

# Request for Proposals

## Medicaid Expansion Outreach for Undocumented Older New Yorkers Project

Date Issued: October 7, 2024

Submission Due Date: November 8, 2024

RELEASED BY:

Fund for  
**Public Health NYC** 

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## Acronyms & Abbreviations

The acronyms or abbreviations used in this Request for Proposals (RFP) are defined below.

Center for Health Equity and Community Wellness (CHECW)

Community and Faith-based Organizations (C/FBOs)

Community Health Worker (CHW)

Fund for Public Health in New York City (FPHNYC)

New York City Department of Health and Mental Hygiene (NYC DOHMH)

Request for Proposals (RFP)

# Section I: Introduction

## Summary of Request

The New York City Department of Health and Mental Hygiene, in partnership with the Fund for Public Health in New York City (FPHNYC), seeks to partner with community-based organizations (CBOs) that are trusted messengers in their communities to amplify its citywide campaign to encourage undocumented New Yorkers aged 65 and older to enroll in the newly expanded Medicaid-managed care insurance plan. The campaign will coordinate targeted public messaging through community and ethnic media to increase knowledge of and enrollment in the Medicaid expansion opportunity. CBO partnerships will strengthen this multimedia outreach effort through cross-promotion of the campaign to the target audience. This population will benefit greatly from targeted outreach in their preferred language from trusted community messengers about their new eligibility for expanded benefits.

Potential outreach activities include, but are not limited to:

- Distributing information to community members at their homes or common gathering places, such as grocery stores or markets, bus stops, or pharmacies;
- One-on-one conversations with community members;
- Conducting a social media campaign with local “influencers” who have a large reach within their community or with specific groups;
- Hosting town hall events and conversations;
- Posting messages, flyers or graphics on the organization’s social media and website or websites of organizations that might reach the community;
- Using interactions that already occur with community members to address questions or deliver information.

This RFP consists of two (2) service options, described in detail in Section II: Scope of Services.

## About the Partners

The Fund for Public Health in New York City was created in 2002 as an independent nonprofit organization with the purpose of connecting the NYC Health Department to private sector partners and the greater philanthropic community. These collaborations raise funds to develop, test, and launch innovative initiatives that would otherwise not be possible, and when successful, can be scaled and replicated across the city and around the country. FPHNYC also provides expert implementation support and the administrative infrastructure for the NYC Health Department to act quickly and flexibly to meet the public health needs of individuals, families, and communities across New York City. Since its founding, they have raised more than \$500 million in public and private funding for over 440 projects.

The NYC Department of Health and Mental Hygiene works every day to protect and promote the health of New York City’s 8 million residents. With an annual budget of \$1.6 billion and more than 6,000 employees throughout the five boroughs, the NYC Health Department is one of the largest public health agencies in the world. DOHMH is also one of the nation's oldest public health agencies, with more than 200 years of leadership in the field.

## Background and Need

The New York State FY23 Enacted Budget expanded Medicaid eligibility to undocumented immigrants aged 65 and older with incomes at or below 138% of the Federal Poverty Level (FPL). This Medicaid eligibility expansion took effect during the first quarter of the calendar year 2024 and will provide much-improved access to care and needed financial stability for undocumented low-income New Yorkers ages 65 and older struggling to meet their health care access needs, especially in the wake of the COVID-19 pandemic. Policy changes around access to health insurance and care is only as good as the messaging, outreach, and education that accompanies it. This is particularly important when engaging communities that have previously not been able to access health insurance due to immigration status-based exclusions, which is why DOHMH is committed to working with community-based organizations to enhance this Medicaid expansion opportunity for undocumented immigrants aged 65 and older.

The Project Team has extensive skills, experience, and expertise in developing, implementing, and evaluating policies and programs to address gaps in health care access for immigrants. DOHMH is a widely recognized leader in the areas of consumer engagement, public education, policy and programs, and quantitative/qualitative research. Moreover, DOHMH's strong ability to convene cross-sector stakeholders and secure both health system and community-based participation well positions the agency to achieve the system-wide call to better meet the health care access needs of undocumented older adults.

## Eligibility & Selection Criteria

To be eligible for this funding, organizations must meet the following requirements:

1. Must be a community-based organization tax exempt under 501(c)(3) of the Internal Revenue Code. Examples of eligible organizations may include: health advocacy organizations, faith-based organizations, public health organizations, direct service providers including food pantries, shelters, and others, civic and social organizations.
2. Currently provide services in at least one of the following New York City Community Districts:
  - Queens Community Districts 3, 4, and/or 7
  - Manhattan Community Districts 3 and/or 12
  - Bronx Community Districts 4, 5, and/or 7
  - Brooklyn Community District 7
3. Have a minimum of three (3) years of relevant experience within the last five (5) years with each of the following:
  - Providing health education and/or outreach services in communities impacted by health disparities.
  - Providing ongoing community outreach in communities with limited English proficiency.
  - Enrolling individuals in health insurance and/or making referrals to benefits enrollment.
  - Engaging with older adults.
4. Must be in good standing with FPHNYC and the NYC Health Department if it has an existing grant or contract in place.
5. Must not be suspended or debarred by any State or Federal entity from receiving funds.

Organizations must also be able to demonstrate the following:

- Deep knowledge and understanding of neighborhood(s) and populations to be served;

- Direct experience serving ethnically diverse target populations, including older immigrant adults, as well as partnerships with other stakeholder groups serving similar populations;
- Capacity to conduct outreach to the community in-person, virtually and/or over the phone on a regular basis (may attend events organized by other community-or faith-based organizations, local businesses, or government agencies);
- Social media presence and partnerships with other organizations that have a social media presence.

### Available Funding

Approximately \$262,000 will be available to support a total of 4 awards, as specified below.

Table 1

Service Option	No. of Awards	Maximum Award Amount
Service Provider	3	\$53,000
Technical Assistance Provider	1	\$103,000

Should additional funding become available, the FPHNYC reserves the right to increase the funding amounts and/or select additional organizations from the pool of applicants deemed approved, but not funded.

## Section II: Scope of Services

Awarded CBOs will leverage their on-the-ground knowledge and experience to conduct outreach campaigns aimed at educating undocumented older New Yorkers about the Medicaid expansion and making referrals for assistance with the application process. The core components of the project are outlined below:

### **Service Option 1: Service Providers**

**Awards:** 3 grants of \$53,000 each / Total awards = \$159,000

#### **Required Activities:**

- Participate in a virtual kick-off meeting with the Health Department project team to lay the groundwork for the project, including vision, goals and structure, contextual data, and guidance on contract deliverables.
- Plan and implement an outreach campaign to educate target communities about New York's Medicaid expansion and make referrals for assistance with the application process. CBOs will be expected to tailor their campaigns to the population of focus by customizing messaging and content, and delivering messages in ways that are relevant, accessible, sensitive, and culturally appropriate. Campaigns should also utilize a mix of platforms such as social media, print media, email, and events to reach and engage the target audience.
- Develop a comprehensive outreach plan that details the strategies, tactics, resources, and partnerships that CBOs propose for reaching the target audience and to meet the outcomes outlined in this RFP. CBOs will be expected to develop and implement all components of the outreach plan through a racial and health equity lens.  
Create at least four (4) unique ethnic media and/or collateral materials based on public messaging templates developed by the City to increase Medicaid expansion awareness and enrollment. Examples include but are not limited to social media posts, newspaper ads, posters, flyers, fact sheets, and newsletters. Translation of materials into different languages will also count toward meeting this requirement.
- Leverage existing programs and/or partnerships to build a referral pipeline to connect Medicaid-eligible individuals with enrollment assistance. Referrals may be directed to in-house navigation services, outside providers, including the Health Department's Office of Health Insurance Services, or a combination of the two.
- Participate in quarterly peer learning and technical assistance activities over the project period.
- Participate in monthly 60-minute calls with Technical Assistance Provider to report on project progress, problem solve and address challenges, and receive technical assistance.
- Submit quarterly progress reports detailing progress in delivering project activities, including successes, challenges, stakeholder collaboration, and event and activity metrics. Potential indicators include:
  - Number and types of messages disseminated;
  - Number and types of people reached by messaging;
  - Number and types of events held;
  - Number and types of people reached by events;
  - Number of referrals for Medicaid enrollment assistance.
- Submit final report that summarizes project activities, results, lessons learned, and recommendations for Health Department team.

**The awarded CBOs shall achieve the following outcomes:**

- Engage a minimum of 1,000 individuals in or working with the target population via in-person events and health fairs, flyers distributed, and expanded reach of ethnic radio, newspaper, or social media advertisements.
- Provide referrals for a minimum of 100 unduplicated individuals for assistance with Medicaid enrollment.

**Service Option 2: Technical Assistance Provider**

**Awards:** 1 grant of \$103,000

**Required Activities:**

- Completion of all outreach and referral activities listed above in Service Option A in addition to the activities outlined below.
- Develop and facilitate quarterly technical assistance workshops for CBOs selected under Service Option A. of this RFP. The selected TA Provider will develop workshop content, format, and materials ensuring that sessions are engaging, informative, and tailored to the specific needs of awarded CBOs. In addition, the quarterly workshops should also include opportunities for resource sharing, peer learning and sharing of lessons learned and best/promising practices.
- Organize monthly check-in calls with each CBO to monitor project progress, share best practices and resources, and provide one-on-one technical advice and troubleshooting. The TA Provider shall be responsible for scheduling monthly meetings with the CBOs.
- Participate in regular check-in meetings with Health Department staff to provide project updates, as well as plan and organize technical assistance workshops. The Health Department anticipates weekly meetings for the first month, followed by 30-minute bi-weekly meetings for the remainder of the project period.
- The TA Provider will also fulfill the following responsibilities related to the administration of this project:
  - Ensure all awarded CBOs follow Health Department protocols, guidance, and standards.
  - Provide guidance to awarded CBOs to reinforce Health Department protocols, guidance, and standards.
  - Ensure all awarded CBOs collect and report required data.



# Section III: Requirements and Eligibility

## RFP Timetable

The following timeline represents the tentative schedule of the entire RFP process, from solicitation to program implementation. The dates listed here are subject to change. Any amendments to the RFP, including this timeline, will be posted on FPHNYC’s [website](#). Applicants are responsible for monitoring the site for any changes prior to the submittal deadline.

October 7, 2024	Request for Proposals (RFP) release date
October 15, 2024 at 1:00 p.m. ET	An Information Session (remote and recorded) will be held for interested organizations to learn more about the RFP. See below for meeting details.
October 18, 2024 at 11:59 p.m. ET	Deadline to submit written questions All questions must be submitted in writing to <a href="mailto:procurement@fphnyc.org">procurement@fphnyc.org</a> with the subject line "Medicaid Expansion Outreach RFP."
October 22, 2024	Q&A and recording of info. session posted
<b>November 8, 2024 at 11:59 p.m. ET</b>	<b>Submission deadline</b>
November 18, 2024 (estimate)	Anticipated Notification of awards
December 16, 2024 (estimate)	Anticipated Project start date

## Applicant Information Session

A virtual information session will be held at the date and time indicated in the schedule above. The intent of the information session is to assist applicants to more fully understand the requirements of this RFP. All prospective applicants should attend; however, attendance is not mandatory.

Applicants are encouraged to submit questions in advance to enable FPHNYC and the Health Department to prepare responses. Applicants will also have an opportunity to ask questions during the session.

Meeting link: <https://us02web.zoom.us/j/89173253897?pwd=AdNUOJXAubfbkNOM3suMhoz2bpESa0.1>

Meeting ID: 891 7325 3897

To dial in: +1 646 558 8656 US

Meeting ID: 891 7325 3897

Find your local number: <https://us02web.zoom.us/j/89173253897?pwd=AdNUOJXAubfbkNOM3suMhoz2bpESa0.1>

A recording of the session will be available on FPHNYC’s [website](#) by October 22, 2024, and all questions asked during the session will be included in the Q&A posted.

### RFP Inquiries, Written Questions and Answers

Questions and requests for clarification about this RFP must be submitted via e-mail to [procurement@fphnyc.org](mailto:procurement@fphnyc.org) with a subject line of “Medicaid Expansion Outreach RFP.” Questions will be accepted until 11:59 p.m. ET on October 18, 2024.

The Q&A will be posted at <https://fphnyc.org/get-involved/requests-proposals/> and answers will be updated regularly.

### Submission Instructions

The deadline for submission is Friday, November 8, 2024 by 11:59 p.m. ET. Proposals must be submitted via the online Proposal Submission Form in SurveyMonkey. Applicants should follow the proposal instructions in Section IV: Completing the Proposal (page 11).

Responses received after the deadline will be disqualified from funding consideration. It is the responsibility of the submitting organization to ensure delivery of the application to the above email address by the submission deadline.

### Addenda to the RFP

If necessary, FPHNYC will issue addenda to amend conditions or requirements relating to the RFP. Any addenda to the RFP will be posted on the FPHNYC website: <https://fphnyc.org/get-involved/requests-proposals/>.

Applicants are encouraged to check the website for any updates prior to submitting their final proposal.

### Funding Term and Payment Structure

The contract resulting from this RFP will be for a 12-month term: December 16, 2024, through December 15, 2025 (estimate). There is potential for contracts awarded under this RFP to be extended; any extensions will be contingent upon the following: availability of funds, continued need for services, and satisfactory contractor performance.

The payment structure of the contracts awarded from this RFP will be deliverables based, with payment contingent upon successful completion and acceptance of the services outlined within the agreement.

## Section IV: Completing the Application

Applicants should follow the instructions set forth below in the preparation and submission of their proposal. FPHNYC will not be responsible for any proposal that does not follow the instructions in this RFP, and may, at its discretion, reject any such non-compliant or incomplete proposal.

### Submission Instructions

Proposals must be submitted by 11:59 p.m. ET on November 8, 2024, using the online Proposal Submission Form in SurveyMonkey linked below. Google Chrome and Mozilla Firefox are the recommended web browsers for submitting this application.

CLICK [HERE](https://www.surveymonkey.com/r/W7FQ9RG) TO ACCESS THE PROPOSAL SUBMISSION FORM.

Or copy and paste the following URL into your address bar:  
<https://www.surveymonkey.com/r/W7FQ9RG>

Please note that there is no option to save your work on the online form. Applicants must ensure that time is set aside to complete the Proposal Submission Form in one sitting. To facilitate this process, use the list of questions in the Application Guide to compile the content for the proposal, and copy and paste the responses into the Proposal Submission Form. It is also recommended that Applicants complete all attachments and gather all file uploads prior to beginning the online form.

Once submitted, Applicants will see the following confirmation message, “Your application has been successfully submitted and will be reviewed by the selection committee.” Applicants are strongly encouraged to submit their applications at least 48 hours prior to the due date and time. This will allow sufficient opportunity to obtain assistance should there be a technical issue with the submission process.

### Proposal Contents

There are six sections to the Proposals Submission Form and four required attachments. Each is very important. Incomplete proposals will not be considered.

1. Proposal Submission Form – All questions will be answered within the fields in the online form.

- Section I: Eligibility Questionnaire (5 questions)

First, Applicants must complete a questionnaire to determine their eligibility. After demonstrating that the RFP’s minimum requirements have been met, Applicants will be able to complete the full application.

- Section II: Applicant Information (17 questions)
- Section IIa: Fiscal Sponsor Information (10 questions; for organizations using a fiscal sponsor only)
- Section III: Qualifications & Organizational Experience (9 questions)
- Section IV : Organizational Capacity (6 questions)

- Section V: Proposal (22 questions for Service Option 1 applicants; 27 questions for Service Option 2 applicants)
- Section VI: Proposal Budget, Narrative, and Audited Financial Statements

A list of all the survey questions is included in the Application Guide posted along with this RFP. The guide also includes instructions on preparing your budget and budget justification and other helpful tips for completing the application.

2. Attachments – The following forms and attachments must be completed and signed as required and submitted via SurveyMonkey with the Applicant’s online proposal form.

- Applicant Signature Form – see Attachment A
- Budget Proposal – template available in Attachment B
- Budget Justification – template available in Attachment C
- W9 – see Attachment D
- Audited Financial Statements

## Section V. Selection Process and Review Criteria

A Review Committee convened by the NYC Health Department will evaluate the RFP submissions based upon the criteria below. A maximum total of 100 points are possible in scoring each proposal.

CATEGORY	POINTS
Proposed Plan and Approach	60
Organizational Capacity	15
Qualifications and Experience	15
Budget	10
<b>Maximum Points Awarded</b>	<b>100</b>

The review process will consist of the following steps:

1. FPHNYC will conduct an initial review to screen proposals for eligibility, completeness, and technical requirements. Those that are determined to be eligible will then be evaluated by the Review Committee.
2. The Committee will evaluate applications and score Applicants according to the criteria listed above. Each application will be scored by at least three reviewers. After scoring, the Committee will rank Applicants according to final weighted score. As part of the evaluation process, at the discretion of the Committee, Applicants may choose to interview applicants to request additional clarification and/or information from applicants. However, under no circumstances will the Applicant be allowed to make changes to the response.
3. The review committee will recommend the highest-ranking proposals for funding to the NYC Health Department's leadership. The final selection will be based on scoring, as well as achieving an effective and integrated mix of strategies, geographic distribution across New York City, and inclusion of priority communities and populations disproportionately affected by racial and health inequities.

### Basis for Award

The NYC Health Department will select the Applicant whose proposal is determined to be the most advantageous to the Department, taking into consideration the evaluation criteria listed above. Additionally, final award decisions may consider past contract performance (if Applicant has current contract(s) or had contracts within the last three years with FPHNYC and/or the City of New York) or reference/background checks for Applicants without any prior or recent contracting relationship with FPHNYC and/or the City of New York.

### Award Process

Each Applicant submitting a proposal will be notified in writing regarding the decision concerning their proposal. The contract or contracts resulting from this RFP will be held between the Fund for Public Health in New York City, an independent 501(c) (3) not-for-profit organization, in its role as NYC Health Department's fiscal agent, and the selected applicant(s). Any contract award will be subject to timely and successful completion of contract negotiations, demonstration of all required insurance coverage, and all other requirements of and approvals by NYC Health Department and FPHNYC.

Following award notification, Contractors will be expected to finalize their project workplans (clearly describing their planned activities) in partnership with DOHMH and FPHNY. The finalized workplan will be included as part of the contract.

At the discretion of FPHNYC and NYC Department of Health, final awards may be less than requested to distribute funds among Contractors and ensure adequate distribution of services throughout priority neighborhoods and communities. FPHNYC also reserves the right to adjust deliverables and timeframes in response to changes in need or priorities.

## Section VI: Disclaimers and General Provisions

Applicants shall review each statement below to ensure capacity for compliance before submitting a proposal for consideration.

1. By submitting a proposal, the Applicant acknowledges that they have read and understand this RFP and can fulfill all requirements. Once submitted, submittals will be the property of FPHNYC and will not be returned.
2. FPHNYC may amend or cancel this RFP at any time, without any liability to FPHNYC and/or NYC Department of Health.
3. FPHNYC may reject any or all proposals received and may ask for further clarification or documentation. Submitted information that does not respond to all items or confirm to the requirements of this RFP may be excluded from further consideration and alternative information packages may not be considered.
4. FPHNYC may make an award under the RFP in whole or in part, or award more than one contract by awarding separate items or groups of items to various proposers.
5. Prior to application opening, FPHNYC may amend the RFP specifications to correct errors or oversights, or to supply additional information, as it becomes available. FPHNYC may also direct applicants to submit proposal modifications addressing subsequent RFP amendments.
6. Prior to the start of work, selected Contractors, including coalition members, shall procure and maintain in force at all times during the term of the agreement, insurance of the types and in the amounts set forth below:
  - I. Commercial General Liability: insurance to provide coverage for bodily injury and property damage, including damage to any facilities, equipment or vehicles, in limits of no less than \$1,000,000 per occurrence \$3,000,000 aggregate.
  - II. Professional Liability: medical malpractice or errors and omissions insurance in limits of no less than \$1,000,000 per occurrence and \$3,000,000 aggregate.
  - III. Employers Liability: insurance to provide coverage for the acts and omissions of Contractor's employees in limits of no less than \$1,000,000 per accident.
  - IV. Workers' Compensation: workers' compensation and disability insurance as required by the applicable New York State law.
  - V. Commercial Auto: if Contractor plans to use any vehicles in the performance of services under the agreement, Contractor shall obtain commercial auto coverage for all owned, non-owned, and hired vehicles, written on a form at least as broad as ISO form CA 00 01, with minimum limits of \$1,000,000 per accident.

- VI. Excess Umbrella Liability: in the event that Contractor's insurance policy(s) does not meet the limits stated above.

Contractor shall maintain on file with FPHNY current Certificates of Insurance for the above referenced policies, listing FPHNY and the City as Additional Insureds for General Liability policies and as Certificate Holders for all other required insurance.

7. The Applicant will be solely responsible for any costs incurred in preparing, delivering, or presenting responses to this RFP. Applicants will not be reimbursed for any costs incurred in preparing proposals.