



**Sacramento County COVID-19 Collaborative (Sac Collab)  
Request for Proposals FAQ  
November 2020**

**1. QUESTION: My organization is interested in this opportunity. Who is eligible?**

ANSWER: Eligible applicants are ethnic media outlets, communications and/or advertising agencies, private and nonprofit consulting firms, and other entities or collaborations qualified to propose by demonstrated commitment to impacted communities, capacity to accomplish the goals of the campaign and capability to implement the scope of work in partnership.

**2. QUESTION: Will you accept a proposal from a coalition of partners?**

ANSWER: Yes, we welcome partnerships.

**3. QUESTION: Is it recommended that applicants already have relationships and reach into the priority audiences?**

ANSWER: Yes, organizations that apply should have demonstrated commitment to and history working with the priority audiences and capacity to provide culturally and linguistically appropriate services and information.

**4. QUESTION: Who will the awardee(s) work with?**

ANSWER: Awardee(s) will report directly to The Center at Sierra Health Foundation and work in partnership with Sacramento County, The Center and other awardees, sub-contractors and vendors.

**5. QUESTION: Who are the priority audiences?**

ANSWER: The campaign will focus solely on those populations that current public health data show to be disproportionately impacted by COVID-19, including, but not limited to, Latinx, Black, Native American, and Asian and Pacific Islander individuals and families, immigrants and refugees, LGBTQ+ community members, essential workers, employers, multigenerational households, elderly and immunocompromised individuals. Target communities, populations and languages will continue to evolve and be determined based on ongoing data review and research.

Sac Collab services and resources are currently available in a growing number of languages, including English, Spanish, Hmong, Arabic, Russian, Gagauz, Mien, Cantonese and Vietnamese. The media campaign would seek to connect those who speak these languages and additional populations.

**6. QUESTION: What is the budget?**

ANSWER: The duration of the contract is January through March 2021. The budget may be significantly less than but should not exceed \$500,000. Larger proposals must reach multiple populations and priority communities.

**7. QUESTION: How many awards do you anticipate awarding?**

ANSWER: One or multiple organizations may be awarded, based on the ability to reach priority populations with content developed in partnership with The Center, the County of Sacramento, Sac Collab community partners and other media partners.

**8. QUESTION: Who will make the award decision?**

ANSWER: An advisory committee made up of media and community experts in health and racial equity will make the final selection.

**9. QUESTION: How will the award be decided?**

ANSWER: Program staff and the review committee will adhere strictly to the criteria outlined in the RFP Evaluation and Selection Process Section.

**10. QUESTION: Is there a page limit?**

ANSWER: Yes, there is a page limit for each required section. Details on each response section's page limits are on pages 4 through 6 of the RFP.

**11. QUESTION: What are the key dates we should be tracking?**

ANSWER: Key dates are identified in the RFP on page 6.

- APPLICATION DEADLINE: December 1, 2020, at 1 p.m. (Pacific Time)
- ANTICIPATED ANNOUNCEMENT OF AWARD(S): December 14, 2020
- ANTICIPATED CONTRACT START DATE: January 4, 2021

**12. QUESTION: If we have questions, who can answer them for us?**

ANSWER: Questions can be emailed to Samantha Garcia, Communications Officer with The Center at Sierra Health Foundation. She can be reached at [sgarcia@sierrahealth.org](mailto:sgarcia@sierrahealth.org). Send questions with the subject line: Sacramento County COVID-19 Collab Campaign.

**13. QUESTION: How do I submit my proposal?**

ANSWER: Proposal submissions will only be accepted by email. Organizations must submit their proposals to [centergrants@shfcenter.org](mailto:centergrants@shfcenter.org) on or before December 1, 2020 at 1 p.m. (Pacific Time) with the subject line: Sacramento County COVID-19 Collab Campaign Proposal Submission.

**14. QUESTION: When will the contract begin?**

ANSWER: The contract is currently scheduled to begin January 4, 2021. However, The Center has discretion to change the start date based on programmatic needs and the changing nature of the pandemic.

**15. QUESTION: Who is The Center at Sierra Health Foundation (The Center) and why are they managing this campaign?**

ANSWER: The Center was founded by Sierra Health Foundation in 2012 as an independent 501(c)(3) nonprofit organization. With offices in Sacramento and Fresno, The Center pursues the promise of health and racial equity and racial justice in communities across California. Leveraging leadership, operational and funding support from Sierra Health Foundation and its partners, The Center establishes investment partnerships with public and private funders; community members; community organizations; national, state, and local government agencies; nonprofits and businesses. The Center was chosen to design the program and serve as the campaign management entity because of their demonstrated experience working with, convening, and prioritizing communities disproportionately impacted by COVID-19 and existing inequities.

November 17, 2020