

Building Resiliency and Vaccine Equity (BRAVE) PROJECT: APPLICANTS' CONFERENCE

Wednesday, November 29 2023



Thank you for joining us.

A few things before we get started:

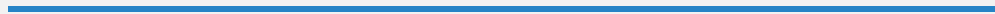
- Today's webinar will be recorded.
- Participant audio will be muted during the presentation.
- Please type your questions in the chat box in the lower left corner of your screen.
- Any questions not answered during today's webinar will be included in the Q&A.
- All slides, recordings, and documents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

WELCOME AND INTRODUCTIONS



Introductions

Alexis McLauchlan – Grant Manager, FPHNYC

Daphne Brown – Senior Program Director, DOHMH Bureau of Health Equity Capacity Building

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 bare trees visible on the left and a clear sky. 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 7.5 million doses of COVID-19 Vaccines to date.

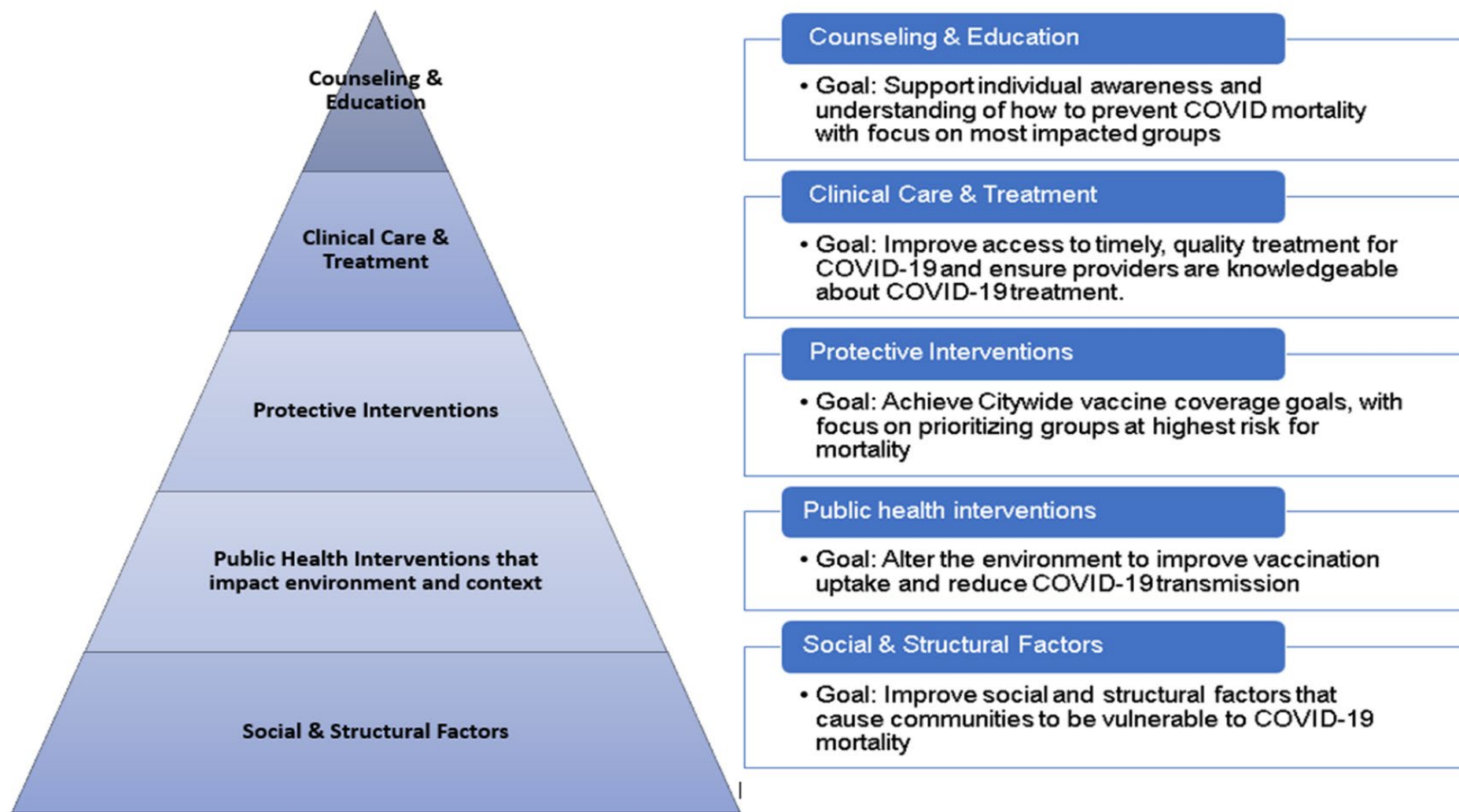
Building Resiliency and Vaccine Equity (BRAVE)

Project Background

- In New York City, COVID-19 infection remains one of the major causes of death and morbidity, especially for Black and Latinx New Yorkers, seniors, and those with certain medical conditions.
- COVID-19 related deaths and severity of illness, can be reduced through: 1) Increased vaccine uptake; 2) prevention (i.e., masking); and 3) Treatment
- Long COVID: Health symptoms after infection may persist after acute infection, or new symptoms or illness may develop.

Project Objectives

- Reduce racial and ethnic disparities in COVID-19 and influenza immunization, by expanding vaccine coverage, confidence, and access.
- Raise Long COVID community awareness and how it may impact health and well-being



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
- Be in good standing with the City of New York, State of New York, and the United States Federal Government
- Must have a Unique Entity Identified (UEI) or be able to obtain one by the award date
- Have a physical location in New York City and provide services in one or more of the neighborhoods designated by the Mayor's Taskforce for Racial Inclusion (TRIE)

Preference Factors

Preference Factors:

- Previous experience conducting COVID-19 community engagement as a trusted credible messenger
- Experience and ability to fill gaps in service for priority populations such as BIPOC (Black, Indigenous, People of Color) communities, seniors, people with disabilities, youth, immigrant populations, reproductive health community, faith-based communities

Maximum Funding Per Neighborhood

- Approximately \$4,000,000 will be available to support up to 18 awards, one for each of the following priority neighborhoods:

Borough	Neighborhood(s)	Zip Code(s)	Maximum Funding Amount	Number of Awards	Tier Number
Bronx	Mott Haven and Melrose	10451, 10454, 10455	\$282,000	1	3
	Charlotte Gardens/Hunts Point	10459	\$236,000	1	2
	Allerton/Norwood/Pelham Parkway/Williamsbridge	10467	\$282,000	1	3
	Parkchester and Soundview	10472, 10473	\$282,000	1	3
Brooklyn	Williamsburg (South)	11206	\$236,000	1	2
	Cypress Hills/East New York	11207, 11208	\$282,000	1	3
	Ocean Hill – Brownsville	11212	\$236,000	1	2
	Brighton Beach, Coney Island, Seagate, Manhattan Beach, Sheepshead Bay	11224, 11235	\$282,000	1	3
	East New York	11239	\$170,000	1	1
Manhattan	East Harlem	10029, 10025	\$282,000	1	3
Queens	Astoria (South)/Long Island City/Sunnyside	11101	\$170,000	1	1
	Airport/East Elmhurst	11369	\$170,000	1	1
	Woodhaven	11421	\$170,000	1	1
	Queens Village	11429	\$170,000	1	1
	Jamaica	11433	\$170,000	1	1
	Edgemere, Far Rockaway, Arverne	11691, 11692	\$236,000	1	2
Staten Island	New Dorp, Todt Hill	10304	\$170,000	1	1
	Port Richmond, Randall Manor, West Brighton	10310	\$170,000	1	1

Project Deliverables

(1) Tailored Messaging

- A. Create tailored and accessible messaging products

(2) Community Outreach and Engagement

- A. Message Dissemination: Widely disseminate information on COVID-19 vaccines with timely updates to networks when new information is released and distribute tailored digital video and/or audio messages weekly
- B. In-person Engagement: Plan and implement engagement events every week for community members to access messaging
- C. Community Conversation: Lead community conversations every week to address concerns and collect feedback

Project Deliverables (cont'd)

(3) Navigation Services

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

(4) Evaluation

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

Project Deliverables (cont'd)

Deliverable	Tier 1 Neighborhoods	Tier 2 Neighborhoods	Tier 3 Neighborhoods
Tailored Messaging Plan	1 Tailored Messaging Plan/Contract Period	1 Tailored Messaging Plan/Contract Period	1 Tailored Messaging Plan/Contract Period
Tailored Messaging Products	5 Tailored Messaging Products/Contract Period	7 Tailored Messaging Products/Contract Period	9 Tailored Messaging Products/Contract Period
Message Dissemination	4 Disseminated Messages/Week	6 Disseminated Messages/Week	8 Disseminated Messages/Week
In-Person Engagement	2 In-Person Engagement/Week	3 In-Person Engagement/Week	4 In-Person Engagement/Week
Community Conversations	1 Community Conversation/Week	1 Community Conversation/Week	1 Community Conversation/Week
One-on-One Navigation	90 Navigations/Week	165 Navigations/Week	260 Navigations/Week
Evaluation	7 Evaluation Activities/Contract Period	7 Evaluation Activities/Contract Period	7 Evaluation Activities/Contract Period

Program Expectations

- **Applicants must propose to complete all deliverables as outlined in the RFP Application.**
- 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.

Program Expectations (cont'd)

- Prior to activity, all Contractor 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.
- Contractors must participate in regular meetings/calls with DOHMH staff
- Contractor staff/volunteers must follow the latest public health guidance.
- Contractors must maintain accurate internal data collection and enter timely weekly reporting.
- Contractors must have the capacity to provide in-person and remote services

DOHMH Support Structure



APPLICATION, REVIEW PROCESS, AND CONTRACTING OVERVIEW

RFP Timetable

RFP Process	Key Dates
Applicants' Conference Posted	November 30, 2023
Deadline for Written Questions	November 30, 2023 at 11:59 p.m. EDT <i>Submit to procurement@fphnyc.org</i>
Q&A Posted	December 1, 2023
Application Deadline	<u>December 11, 2023 at 11:59 p.m. EDT</u>
Expected Funding Notification*	January 3, 2023
Expected Project Start Date*	January 22, 2023

*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/TKZZ6J8>
- 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 30 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 (4 questions)
 - Section II: Applicant Information (16 questions)
 - Section IIa: Fiscal Sponsor Information (10 questions, for organizations using fiscal sponsors only)
 - Section III: Qualifications and Organizational Experience (14 questions)
 - Section IV: Organizational Capacity (11 questions)
 - Section V: Proposal (5 questions per deliverable)
 - Section VI: Proposal Budget
 - Line-item budget, narrative, and audited financial statements must be uploaded into SurveyMonkey

Evaluation & Selection Process

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

1. Qualifications and Experience	30%
2. Proposal Plan	40%
3. Organizational Capacity	15%
4. Proposal Budget	10%
5. Additional Bonus Points	5%

Post-Award Administrative Requirements

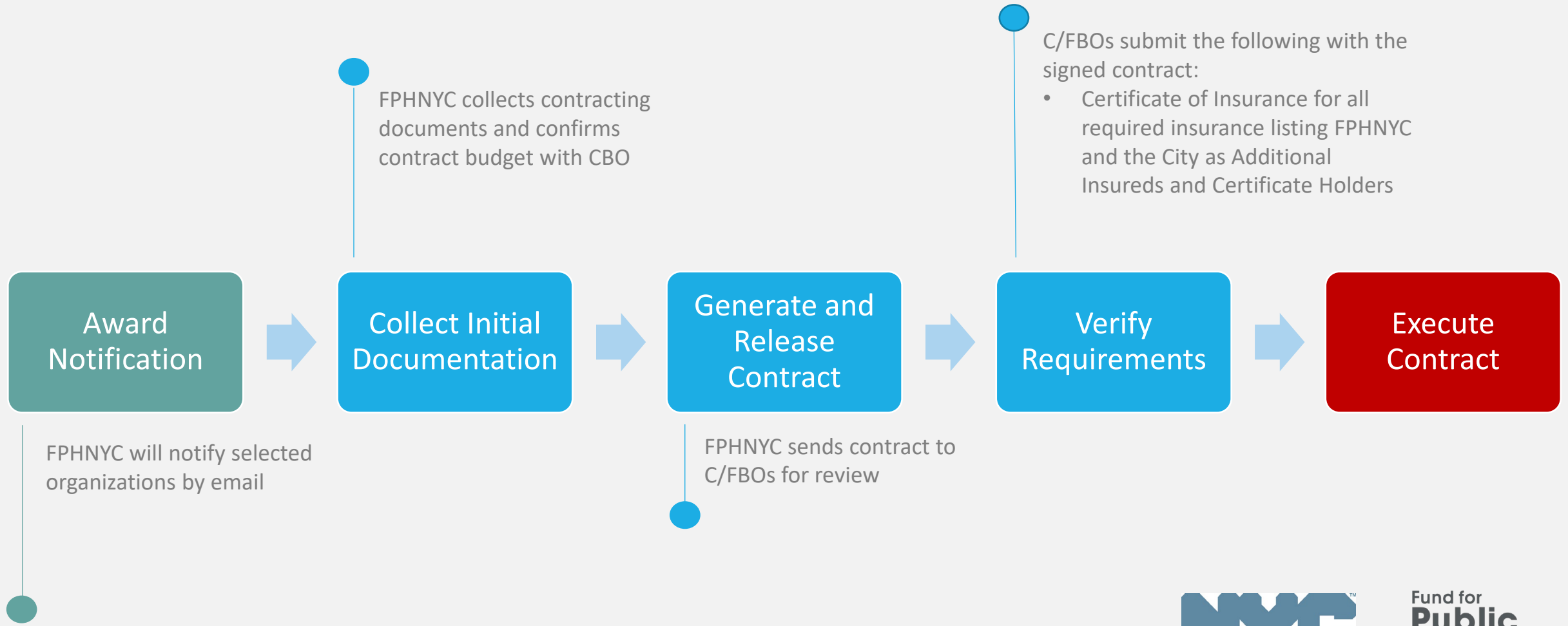
- Proof of Nonprofit Status
- Proof of Insurance as outlined in the RFP
- Proof of registration in City's Payee Information Portal and PASSPort
- Federal Subrecipient Documentation
 - Enrollment in Sam.gov
- Identify 2 points of contact – project lead and fiscal/administrative contact.

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 community engagement work, and capacity to start work and scale up quickly.

FPHNYC Contracting Process



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 organizations

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](#)
- Budgets cannot exceed the maximum contract amount per the selected neighborhood as outlined in the RFP

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

Allocation Methodology

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 BRAVE project by the organization's total budget
 - Square Footage – divided the square footage that will be dedicated to the BRAVE 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 BRAVE 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 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, December 1, 2023.

Additional Reminders

- Upcoming Dates
 - Deadline for questions: Thursday, November 30, 2023 at 11:59 PM (email all questions to procurement@fphnyc.org).
 - Q&A to be posted on Friday, December 1, 2023
 - **Applications due Monday, December 11, 2023 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.