

**Reduction of African American Child Deaths
Community Communications Request for Proposals
Frequently Asked Questions**

Q: The RFP notes “awards” – how many communications contracts will you award?

A: The number of awards depends on the strength of the proposed activities.

Q: How many community communications teams are you planning for? Will there be one for each neighborhood?

A: We are not splitting up the contract award by neighborhood; however, there may be multiple awards, depending on the strength of the proposed activities. We are looking for a well-rounded proposal that can demonstrate strengths in all aspects of the scope of work, deliverables and selection criteria.

Q: How close to the community must applicants be?

A: Applicants must be connected to the community well enough to design a strategic communications plan that would both include and speak to the intended audience. Applicants must demonstrate a history of working in the Sacramento African American community and vast experience in traditional and non-traditional media campaigns and techniques.

Q: Will the prescribed data be broken up into age groups, such as 0-5, adolescent, young adult?

A: The data required will depend on the intended audiences for the communications activities and will be part of the overall evaluation plan. Please see the Evaluation Matrix on the RAACD web page for background at www.shfcenter.org/raacd/funding-opportunities.

Q: Are there examples of national community initiatives similar to this that used/implemented a formal communications plan?

A: While we are not endorsing a particular approach, below are sample national community models that have an embedded communications plan:

1. Harlem Children Zone - <http://hcz.org/>
2. Promise Neighborhoods Institute - <http://www.promiseneighborhoodsinstitute.org>

Q: Are there any documented communications plans previously written to address the six neighborhoods? If so, can we access those plans?

A: At this time, we do not know of any previous communications plans for these specific neighborhoods. See answer above for national models of community neighborhood empowerment.

Q: How is a submission treated as proprietary information?

A: All submissions are the property of the Sierra Health Foundation Center for Health Program Management. Submissions will be kept confidential within the Steering Committee and will only be publicly disclosed if required by law.

Q: If you submit a partnership proposal and are not selected, can you work as a subcontractor?

A: Yes

Q: Can a community organization 501(c)(3) with no staff apply for a portion of or an element of the proposal?

A: Yes, you may apply for a portion of the proposal but we ask you to adjust the proposed activities and budget according to your organizational capacity

Q: Will the grant awards be increased due to the additional funding from the City of Sacramento?

A: Funding amounts are as described in the RFP: \$150,000 per year for up to three years. Total grant amounts will not exceed \$450,000.

Q: Do the requested resumes count toward the 10-page limit?

A: No, the resumes do not count towards the page limit

Q: Can the budget be top-loaded in the first year due to startup costs?

A: Yes, the budget can be top-loaded. However, the total budget cannot exceed \$450,000.

Q: Does the requested timeline or communications plan count toward the 10-page limit?

A: The Communications Implementation plan, which includes the timeline, should be included in the 10 pages.