NYC Care Outreach Grants
For Brooklyn and Staten Island
Request for Proposals

I. BASIC INFORMATION

Application Release Date:	**10/4/2019**
Application Due Date & Time:	**11/8/2019**
Project:	Community-based outreach and enrollment campaign for the NYC Care program in Brooklyn and Staten Island (the "Project").
Anticipated Contract Term:	From **January - July 2020** (*7 Month Contract*). The first month is reserved for program ramp up and subsequent six months for program implementation.
Anticipated Award	$30,000 per full-time equivalent staff member dedicated with a minimum $15 per hour rate ("Funding Line"). Applicants may propose to dedicate multiple full-time equivalent staff to the Project, each of whom will come with an award of $30,000 to cover hourly salary plus other operational costs within a six-month period. Funding will also include $5,000 to cover ramp up costs. Awarded applicants will be able to add up to 5% of the total award amount for administrative costs.
Announcement Date:	**11/20/2019** (projected)
Maximum Number of Funding Lines:	Up to 20 Funding Lines for work conducted in Brooklyn and 3 Funding Lines for work conducted in Staten Island
Total Funding Available:	$690,000 for Funding Lines, plus additional funds for ramp-up and administrative costs depending on number of lines awarded per organization.
Questions**:**	Questions regarding this application must be transmitted in writing to fundrfp@cityhall.nyc.gov by **10/18/2019**. Answers will be posted on www.nyc.gov/fund on **10/22/2019**. MOIA, The Mayor's Fund, and NYC Health + Hospitals will be hosting a Q&A conference call for community based organizations interested in applying. The call will take place on **10/18/2019 at 4PM**. To join the Q&A, dial into (212) 788-7444 with the Meeting ID: 47514. A transcript of the call will be posted on the Mayor's Fund website.
Deliverables:	1. 500 people reached per month/ per Funding Line. 2. 50 financial screening appointments made per month/ per funding line.

II. APPLICATION SUBMISSION INSTRUCTIONS

General Guidelines:
- Applicants must be not-for-profit corporations that are either organizations recognized as tax exempt under IRC501(c)(3) or have a fiscal sponsor that is a 501(c)(3) recognized organization.
- Applicants must have general commercial liability insurance of at least $1M.
- Applications must be submitted to fundrfp@cityhall.nyc.gov, with the subject heading "NYC Care RFP application" and the borough which applicants are applying for funding in. *For example, if applying for funding to conduct outreach in Brooklyn the subject heading should read "NYC Care RFP application-BK."* Applicants may apply for funding to conduct outreach in both boroughs, in which case the heading should read "NYC Care RFP application-BK & SI."
- Providers are responsible for the timely electronic submission of applications. **It is strongly recommended that applicants complete and submit their applications at least 24 hours in advance of the Application Due Date & Time.**

Required Documents:

- ❒ Application Cover Sheet
- ❒ Narrative and background information on applicant's organization, including what demographics are organization served and in what capacity
- ❒ Examples of previous outreach efforts that are relevant to the Project
- ❒ Work plan capturing how key program activities will be executed (refer to the *Requirements* Section)
- ❒ Proposed project budget and organizational budget for the current and previous fiscal years
- ❒ Resumes of key staff members
- ❒ Proof of 501(c)(3) status or contract with fiscal sponsor
- ❒ Proof of New York State formation as a not-for-profit corporation
- ❒ Names and affiliations of the Board of Directors
- ❒ Doing Business Data Form

Technical Requirements
- Application documents must be combined into a single PDF.
- Formatting requirements:
  - 12pt font, 1-inch margins
  - Page numbers
  - Name of applying organization at the top of every document

III. PROGRAM BACKGROUND & RATIONALE

NYC Care, announced in January 2019 by Mayor de Blasio, is a health care access program to provide primary and specialty care to hundreds of thousands of New Yorkers who are ineligible for health insurance or those who cannot afford insurance. Enrollees in NYC Care (the "Program") will be able to access comprehensive healthcare across NYC Health + Hospitals' more than 70 hospitals and clinics. The health care available through NYC Care will be priced on a sliding scale, to ensure affordability. NYC

Care, through NYC Health + Hospitals, will provide a primary care doctor and will provide access to specialty care, prescription drugs, mental health services, and more. As part of this initiative, NYC Health + Hospitals is enhancing 24/7 customer service to seamlessly connect patients to healthcare.

NYC Care is being rolled out geographically, starting in the Bronx in summer 2019, followed by Staten Island and Brooklyn in January 2020. It will be available throughout New York City's five boroughs by late 2020. The Program reflects an investment by the City of at least $100 million annually at full scale.

Outreach and public education efforts will be crucial in the successful implementation of NYC Care, to ensure that eligible New Yorkers understand the support available to them and learn how to enroll.

Program Partners

Mayor's Fund to Advance New York City (the "Mayor's Fund")
The Mayor's Fund is a 501(c)(3) nonprofit organization designed to promote partnerships between the City and the private sector to support public programs. Established in 1994, the organization serves as an important vehicle for foundations, corporations and individuals to contribute to City programs that enhance the lives of New Yorkers.

NYC Health + Hospitals
NYC Health + Hospitals, a public benefit corporation created under the laws of the State of New York, operates the City's municipal hospital system which provides essential inpatient, outpatient, and home-based services to more than one million New Yorkers every year in more than 70 locations across the City's five boroughs.

Mayor's Office of Immigrant Affairs (MOIA)
The Mayor's Office of Immigrant Affairs is a City chartered agency that promotes the well-being of immigrant communities by recommending policies and programs that facilitate successful integration of immigrant New Yorkers into the civic, economic, and cultural life of the City.

The Program is led by NYC Health + Hospitals. The outreach efforts will be managed by MOIA, and will also include coordination with the Public Engagement Unit (PEU) GetCoveredNYC initiative.

IV. PROJECT OVERVIEW

The Mayor's Fund, with the assistance of NYC Health + Hospitals and MOIA, seeks proposals to participate in a community-based outreach campaign for the NYC Care program in Brooklyn and Staten Island respectively during the 7 month period from January through July 2020, with outreach services to begin no later than February 2020. This community outreach campaign will identify, engage, and refer uninsured New Yorkers for screening and enrollment in NYC Care.

PROGRAM EXPECTATIONS
Successful applicants will be expected to:
   a. Dedicate full-time equivalent staff to conduct outreach and public education.

b. Ensure dedicated staff conducts a variety of outreach work to reach the deliverables including but not limited to, canvassing, flyering, tabling, conducting presentations, and one on ones.

c. Ensure dedicated staff connect individuals contacted through the above mentioned outreach work to financial screening appointments with NYC Health + Hospital to determine eligibility for NYC Care or insurance.

d. Maintain privacy and confidentiality for information collected in connection with NYC Care, subject to NYC Health + Hospitals' guidance.

e. Send participating staff member(s) to program trainings organized by MOIA.

f. Provide, in collaboration with MOIA and NYC Health + Hospitals, technical and logistical support to staff members involved in the Project, including, but not limited to, maintaining and pulling data, cutting turf, mapping, and tracking relevant populations to assess needs.

g. Provide, in collaboration with MOIA and NYC Health + Hospitals, the Program's materials to staff members involved in the Project, including, but not limited to, scripts and toolkits, best practices, fact sheets, and outreach materials.

h. Provide training, in collaboration with MOIA and NYC Health + Hospitals, to staff members involved in the Project, including but not limited to training in:
   - community organizing;
   - public speaking;
   - convening community meetings;
   - building connections with trusted community groups;
   - outreach activities and messaging; and
   - the details of the Program and its potential benefits to eligible New Yorkers.

i. Provide support to their staff members involved in the Project in planning and organizing community meetings, or joining existing community meetings with external partners, to conduct outreach and community education activities.

j. Provide necessary technology to outreach staff for use making financial counselling appointments as part of the enrollment process.

k. Submit weekly data reports and brief monthly reports describing progress made and challenges faced while executing the Outreach Plan.

l. Report progress and challenges to the NYC Care Outreach Coordinator who will be based at MOIA and who will work closely with NYC Health + Hospitals leadership. Selected applicants and their outreach staff will be expected to maintain ongoing communication with the NYC Care Outreach Coordinator regarding the outreach strategy, activities, and outcomes.

m. Prepare a *final* "Outreach Plan" which in collaboration with MOIA and NYC Health + Hospitals outlines the following:
   - how the organization will meet monthly outreach and appointment targets (refer to the *Expected Deliverables* section);
   - strategies and tactics the organization will execute to reach eligible populations in the targeted neighborhoods (including additional internal goals); and
   - their proposed staffing structure to successfully execute the Outreach Plan, which should include the staff person at the organization responsible for overseeing the Outreach Plan and coordinating with MOIA.

FUNDING STRUCTURE

Applicants selected pursuant to this RFP will receive funding for staffing, administrative costs, and one month of ramp up costs to help hire new staff and build internal infrastructure needed to implement the Project. *See breakdown below.*

- **Ramp Up:** Awarded applicants will receive **$5,000 to cover start-up costs** associated with the hiring of staff and the construction of the internal infrastructure needed to implement program. This funding will cover the 1 month period prior to the launch of the 6 month program. Each selected organization will receive $5,000 for ramp up, regardless of the number of Funding Lines awarded.

- **Funding Lines**: Awarded applicants will receive **$30,000 per Funding Line** to cover hourly salary and operational costs dedicated to the Project for the period of the contract. Applicants may propose to dedicate multiple staff for the Project. Selected applicants must pay staff funded through the Project *at least* $15/hour for 35-hour work weeks in accordance with the New York State minimum wage.

- **Administrative Costs**: Awarded applicants will receive funds to support incidental administrative costs associated with printing and logistics to host events, for example. Awarded applicants will receive **up to 5%** of the total funding received for Funding Lines. *For example, an awarded applicant granted one Funding Line will receive $1,500 in administrative funds, and an awarded applicant granted 4 Funding Lines will receive $6,000. Administrative funds may be spent to support the outreach work. Examples of acceptable expenses include, but are not limited to, printing, MetroCards for organizers, refreshments for outreach events, etc.*

We welcome feedback on alternative models, such as subcontractor arrangements in which an applicant engages another group to host outreach staff, as well as proven online organizing strategies that could reasonably be expected to achieve the intended outreach targets. It is a priority under this RFP to engage a diverse set of partners to ensure outreach for NYC Care is provided across a diverse range of neighborhoods, language groups, and cultural communities.

REQUIREMENTS

Applicants should include the following information as a part its proposal:
  a. A brief description of the applicant's past and current experience with the eligible populations in the targeted communities, specifically highlighting the applicant's work involving uninsured New Yorkers.
  b. A *proposed* "Outreach Plan that describes how the organization will meet the monthly outreach and enrollment targets listed in the *Expected Deliverables* section. The Outreach Plan should provide details on the following:
     - how the organization will meet monthly outreach and appointment targets (refer to the *Expected Deliverables* section);
     - strategies and tactics the organization will execute to reach eligible populations in the target neighborhoods and languages (including additional internal goals); and
     - staffing structure in place to successfully implement plan which should include staff person at the organization responsible for overseeing plan and coordinating with MOIA.

NOTE: The *final* "Outreach Plan and goals will be designed collaboratively between the selected applicant, the MOIA NYC Care Outreach Coordinator and NYC Health + Hospitals. See Project Overview.

c. A description and outline of the applicant's staffing and management structure. The outline should include the following information:
   - The number of full-time equivalent outreach staff proposed to be dedicated to the Project.
   - Whether the organization will use existing outreach staff, or if the organization will hire new outreach staff. If new outreach staff will be hired, provide a schedule for recruitment and onboarding showing completion in time for the start of outreach activities no later than February. Applicants are expected to begin work on the launch date.
   - Whether outreach staff will be working on NYC Care outreach part time or full time.
   - Languages spoken by the outreach.
   - Name of the staff person or persons who will supervise the outreach staff, including brief biographical information (such as a bio or resume). The applicant should indicate who will be the permanent staff that will report to the NYC Care Outreach Coordinator.

Selected applicants will be expected to enter into contracts with the Mayor's Fund with a term from January through July 2020 with the possibility of an extension or renewal.

V. EXPECTED DELIVERABLES

Each Funding Line will have **a target of at least 500 individuals contacted** per month, of which **50 should make appointments for insurance eligibility screenings**. There may be challenges to achieve such targets so prior to finalizing NYC Care Outreach contracts, awarded applicants will work in collaboration with MOIA and NYC Health + Hospitals to determine the final outreach targets.

VI. SELECTION PROCESS

Awards will be made to the applicants that best meet the criteria outlined below. An award will be made to the best technically rated applications.

Applicants' proposals will be assessed based on the following weighted criteria:
- **40%: Quality of the proposed Outreach Plan** to achieve the Project's appointment targets;
- **30%: Demonstrated ability to reach proposed populations** in a culturally competent manner and reach geographic areas and subpopulations that are historically difficult to reach and that represent significant portions of the uninsured population in Brooklyn and Staten Island. Linguistic and cultural competency in one or more languages other than English that are not served by other selected applicants are desired;
- **20%: The organization employs health insurance enrollment assistance navigators** or in-person assistors that will be available to assist with insurance screening as part of the NYC Care enrollment process.

- **10%: Prior experience demonstrating an ability to execute the proposed Outreach Plan** and goals (including experience in outreach and community engagement efforts, in particular those aimed at reaching uninsured residents; training capability; organizational capabilities).

All applications will be reviewed to determine if they are responsive to the requisites of this RFP (i.e., all the necessary documentation is attached). An evaluation committee will review and score all applications based on the above evaluation criteria. The Mayor's Fund reserves the right to conduct site visits and/or interviews and/or to request that proposers make presentations and/or demonstrations, as it deems applicable and appropriate. Although discussions may be conducted with applicants, the Mayor's Fund reserves the right to award the contract only on the basis of initial applications received, without discussions, therefore, the applicant's initial application should contain its best technical and price terms.

Applicants will not be reimbursed for any costs incurred to prepare applications or, if applicable, to make presentations and/or demonstrations if requested by the Mayor's Fund. The Mayor's Fund reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all applications.