





RFA #005 CDC COVID Vaccine Outreach 2021 – NPS Request for Applications (RFA) Pre-Bid Conference Call

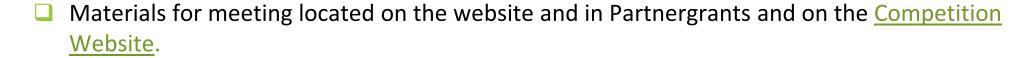
September 8, 2021 at 10 am – 11:30 am CST

RFA Authorized Contact Person:

Natasha Ponczek Shoemake APHCompetitions@austintexas.gov

Welcome & Introductions

- Introductions and Attendance Information
- Housekeeping
- Everyone is muted for the call until the Q&A.



- ☐ Questions during the presentation can be typed in the Chat OR sent to <u>APHCompetitions@austintexas.gov</u>. Questions emailed may not be answered during the presentation.
- After the presentation: Comments and questions need to be submitted via email to APHCompetitions@austintexas.gov





AGENDA

Welcome and Introductions

Overview and Funding Information

Scope of Work

Application Submission Instructions

Application

Important Dates

Question and Answer Process



RFA Overview

- In the Spring of 2021, Austin Public Health (APH) was awarded \$4,087,502 for the program titled, "Reach In, Reach Out and Vaccinate: Place-based Outreach & COVID-19 Vaccination for Populations of Focus in the Austin Area (Reach In, Reach Out)" through the CDC's National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities.
- □ Through this program, APH and partners will coordinate to improve the health and socioeconomic disparities in Austin for minority populations, particularly Black/African Americans and Hispanics/Latinos/Latinx, immigrants and refugees and other populations that lack access to health care, transportation, healthy foods, and other equitable determinants. The collaborative approach enables greater capacity to meet needs of focus populations and reach expected outcomes



RFA Overview

- The City of Austin (City) seeks applications in response to this Request for Applications (RFA) from qualified social service providers (Applicants) with a strong connection to the community that <u>could</u> include one or more of the following:
 - Organizations providing social services within the social determinants of health such as basic needs, housing, transportation;
 - Organizations providing social services within the prioritized list of zip codes: 78602; 78617; 78660; 78664; 78705; 78721; 78723; 78724; 78741; 78744; 78745; 78752; 78753; 78758
 - Organizations with demonstrated experience with the Community Health Worker model or grassroots organizing outreach efforts to promote the COVID-19 vaccine to populations at a high risk of severe COVID-19 disease
 - Organizations with experience offering social services to and/or organizing within immigrant and refugee populations who speak limited English
 - Organizations with innovative ideas for connecting basic needs resources and COVID-19 outreach



Funding and Timeline

- Available Funding: \$ 2,700,000 million in total available funding for a term of up to 18 months with the term ending April 30, 2023
 - > Applicants may apply for a minimum of \$100,000 and a maximum request of \$500,000 for the full 18-month contract term
- Contract Term: The Agreements will have a contract term ending on April 30, 2023. Insurance will be required for this agreement and proof will be submitted with the second deliverable.



Funding Structure

- Awarded programs will be structured as a deliverables-based agreement, as defined below:
 - Deliverable Agreement- An Agreement where an agency is reimbursed for a report or product that must be delivered to the City by the grantee (or by the Subgrantee to the Grantee) to satisfy contractual requirements. It can include goods or finished works, documentation of services provided, or activities undertaken, and/or other related documentation



Important Due Dates

- □ Threshold Review form due in Partnergrants: Tuesday, September 14, 2021 by 3 PM CST
 - > An application cannot be submitted without an approved Threshold Review
- □ RFA Applications DUE to APH: Wednesday, September 29, 2021 by 3 PM CST
- Deadline to submit Questions regarding the RFA and Technical Assistance regarding submission of the RFA are due to APH on or before: Tuesday, September 28, 2021 by 3 PM CST * Updated 9/8 on Offer Sheet
- Anticipated Contract Start Date: November 1, 2021



RFA Scope of Work



RFA Scope of Work: Priority Populations

- Primary focus should be on low-income residents of Austin/Travis County living at or below 200% of the Federal Poverty Level. Priority populations within the focus populations should include:
 - People of Color
 - Documented or Undocumented Immigrant or Newly Resettled Refugee Communities
 - Residents of the following Austin/Travis County zip codes that show higher transmission rates and/or lower vaccination rates: 78602; 78617; 78660; 78664; 78705; 78721; 78723; 78724; 78741; 78744; 78745; 78752; 78753; 78758
 - Subpopulations may include:
 - Seniors
 - People with High-Risk Medical Conditions
 - People Experiencing Homelessness



RFA Scope of Work: Program Objectives

- □ APH seeks to fund outreach efforts to promote the COVID-19 vaccine with populations at high risk of severe COVID-19 disease including populations of color, immigrants and refugees, lower income, and older adults, who have suffered disproportionate rates of COVID-19 disease
- The objectives of the funding are for qualified non-profit providers to:
 - Increase trust regarding the COVID-19 vaccine
 - Increase access to and provide navigation support for obtaining the vaccine and vaccine booster, COVID-19 testing and personal protective equipment (PPE)
 - Provide education about vaccine facts, transmissibility, how to keep children safe, and COVID-19 general information



RFA Scope of Work: Program Services

- Successful applicants will build community resources and relationships within communities of color by providing education and outreach and developing promotion campaign strategies that:
 - 1) Provide education and outreach to priority population(s)
 - Develop tailored messages for the specific priority population with a culturally and linguistically appropriate language access plan
 - Increase trust regarding the COVID-19 vaccine
 - Provide tailored education about vaccine facts, transmissibility, and impact on specific priority population
 - Disseminate up-to-date APH and CDC COVID-19 information
 - 2) Provide social services and navigation support to address barriers
 - Provide navigation support for obtaining the vaccine and vaccine booster, COVID-19 testing and personal protective equipment (PPE)
 - Increase access to basic needs services exacerbated by the pandemic unemployment, food insecurity, rent assistance, etc.
 - 3) Identify and train trusted messengers to deliver COVID-19 vaccine safety and effectiveness to these communities and populations
 - These trusted messengers can include, but are not limited to: Faith leaders; Teachers; Community Health Workers; Radio DJ's; Barbers; Local Proprietors; Community and Civic Leaders
 - These trusted messengers will deliver their COVID-19 vaccine promotion material and information through English and multilingual outlets, local media outlets, social media, faith-based venues, community events, and other culturally appropriate venues



RFA Scope of Work: Program Services Continued

- 4) Coordinate cross-agency outreach efforts with the Austin Public Health, Travis County and other vaccine distributors by providing the following support for outreach events where vaccinations are available
 - a. Plan and co-host outreach and vaccine events at community-based settings appropriate for specific priority population
 - b. Provide volunteer greeters/translators
 - C. Canvas specific neighborhoods to promote vaccine events
 - d. Assist at call centers or make direct calls
- 5) Share community needs and promotion plans with larger COVID-19 vaccine response partners including regular updates to vaccination distribution coordination meetings
- Other Possible Activities
 - Participate at planned PPE distribution, testing, or other events
 - Participate in meetings with APH Public Information Officer to inform messaging



RFA Scope of Work: Applicant Minimum Qualifications

☐ All organizations applying for funding must:

- Be a non-profit organization able to conduct business in the State of Texas
- Applicants must demonstrate that they have been delivering high quality social services in Austin/Travis County for a minimum of 2 years.
- Have submitted all applicable tax returns to the IRS and the State of Texas (e.g. Form 990 or 990-EZ and state and federal payroll tax filings)
- Be eligible to contract and not debarred from contracting, according to SAM.gov and Debarment information
- Be current in its payment of Federal and State payroll taxes
- Not owe past due taxes to the City
- Have the ability to meet Austin Public Health's Social Services Insurance Requirements
- Have an active Board of Directors that meets regularly and reviews program performance, financial performance, and annually approves the organization budget



RFA Scope of Work: Applicant Qualifications

■ All Applicants must demonstrate:

- > Trusted relationships with priority populations adversely affected by COVID-19 and ability to address barriers to vaccines or facilitate access to vaccines.
- Culturally and linguistically appropriate language access plan that reflects the priority populations, with appropriate staff or volunteers that reflect the population including languages spoken by the priority populations and needs of the community.
- Capacity to develop promotional strategies that are cultural and linguistically appropriate for the priority populations.
- Ability to track and report type of events, number of individuals reached, and their demographics.
- Experience providing health-related outreach and/or addressing barriers to vaccines and facilitating access to vaccines.
- Experience coordinating with vaccine distribution efforts and other vaccine outreach organizations; and/or a willingness to coordinate with those entities.



RFA Scope of Work: Additional Applicant Qualifications

- Additional points will be awarded to organizations that demonstrate:
 - Experience outreaching on other diseases/health conditions.
 - Knowledge of the community's barriers to obtaining vaccines and reasons for hesitancy.
 - An outreach plan that utilizes a linguistically and culturally appropriate community health worker approach and/or grassroots approach. (See the Community Health Workers Toolkit for more information.)



RFA Scope of Work:

Application Evaluation

Considerations will be given to organizations that have:

- Demonstrated experience with linguistically and culturally appropriate interventions to shape a support outreach effort
- Trusting relationships with populations at high risk of severe COVID-19 disease
- Capacity to increase outreach efforts immediately and efficiently

A total of 100 points may be awarded to the application. All applications will be evaluated as to how the proposed program aligns with the goals of this RFA and whether each question has been adequately addressed.

RFA #005 CDC Vaccine Outreach 2021 NPS			
Section A:	Threshold Review Form in PG	No points	
Form 1:	Offer Sheet	No Points	
Form 2:	RFA Application		
Part I:	Organizational Information (included in Form 2)	No points	
Part II:	Experience	25 points total	
	CLAS and Racial Equity	25 points total	
	Program Design	30 points total	
	Data-Informed Program Management	10 points total	
Part III:	Cost Effectiveness	10 points total	
		Total: 100 Points	

Application Submission Instructions



Initial Steps

All Applicants must:

- Confirm that their organization is a registered vendor with the City of Austin
 - To confirm, enter the organization's City of Austin Vendor Number when registering as a user in the Partnergrants system (see #2 below).
 - To find the City of Austin Vendor Number please visit <u>Austin Finance Online</u> and search for the organization's legal name.
 - To register to become a potential City of Austin vendor, go to <u>Austin Finance Online</u> to register.
- Be a registered user in the Partnergrants system. The applications will be submitted through this web-based system. <u>To register, visit the Partnergrants</u> site and click on "Register Here."
 - Note that the organization's City of Austin Vendor number is required to complete registration in Partnergrants.



- See Section B. Standard Solicitation Provisions and Instructions for more information.
- □ The Application must be submitted in the <u>Partnergrants database</u>. No late submissions will be accepted. Note that where the application materials say "by or before," this means that the Partnergrants system will not allow you to submit or us to accept documents submitted at or after that time.
- ☐ All documents must be uploaded into Partnergrants. No paper copies will be accepted.
 - Only name your uploaded documents with letters and numbers. To reduce possible submission and/or review delays, please ensure the title of any attached file from your local drive DOES NOT contain any special characters. Letters and numbers are acceptable.



Sections of the RFA

FORM NO.	Note: Forms 1-3 must be scanned, signed or filled out and uploaded into Partnergrants.	REQUIRES RESPONSES DUE
1	OFFER SHEET	Wednesday,
2	RFA APPLICATION	September 29, 2021
3	COA CERTIFICATIONS AND DISCLOSURES	By 3PM CST
SECTION NO.	TITLE	INFORMATION ONLY
Α	THRESHOLD REVIEW FORM	Form input in Partnergrants Due Tuesday, September 14, 2021
В	STANDARD SOLICITATION PROVISIONS AND INSTRUCTIONS	
С	RFA SCOPE OF WORK	
D	APH CLIENT ELIGIBILITY REQUIREMENTS	Information Only
Е	STANDARD APH AGREEMENT BOILERPLATE	
F	APPLYING FOR APH-FUNDED OPPORTUNITY – PARTNERGRANTS INSTRUCTIONS	
G	CDC COVID Vaccine Outreach Work Statement for Deliverables – SAMPLE	



Form 1: Offer Sheet

The Offer Sheet is required for your application to be valid and must be submitted in the second part of the process.

DATE ISSUED:	September 2, 2021
Threshold Review Due	Tuesday, September 14, 2021, 3 PM CST
RFA Application Date Due:	Wednesday, September 29, 2021, 3 PM CST
Anticipated Start date of contract:	November 1, 2021
Questions regarding the RFA and Technical Assistance questions regarding entry into Partnergrants are due on or before	Tuesday, September 28, 2021 at 3 PM CST
Questions must be submitted in writing to the Authorized Contact Person or through Partnergrants	Authorized Contact Person: Natasha Ponczek Shoemake Contract Management Specialist III E-Mail: APHCompetitions@AustinTexas.gov
Questions and Answers will be available:	In Partnergrants and on the solicitation website: CDC COVID19 Vaccine Outreach RFA Website
Optional Pre-Bid Meetings- Dates and Times:	Wednesday, September 8, 2021
Note: Materials will be posted in PG and on the website	10:00 am - 11:30 pm CST
Pre-Bid Meeting Location:	Registration Required with this link to get the Conference Call details: <u>Eventbrite Link</u>



Form 1: Offer Sheet

- On the Offer sheet the organization's representative states that they are authorized to submit this application for funding.
- It also states that the representative has received and read the entire RFA document packet and agrees to be bound by the terms therein.
- Signature by an authorized representative is required in order for the City of Austin to accept the application.



CITYOFAUSTIN, TEXAS Austin Public Health REQUEST FOR APPLICATION (RFA) OFFER SHEET



The undersigned, by their signature, represents that they are submitting a binding offer and is authorized to bind the Applicant to fully comply with the solicitation document contained herein. The Applicant, by submitting and signing below, acknowledges that they have received and read the entire document packet sections defined above including all documents incorporated by reference, and agrees to be bound by the terms therein.

Company Name:	
Company Address:	
City, State, Zip:	
Federal Tax ID No.:	
Printed Name of Officer or	
Authorized Representative:	
Title:	
Email Address:	
Phone Number:	

Signature of Officer or Authorized Representative:	
	-

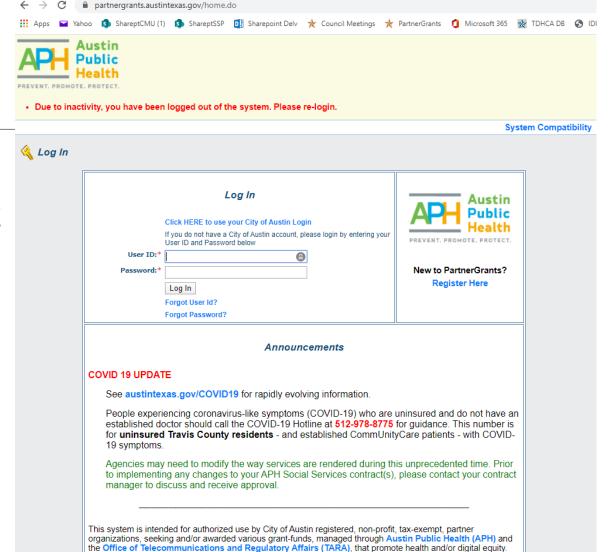
Date:			



^{*} This Offer Sheet must be signed and submitted in Partnergrants to be considered for award. Electronic Signature is acceptable.

Partnergrants Database

- Website: <u>https://partnergrants.austintexas.gov</u>
- Partnergrants is an online/web-based database APH uses for contract management
- APPLICATIONS MUST BE SUBMITTED THROUGH THE PARTNERGRANTS SYSTEM.
- PAPER APPLICATIONS WILL NOT BE ACCEPTED.





Submission Documents

Required RFA Application and attachments

FORM NUMBER	TITLE	Requires Applicant Response DUE
1	OFFER SHEET	Wednesday,
2	RFA APPLICATION	September 29, 2021 by 3 PM CST
3	COA CERTIFICATIONS AND DISCLOSURES	In Partnergrants
SECTION NO.	TITLE	Form input in Partnergrants DUE
Α	THRESHOLD REVIEW FORM	Tuesday, September 14, 2021 by 3 PM CST



RFA Application - Form 2



RFA Application

- Application Section Tips:
- Make sure to answer every question and every part of each question.
- And note that there are drop down boxes with preselected answers.
- ➤ Make sure to review the links within the RFA you can find them in the RFA document, on the website and in Partnergrants. We expect that you take the time to review the links to include the guidance provided in your answers.





Form 2: RFA APPLICATION

APPLICATION INSTRUCTIONS: Fill out this document and upload the document into Partnergrants. All questions are highlighted in green. Click or tap on the sections below the Questions and type in your answers. Any required attachments are indicated by a symbol, and drop-down menus are indicated by a symbol.

Please note: If any document is uploaded, the name of the document must not include any characters other than letters and numbers, or the database will not allow it to be uploaded.

The total word count limit is 15,000 for the entire word document (including questions and your answers). The word count is indicated below left on your screen <u>or</u> if you go to the top of the screen to Search "word count".

Required APH Documents:

The following must be completed and/or submitted in Partnergrants.

FORM NUMBER	TITLE	Requires Applicant Response DUE
1	OFFER SHEET	Wednesday,
2	RFA APPLICATION	September 29, 2021 by 3 PM CST
3	COA CERTIFICATIONS AND DISCLOSURES	In Partnergrants
SECTION NO.	TITLE	Form input in Partnergrants DUE
А	THRESHOLD REVIEW FORM	Tuesday, September 14, 2021
		by 3 PM CST

PART I. Fiscal and Administrative Capacity

Minimum Threshold Review

The Form 1: <u>Threshold Review Form</u> must be completed in Partnergrants by Tuesday, September 14, 2021 by 3:00 PM CST. This threshold will be reviewed by APH staff and then, if the agency's threshold is approved, the agency will move forward to submit this final application.

Please note: Only name uploaded documents with letters and numbers. To reduce possible submission and/or review delays, please ensure any attached file from your local drive DOES NOT contain any special characters. Letters and numbers are acceptable.

Agency Information



ALL DOCUMENTS MUST BE UPLOADED INTO PARTNERGRANTS. NO PAPER COPIES WILL BE ACCEPTED.

Step 1: Threshold Review Instructions

- The Threshold Review Form is completed in Partnergrants.
- Threshold is due by or before September 14, 2021 by 3:00 PM.
- ☐ Threshold review must be completed in order to gain access to the rest of the application in Partnergrants. Please allow a week from submission for review.
- You may view the full application at any time on the APH Competition Website.
- We will review Threshold documents as they are received, so if you submit a review early, you may be able to access the Application earlier as well.



Step 2: Final Application Instructions

- ☐ Total word count in the Form 2-RFA Application document is 15,000 words which includes the questions. Applications that exceed 15,000 words will not be considered.
- Word automatically counts the number of words in a document and displays it in the status bar at the bottom of the screen. There are about 3,200 words in Form 2-RFA Application, and this is included in the 15,000 word limit.
- The following documents will <u>not</u> count towards the total word count:
 - Attachments submitted to answer a question like past performance reports, policies and procedures, etc.
 - Attachments 1-Offer Sheet, 3-COA Certifications



- Applicants must use this template for the Application and cannot submit an application that does not include the questions and narrative.
- All questions are boxed and highlighted in green in Part 2: Application Questions. Editing is restricted in the document except in the answer boxes. For each question, please provide a response or write N/A for not applicable in the boxes provided. It is preferable to be repetitive rather than to leave sections incomplete.
- ☐ If using this document, Applicants must type answers into the section that says "Click or tap here to enter text" after each question or in the required tables.
- If compiling responses in a separate document:
 - Applicants must include all questions and narrative before their answer, so the Application appears the same as the provided template.
 - Make sure to include the exact wording of the drop-down menus.
 - Clearly label each question and number, use size 11 Calibri font, double-space the document, use 1" margins on 8 ½ x 11" white paper without page scaling.

RFA Application: Racial Equity

- The City's definition of Equity is the condition when every member of the community has a fair opportunity to live a long, healthy, and meaningful life. Equity is embedded into Austin's values system and means changing hearts and minds, transforming local government from the inside out, eradicating disparities, and ensuring all Austin community members share in the benefits of community progress.
- Equity is one of six strategic anchors of the City of Austin's strategic direction, and a core value driving the implementation of City services. To advance equitable outcomes, the City of Austin is leading with a lens of racial equity and healing.

Racial Equity Self-Assessment Item	Choose from the drop down menu that describes your stage of implementation: Planning; Implementation; or Fully Integrated Implementation	Describe what the agency's board, staff and programs are doing to implement these items.
We have access to data on racial/ethnic disparities to guide our work.	Click here for Drop Down Menu	Click or tap here to enter text.
Our work includes performance measures to determine how well we are doing to address racial disparities.	Click here for Drop Down Menu	Click or tap here to enter text.
Our board has developed and implemented a plan to address racial disparities in our programs and in our organization.	Click here for Drop Down Menu	Click or tap here to enter text.
Agency staff at all levels participate in community workgroups/task groups aimed at addressing racial disparities	Click here for Drop Down Menu	Click or tap here to enter text.
Our agency hosts or participates in training events dedicated to improving equitable outcomes.	Click here for Drop Down Menu	Click or tap here to enter text.



RFA Application: Program Incentives

- Program incentives are allowed by CDC. The limitations to monetary incentives are:
 - Limited to \$25 per participant
 - No cash, lottery tickets or games of chance; entertainment expenses; food; commemorative or promotional items; and gift cards that may appear to endorse a vendor
 - Not used as payment for the following:
 - Any illegal or illicit activity
 - Adult entertainment-oriented products or services
 - Internet/mail order/telephone order firearm or weapon sales
 - Cigarette or tobacco sales
 - Alcohol or drug paraphernalia



RFA Application: Program Incentives

- If your program design includes incentives, the following details are required by the CDC:
 - Proposed incentive
 - Justification
 - Anticipated gains
 - Defined amount
 - Qualifications for issuance
 - Method of issuance and tracking
 - Method of evaluation

Proposed Incentive	Describe what incentive will be provided and approximately how many incentives will be provided. The allowable monetary incentive is a gift card for no more than \$25 - for a store; bus card; or gas card, but agencies may propose other nonmonetary incentives.	Click or tap here to enter text.
Justification	Describe the purpose for the incentive and what the specific reason is for selecting this incentive. What evidence indicates that an incentive is needed, and what evidence suggests that the selected incentive will be effective at achieving the desired result?	Click or tap here to enter text.
Anticipated gains	Explain how providing such an incentive will defray societal costs or have a positive return on investment, including by increasing overall COVID-19 vaccination. Additionally, describe potential unintended negative consequences and how those are outweighed by the benefits.	Click or tap here to enter text.
Defined amount	Cost per person and total allocated funding for the vaccine recipient incentives. Note that the incentive cap is \$25 per person.	Click or tap here to enter text.
Qualifications for issuance	What makes a person eligible for the incentive? Does it take into consideration issues related to equity in your community? Does the	Click or tap here to enter text.



RFA Application: Required CDC Outputs

- Applicants must provide a proposed 18-month goal for the number of unduplicated clients served by the total program as well as any additional context. The goal should be based on past performance experience, budgeted program costs, and best estimates. The contract goal for unduplicated clients served should be for the total program including City funding and all other funding sources.
- Applicants must complete the Required CDC Outputs.
 - For each Output and Outcome included, complete the corresponding table, including the description wording and the 18-month goal # estimate.
- Required CDC Outputs include:
 - Number of individual touch points achieved by the program
 - Number of agencies or organizations the program will coordinate
 - Number of unique outreach events (virtual or in-person)
 - Number of persons attending events
 - Number of individuals engaged through outreach who are vaccinated



Communication with the City

Question and Answer Process

- All questions submitted via email and through public meetings will be answered in writing and posted to the <u>APH Competitions Page</u> at least once per week.
- Questions regarding the RFA must be directed to the Authorized Contact Person: Natasha Ponczek Shoemake at <u>APHCompetitions@austintexas.gov</u>.
- Only the information provided by the Authorized Contact Person is valid.

Anti-lobbying ordinance

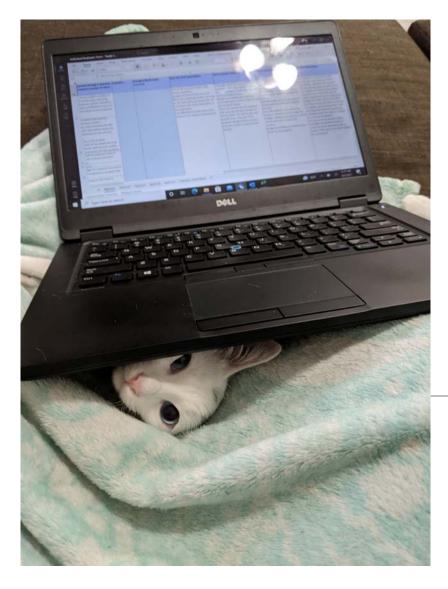
Request for Grant Application process: Anti-lobbying ordinance does not apply.



Important Dates

- Threshold Review form due in Partnergrants: Tuesday, September 14, 2021 by 3 PM CST
- □ RFA Applications DUE to APH: Wednesday, September 29, 2021 by 3 PM
 - > The system will not allow submissions starting at 3 PM exactly
- Deadline to submit questions regarding the RFA AND Technical Assistance regarding submission of the RFA in Partnergrants are due to APH on or before: Tuesday, September 28, 2021 by 3 PM CST
 - Please make sure to get your application ready early so you don't miss the question deadline.
- Anticipated Contract Start Date: November 1, 2021
- Technical assistance in how to submit an application in PG is available on YouTube: <u>APH PartnerGrants YouTube</u>
- Also, you may contact Allan McCracken <u>Allan.McCracken@Austintexas.gov</u> or John Sanchez <u>John.Sanchez2@austintexas.gov</u>.







That was a lot of information. We can help clear it up.

Questions?

Contact: APHCompetitions@austintexas.gov



Thank You for Your Participation