

**NYC Care Community-Based Outreach Grants (Bronx)  
Request for Proposals**

**I. BASIC INFORMATION**

Application Release Date:	May 2, 2019
Application Due Date & Time:	<del>May 31, 2019 at 5:00PM</del> <u>June 20, 2019 at 5:00 PM</u>
Anticipated Contract Term:	July 2019 through January 2020 (with the possibility of an extension or renewal)
Anticipated Award	\$30,000 per staff member dedicated, for staffing and operational costs. Applicants may propose to dedicate multiple staff for this project, each of which would come with an award of \$30,000 for staffing and operational costs for the six-month period
Announcement Date:	June 7, 2019 (projected)
Maximum Number of Staff to be Funded:	15
Total Funding Available:	\$450,000 plus funding for high-performing bonuses
Questions:	Questions regarding this application must be transmitted in writing to <a href="mailto:fundrfp@cityhall.nyc.gov">fundrfp@cityhall.nyc.gov</a> by 5:00PM on May 13, 2019. Answers will be posted on <a href="http://www.nyc.gov/fund">www.nyc.gov/fund</a> on May 17, 2019.

**II. APPLICATION SUBMISSION INSTRUCTIONS**

**General Guidelines:**

- Applicants must be not-for-profit corporations that are either 501(c)(3)s or have a fiscal sponsor that is a 501(c)(3).
- Applicants must have general commercial liability insurance of at least \$1M.
- All applications must be submitted to [fundrfp@cityhall.nyc.gov](mailto:fundrfp@cityhall.nyc.gov) by 5:00 PM on May 31, 2019, with the subject heading "NYC Care RFP application."
- 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
- Examples of previous work that is relevant to this request
- Work plan
- Proposed project budget and an organizational budget for the current and previous fiscal years
- Key staff resumes
- Proof of 501(c)(3) status or contract with fiscal sponsor

- Proof of New York State formation as a not-for-profit corporation
- The organization's most recent 990, if organization has 501(c)(3) recognition and audited financial statements, if available
- The 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, will engage hundreds of thousands of New Yorkers who are uninsured. That includes undocumented New Yorkers ineligible for health insurance and 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 healthcare 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, hospitalization, and more. As part of this initiative, NYC Health + Hospitals will be enhancing 24/7 customer service to seamlessly connect patients to healthcare.

NYC Care will roll out geographically, starting in the Bronx in summer 2019. It will be available throughout New York City's five boroughs in 2021. The Program reflects an investment 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 (Mayor's Fund)

The Mayor's Fund to Advance New York City 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, 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 NYC Care 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 the Bronx during the period of not more than six-months from July 2019 through January 2020, with outreach services to begin no later than August 1, 2019. This community outreach campaign will identify, recruit, and refer uninsured New Yorkers for screening and enrollment in NYC Care. The Program will identify the specific timeframe during which the outreach will begin.

Community-based organizations will be expected to:

- a. Dedicate full time staff to conduct outreach and public education.
- b. Maintain privacy and confidentiality protections for information collected in connection with NYC Care, subject to the guidance of MOIA.
- c. Send dedicated staff member(s) to participate in program trainings organized by MOIA.
- d. Provide, in collaboration with MOIA, technical and logistical support to those staff members, including but not limited to maintaining and pulling data, cutting turf, mapping, tracking and setting metrics on relevant populations to assess needs, and contact-list building to inform organizations' broader work and strategies.
- e. Provide, in collaboration with MOIA, the Program's materials to those staff members, including but not limited to scripts and toolkits, best practices, fact sheets, and outreach materials.
- f. Provide training, in collaboration with MOIA, to those staff members, including but not limited to training and opportunities for learning through practice about community organizing; public speaking, convening community meetings; developing and delivering brief information; building connections with trusted community groups, faith-based institutions, and other leaders; and addressing particular challenges related to immigration status, confidentiality, and language; provide ongoing oversight and accountability for staff members' outreach activities and messaging; and the details of the NYC Care program and its potential benefits to eligible New Yorkers.
- g. Provide support to those staff members in planning and organizing community meetings, or joining existing community meetings with external partners, to conduct outreach and community education activities.
- h. Provide necessary technology to outreach staff so they can make financial counselling appointments for New Yorkers that are uninsured as part of the enrollment process. All organizers may be required to have access to iPad's with internet access as the program may require the capability to make appointments with enrollment staff through a web-based application that can be accessed through these devices.

- i. Submit weekly data reports and short monthly narrative reports describing progress made and challenges faced under the outreach plan.
- j. Report progress and challenges to an Outreach Coordinator who will be based at MOIA and who will work closely with MOIA and NYC Health + Hospitals leadership. Selected applicants and their outreach staff will be expected to maintain ongoing communication with the Outreach Coordinator regarding the outreach strategy, activities, and outcomes.
- k. Prepare an final “outreach plan” that describes how the organization will meet the monthly outreach and enrollment goals listed in the Expected Deliverables section, the strategies and tactics the organization would use to reach eligible populations in the targeted neighborhoods and their internal goals, what the staffing structure will be to support this plan, including which staff person at the organization will be responsible for managing the effort and coordinating with MOIA.

CBOs selected pursuant to this RFP will receive \$30,000 per full-time staff member for staffing and operational costs dedicated to the Program for the period of the contract. CBOs may propose to dedicate multiple staff for the Program, each of which would come with an award of \$30,000 for staffing and operational costs for the period of the contract. CBOs must pay outreach workers funded through the Program at least \$15/hour for 35-hour work weeks. CBOs may propose to have multiple staff people each dedicate a set portion of their time to this effort at the full-time equivalent of \$30,000 per staff person.

CBOs representing a total of 15 outreach staff members will be selected. No single CBO will receive funding for more than four outreach staff. We welcome feedback on alternative models, such as a contract/subcontractor arrangement in which a CBO could engage other groups to host outreach staff such that the total number of staff under the CBO’s supervision could exceed four. It is a priority under this RFP to engage a diverse set of partners to ensure outreach for NYC Care will be provided across a diverse range of neighborhoods, language groups, and cultural communities.

The Program requests the following information from the applicant:

- A brief description of the applicant’s past and current work with the eligible populations in the targeted communities, especially regarding the applicant’s work involving uninsured New Yorkers.
- A proposed “outreach plan” that describes how the organization will meet the monthly outreach and enrollment goals listed in the Expected Deliverables section, the strategies and tactics the organization would use to reach eligible populations in the targeted neighborhoods and their internal goals, what the staffing structure will be to support this plan, including which staff person at the organization will be responsible for managing the effort and coordinating with MOIA. The proposed outreach plan should include estimates of individuals reached, estimates of uninsured individuals reached, estimates of uninsured individuals referred for enrollment, and other measures applicants may deem appropriate. Note: The final outreach plan and goals will be designed collaboratively with the MOIA Outreach Coordinator and the Program.
- A description and outline of the applicant’s staffing and management structure.
  - Indicate the number of outreach staff proposed to be dedicated to the Program. Indicate if those outreach staff will be existing staff repurposed for this time period or if the outreach staff will be newly hired outreach staff. If these will be new staff, indicate

- how they will be recruited and on boarded in time for the start of outreach activities no later than August 1, 2019.
- Indicate which staff person or persons will supervise the outreach staff, providing brief biographical information (such as a bio or resume). The applicant should indicate who will be the permanent staff that will report to the MOIA Outreach Coordinator.

Awarded applicants would be expected to enter into contract with the Mayor's Fund in June or July 2019 through January 2020 with the possibility of an extension or renewal.

#### **V. EXPECTED DELIVERABLES**

Each outreach worker should contact at least 750 individuals per month, of whom 75 would be enrolled in NYC Care or health insurance. Note that this estimate is based on the experience of prior programs targeting similar populations, but may be higher than expected for this specific effort or the populations a proposer seeks to reach. The Applicant should indicate in its proposed outreach plan what it believes to be reasonable outreach targets. The Program will determine the outreach targets prior to contracts being finalized.

Organizations will be eligible to receive a High Performance Incentive each month of the contract. The High Performance Incentive will be available to the organization in the amount of \$500 for each of staff that has exceeded the target number of enrollments. This is dependent on the number of awards the organization receives.

#### **VII. SELECTION PROCESS**

Award of the contracts will be made to the applicants with proposals and credentials that are the most applicable to the NYC Care outreach program, taking into consideration the cost and other factors or criteria set forth in this application. 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 and the ability of the plan and goals to achieve the Program's enrollment targets;
- 30%: Demonstrated ability to reach proposed populations in a culturally competent manner and provide reach geographic areas and subpopulation that are historically difficult to reach. The selection committee may also award points in this category for linguistic and cultural competency in one or more languages other than English that are not served by other selected applicants;
- 20%: Prior experience demonstrating an ability to accomplish 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).
- 10%: Whether the organization employs health insurance enrollment assistance navigators or in-person assistants that will be available to assist with insurance screening as part of the NYC Care enrollment process.

All applications will be reviewed to determine if they are responsive to the requisites of this application (i.e., all the necessary documentation is attached). An evaluation committee shall 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 proposers, the Mayor's Fund reserves the right to award the contract only on the basis of initial applications received, without discussions, therefore, the proposer's initial application should contain its best technical and price terms.

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