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, 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. 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 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.

16. QUESTION: Are there any formatting requirements for the proposal submission?

ANSWER: No, there are no specific formatting requirements regarding font or margin sizes. However, please do pay attention to page limit requirements and qualifications, and be sure to fully address each section.

17. QUESTION: What kind of activities should my proposal include? Print ads in newspapers, radio, etc.?

ANSWER: We are looking to use any and all methods to reach the priority communities and request your expertise in determining the best activities to do so. You may propose sharing information through flyers at local businesses, digital ads, or physical print, or radio or artwork, or something we have not thought about yet.
18. QUESTION: If I have connections and partnerships with ethnic communities in addition to one I work primarily with, should my proposal include these communities?

ANSWER: Our intention with the RFP is to ask experts like you to identify how you would like to work with us. We’d love to do that directly with those who apply, but we also need to reach every community, so knowing your ability to work in multiple communities in partnership could be really valuable. Please note that, depending on the other responses we receive, we may find that we have enough coverage in one particular community but still need help reaching into some of the others you identify, so we may look to modify your plan in order to reach those communities without coverage.

19. QUESTION: Will awardees have the opportunity to make adjustments to the plan, including budgets?

ANSWER: The Center will work with the awardee(s) to modify plans and budgets as necessary. The budget in the application is not considered the final budget but a sample of what might be needed for the proposed partnership.

20. QUESTION: On page 5, section B. Asset Production, can you clarify that there will be “no added value requested of ethnic media partners”?

ANSWER: Our intent with this funding is to support ethnic and community media outlets, as well as reach the priority communities with messaging. As such, we are not asking that applicants include or request added value from additional partners. The applicant themselves could provide added value on their own internal placements (though not required), but any partners they might work with to place ads or deliver messaging would not be asked to provide added value.