

SACRAMENTO COUNTY COVID-19 COLLABORATIVE PUBLIC AWARENESS CAMPAIGN

REQUEST FOR PROPOSALS
NOVEMBER 2020



T H E C E N T E R
at Sierra Health Foundation

This opportunity is provided by The Center at Sierra Health Foundation in partnership with the County of Sacramento.

The Center at Sierra Health Foundation is an independent 501(c)(3) nonprofit organization bringing people, ideas and infrastructure together to create a collective impact that reduces health disparities and improves community health for the underserved living in California. For information about The Center, visit www.shfcenter.org.

READ ALL INSTRUCTIONS AND CRITERIA CAREFULLY

CAMPAIGN BACKGROUND

The Center at Sierra Health Foundation, in partnership with the County of Sacramento, has launched the Sacramento County COVID-19 Collaborative (Sac Collab), a community-based public health model addressing countywide impacts of the COVID-19 pandemic. Trained case investigators, contact tracers, resource coordinators and business navigators work closely with community members and business owners disproportionately affected by COVID-19.

Concerns about the physical and economic health of county residents, including disproportionately high rates of Latinx, Black, Asian and Pacific Islander, and Native American Sacramentans contracting COVID-19, led to the partnership and development of the integrated model for community supports.

The Sac Collab serves as a holistic countywide COVID-19 response, with 10 testing sites at trusted community locations and 14 neighborhood organizations that are coordinating public health supports for individuals, families and small businesses. Neighborhood organizations and Sacramento County Public Health leadership support Sac Collab community workers at established community locations with public health staff and expertise, community connections and oversight. Learn more on the Sacramento County COVID-19 Collaborative web site at saccovid19collab.org.

The campaign is a partnership between the County of Sacramento and The Center at Sierra Health Foundation, which designed and serves as the management entity for the Sac Collab. 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.

SCOPE OF WORK

The Center is seeking experienced communications and media partners to work closely with the Sac Collab team, community partners, ethnic media partners and community members to develop and implement a three-month public awareness campaign that informs diverse Sacramento County residents about public health and resources available to individuals, families and businesses in their neighborhoods. The campaign will be linguistically and culturally relevant and reach people where they work, live, play and pray. This funding opportunity reflects the need and desire to work directly with ethnic media and community-serving agencies and organizations that can inform the activities to reach priority populations.

Because we are prioritizing messaging and support for communities that have been disproportionately impacted by COVID-19, we are specifically seeking partners and encourage partnerships that can demonstrate commitment to and history of working with priority communities. Traditional media, digital and out-of-home placements are being developed simultaneously with additional media partners.

Proposals must describe how the organization will reach a single priority population or multiple priority populations and include details of media placements, methods and/or activities to increase awareness of COVID-19 Sac Collab resources and promote trust and understanding of the program. Examples include ad placements with the organization's own media outlets, coordination of ad placements in partnership with other ethnic media outlets,

coordination on articles about the project in partnership with local ethnic media, work with muralists or other artists, an in-language social media campaign, or distribution of other materials that reach one or more priority populations.

Organizations may apply for \$2,500 to \$500,000 to support their proposed projects. Larger proposals must reach multiple populations and priority communities. 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 media partners.

Priority Populations

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 and Pacific Islander individuals and families, immigrants and refugees, LGBTQ+ community members, essential workers, employers, multigenerational households, elderly, and immunocompromised individuals. Public health data also will help inform target areas. Target communities, populations and languages will continue to evolve and be determined based on ongoing data review and research.

Budget and Timeframe

The duration of the contract is January 4, 2021 through March 31, 2021. Due to the evolving nature of this public health crisis, timelines and priorities can shift. Funding will vary depending on the scope of activities and community engagement proposed. The total budget for this project should not exceed \$500,000, dependent on a variety of factors. See below for guidance on how to present the budget and budget narrative. Based on the scope of work, the budget should take into consideration the following priorities:

- Paid media
- Collaboration with The Center and other partners on creative content and production
- Staff and personnel costs
- Any subcontractors, including other ethnic media partners, should be reflected in the budget
- Other categories may be added based on strategy

ELIGIBILITY AND SELECTION PROCESS

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.

Selection Criteria

The most competitive proposals (inclusive of narrative sections, budget and other materials) will demonstrate:

- Clear description of the proposed project, including the priority population(s) to be reached.
- Ability to connect and engage with priority population(s) with culturally and linguistically relevant content.
- Understanding of each priority population's values and beliefs, and effective strategies and methods that will reach these audiences.
- Ability to promote activities through existing or new partnerships, as well as local ethnic media outlets.
- A record of success leading campaigns directed at diverse and/or specific audiences across race/ethnicity, gender identity, disability, sexual orientation, and socio-economic status.

- Commitment to positive change, social justice and equity.
- Dedication to diversity, equity and inclusion in staffing, partnerships and leadership at the firm and on the project team.
- Expertise working with multiple contractors and vendors.
- Expertise in media buying or placement with strong track record of maximizing resources to reach targeted audiences, including diverse and hard-to-reach populations, and history of working in partnership with ethnic media.
- Experience working or engaging with community-based organizations from racial, ethnic and other disproportionately affected communities as part of outreach efforts.
- Ability to track and monitor campaigns and make adjustments to content and placement as needed.

Evaluation and Selection Process

Proposals submitted by the deadline and meeting the proposal guidelines will be evaluated by the degree to which the criteria above are met. Proposals will be reviewed by the project’s community advisory committee, which will include representatives from Sacramento County, public health experts, and key communications and business experts, as well as The Center staff. Up to \$500,000 total will be awarded in order to reach all priority audiences.

Each proposal will be reviewed and scored using the following criteria:

- **Narrative Scope of Work Section** – The extent to which the proposer provides plans that include the required elements and support the above selection criteria, as well as the adequacy of timelines,

soundness and comprehensiveness of designs and approaches, likelihood of proposed approaches and methods to reach targeted populations, and effectiveness of approaches, adequacy of detailed work plan to identify specific tasks, activities, functions, deliverables and partners. Includes Project Partnerships Section, if applicable. (60 points)

- **Budget and Budget Narrative** – Budget should not exceed \$500,000. The total amount proposed will be taken into consideration, including cost-effective media placements to maximize target audience exposure and commission rate for media placement. (40 points)

Total = 100 points

NARRATIVE SCOPE OF WORK SECTION GUIDELINES (FOUR PAGES)

The Narrative Scope of Work Section should detail your plan for the overall Scope of Work. The organization(s) selected will work with The Center to finalize a detailed plan, schedule and budget during the first two weeks of the contract.

The Narrative Scope of Work Section should be no longer than four pages. It should provide an overall strategy that demonstrates an understanding of the purpose of the project and supports an effective outreach and education strategy among populations at high risk for COVID-19 and death from COVID-19.

The section should include the following elements:

A. Comprehensive Campaign Plan, including:

1. Plans to develop a communication strategy that is cost-efficient and maximizes reach to priority audience communities, including populations disproportionately impacted by COVID-19 based on internal and external research. Communities’ needs will continue to evolve, and the contractor must be nimble and flexible to address these fluctuations.

2. Strategies specific to one or more Sacramento communities experiencing the highest rates of positivity and exposure to COVID-19.
 3. As needed, managing collaborative partnerships with vendors and subcontractors, especially with subcontractors with deep ties and reach to the target populations.
- B. Asset Production Plan** describing the support of the production of assets, which may include:
1. Working with existing Center creative partners to support the production of assets, including review of messaging and ads.
 2. Providing support for non-traditional outreach, such as to faith-based leaders, community hotspots and leaders, and artists.
 3. Supporting production of in-language communication assets that could include English, Spanish, Hmong, Arabic, Russian, Gagauz, Mien, Cantonese, Vietnamese or other languages.
 4. Creating media buying plans that align with the strategic plan and effectively reach campaign-specific target populations, including:
 - Negotiating the most cost-effective media placement to maximize target audience exposure with the recommended mediums to best reach target populations (with no added value requested of ethnic media partners).
 - Developing or using existing media partnerships, especially with ethnic media experts, that provide opportunities for creative/innovative partnerships.
 - Reporting on the campaign’s implementation and outcomes, including a summary evaluation of the effectiveness of media placement.

- Providing reports of media placement upon request, which could include information on total impressions delivered, target demographics and click-through rates.

PROPOSED PARTNERSHIPS SECTION GUIDELINES (OPTIONAL – ONE PAGE)

If your proposed project includes coordination of multiple ethnic media and community partnerships in order to reach multiple priority populations, the Proposed Partnerships Section should provide evidence that the proposed plan incorporates partnerships that will enhance the ability to reach across multiple ethnic and racial communities in order to carry out the project effectively.

The Proposed Partnerships Section should be no more than one page and should:

- Identify areas of expertise of partners.
- Provide clarity of the role each partner will play.

BUDGET AND BUDGET NARRATIVE SECTION GUIDELINES

Itemized Budget

The total budget can be up to but should not exceed \$500,000. All items budgeted must be inclusive of all costs, including taxes and fees, in U.S. dollars.

Budget Narrative (two pages)

In no more than two pages, describe the estimated costs for your proposed activities. Include compensation for members of the team and their respective time requirements to this project, estimated expenses and other operational expenses, such as subcontractor costs, including community-focused and ethnic media experts required to complete the proposed work.

APPLICATION TIMELINE AND GUIDELINES

At The Center's discretion, the timeline below is subject to change to best meet programmatic needs and funder requirements.

APPLICATION DEADLINE:

December 1, 2020 at 1 p.m. (Pacific Time)

ANTICIPATED ANNOUNCEMENT OF AWARD(S):

DECEMBER 14, 2020

ANTICIPATED CONTRACT(S) START DATE:

JANUARY 4, 2021

QUESTIONS

Send questions about this Request for Proposals via e-mail to The Center at Sierra Health Foundation Communications Officer Samantha Garcia at sgarcia@sierrahealth.org with the subject line: **Sacramento County COVID-19 Collab Campaign.**

**We will respond only to inquiries by e-mail.
We will not be able to respond to phone calls.**

SUBMISSION INSTRUCTIONS

Organizations must submit their proposals via e-mail to 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.**

Proposals received after the due date and time will not be reviewed. Submission before the deadline date is strongly advised in case you experience technical difficulties with submitting your proposal. We may not be able to respond to your requests for help on the deadline date. Incomplete applications will not be reviewed.

For technical assistance in submitting a proposal, e-mail centergrants@shfcenter.org with the subject line: **Sacramento County COVID-19 Collab Campaign.**

APPLICATION CHECKLIST

- Required Proposal Attachments**
 - Narrative Scope of Work Response – four pages
 - Proposed Partnerships Section – one page (optional)
 - Proposed Budget
 - Proposed Budget Narrative – two pages