Weekly strategic meetings with DOHMH program team to develop plans for operational activities informed by existing data and community feedback.
   • Biweekly DOHMH-led partners forum
   • Mayor’s Taskforce on Racial Inclusion & Equity (TRIE) neighborhood coordination meetings where relevant.
   • Neighborhood steering committee or other neighborhood governance meetings
   • Quarterly peer-to-peer learning sessions facilitated by DOHMH to foster collective impact and collaborative learning.
Highlights of Project Deliverables – Monthly (starting on Month 4)

1. Community engagement and education
   • Marketing and promotion of COVID-19 prevention, testing, and vaccination services to community members.
   • 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.

2. Resource Navigation
   • Screening and referral to health and social services
   • Referrals to health and social services for 300+ residents per week

3. Partner Engagement
   • 1+ days of action per month
   • Support network-building activities
   • Submit updated partner contact lists each month
   • Dissemination of information and education material as requested by DOHMH
APPLICATION OVERVIEW AND REVIEW PROCESS
# RFP Process Key Dates

<table>
<thead>
<tr>
<th>RFP Process</th>
<th>Key Dates</th>
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<tbody>
<tr>
<td>Applicants’ Conference Posted</td>
<td>April 26, 2022</td>
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<tr>
<td>Deadline for Written Questions</td>
<td>May 2, 2022 at 11:59 p.m. EDT</td>
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<tr>
<td></td>
<td>*Submit to <a href="mailto:amclauchlan@fphnyc.org">amclauchlan@fphnyc.org</a></td>
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<tr>
<td>Q&amp;A Posted</td>
<td>May 6, 2022</td>
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<tr>
<td>Application Deadline</td>
<td><strong>May 16, 2022 at 11:59 p.m. EDT</strong></td>
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<tr>
<td>Expected Funding Notification*</td>
<td>June 1, 2022</td>
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<tr>
<td>Expected Project Start Date*</td>
<td>July 1, 2022</td>
</tr>
</tbody>
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*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 (6 questions)
  - Section II: Applicant Information (14 questions)
  - Section III: Organization Qualifications (7 questions)
  - Section IV: Application Type (3 questions)
  - Section V: Capacities and Plan (6 questions)
    - Responses to be uploaded into SurveyMonkey as a PDF
  - Section VI: Proposal Budget
    - Line-item Budget and Budget Narrative to be uploaded into SurveyMonkey as a PDF
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%
Post-Award Requirements

• Proof of Nonprofit Status
• 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

• Federal Subrecipient Documentation
  • Enrollment in Sam.gov
  • Summary of contracting experience and organization’s policies and procedures questionnaire
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

- **Award Notification**: FPHNYC will notify selected organizations by email
- **Collect Initial Documentation**: FPHNYC collects Federal Subrecipient Documents and confirms contract budget with CBO
- **Generate and Release Contract**: FPHNYC sends contract to C/FBOs for review
- **Verify Requirements**: C/FBOs submit the following with the signed contract:
  - Certificate of Insurance for all required insurance listing FPHNYC and the City as Additional Insureds and Certificate Holders
- **Execute Contract**
Contract Payments and Invoicing

- Contractors will be reimbursed for costs incurred during the contract period.
- Contractors will invoice monthly on expenses incurred during the reporting period using a template provided by FPHNYC.
- Contractors will be required to submit back up documentation for each expense reported.
- All expenses must match the approved contractor budget. Contractors will be allowed to submit budget modifications throughout the contract period.
- FPHNYC will send detailed invoicing instructions and hold an invoice and contract management training for the awarded organization.
Completing Your Application
Budget
Completing Your Budget

• Applicants are required to complete a line-item budget and budget narrative as part of their applications
  • Line-item budget includes each line-item and amount budgeted for this project
  • Budget narrative includes justifications and breakdowns for costs included in your line-item budget
• Budgets should include all reasonable costs needed to complete the deliverables outlined in the RFP
• Please review the Budget Proposal Instructions included the RFP Application Guide
• Line-Item Budget Form and Budget Narrative Form must be converted to a PDF file in order to upload into Survey Monkey. These forms can be downloaded from the FPHNYC Website
Cost Allowability Factors

To meet federal standards for allowability, a cost must meet the following conditions:

- Be necessary
- Be reasonable
- Be allocable
- Be consistent with Contractor’s policies and procedures
- Be accorded consistent treatment
- Be determined in accordance with generally accepted accounting principles (GAAP)
- Be adequately documented
Unallowable Costs

- Meals/food
- Promotional items/giveaways
- Unlimited MetroCards
- Entertainment or other costs for amusement or social activities
- Equipment (unit cost over $5,000)
- Construction
- Contingency Funds
- Donations/contributions
- Lobbying
- Fundraising costs
- Fines, penalties
- Bad debt
Budget Guidelines: Personnel

• Personnel Services
  • Includes staff who are directly employed by your organization and will work directly on this project
  • Include salary, number of months, and percent effort for each staff
  • In budget narrative, include position of description and relevance to the project

• Fringe
  • Include your organization’s fringe rate
  • Include basis for calculation in the budget narrative
Budget Guidelines: OTPS

• Contractual Services
  • Includes subcontractors and consultants, including coalition organizations if applicable
  • Provide justification for each contractor in budget narrative, including relevance to the project

• Travel
  • Includes costs associated with staff travel
  • Only local travel is allowable under this contract
  • Metrocards must be pay-per-ride, no unlimited MetroCards
  • Car travel may be budgeted as well
  • Provide justifications for each type of travel in budget narrative
Budget Guidelines: OTPS

• Incentives
  • Incentives can be used for program participants
  • Incentives cannot exceed $25 per participant
  • Incentives must be in the form of gift cards, store vouchers, or Metrocards
  • Costs for incentives should be estimated based on number of estimated participants
  • Provide justification for use of incentives in budget narrative

• Supplies
  • Separate categories for office supplies, program supplies, and IT supplies
  • Itemize items to extent possible
  • If unknown, include types of items that may be purchased in the justification section of the budget narrative
Budget Guidelines: OTPS

• Training/Professional Development
  • Include training and/or professional development not included as a consultant/subcontractor
  • Estimate costs by number of staff
  • Include the applicability of each training/professional development item in the budget narrative justification

• Space/Property/Utilities
  • Include any utilities or rent/space costs budgeted as direct costs
  • These costs must not be included in your organization’s indirect costs
  • Include the allocation methodology used for budgeting each item
Budget Guidelines: OTPS

• Other
  • Include other expenses not classified in other categories
  • Examples – media/marketing, postage, printing
  • Include justifications for each expense on the budget narrative

• Indirect
  • Indirect must reflect an organization’s Negotiated Indirect Cost Agreement (NICRA) or a 10% de minimis rate
  • Attach NICRA to budget narrative if applicable
  • If applying as a lead applicant of a coalition application, lead applicant can only budget indirect on the first $25,000 of each coalition subcontractor amount
Some direct costs serve multiple grants, programs, or activities and need to be properly allocated

• There are multiple ways an organization can allocate the proportion budgeted for each funding source, such as:
  • **Program Expenses** – divides the projected cost of the Covid-19 Disparities project by the organization’s total budget
  • **Square Footage** – divided the square footage that will be dedicated to the Covid-19 Disparities project in the building by the total square footage occupied by the organization
  • **Labor Allocation** – divides the number of projected hours that will be spent on the Covid-19 Disparities project by the total number of employee hours

• Each of these approaches is a reasonable method of allocating costs and results in a percentage to be reimbursed from this contract
Questions

• Please type your questions in the chat box on your screen.
• Any questions not answered during today’s webinar will be included in the Q&A to be posted on Friday, May 6, 2022.
A Few Reminders

• Upcoming Dates
  • Deadline for questions: Monday, May 2, 2022 at 11:59 PM (email all questions to amclauchlan@fphnyc.org)
  • Q&A to be posted on Friday, May 6, 2022
  • Applications due Monday, May 16, 2022 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.