



REQUEST FOR PROPOSALS  
FOR  
COVID-19 OUTREACH AND EDUCATION  
SERVICES  
SNHD-21RFP005

JUNE 28, 2021

280 S. DECATUR BLVD.  
LAS VEGAS, NEVADA 89107

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## ATTACHMENTS

Attachment A - Proposal Form

Attachment B - Budget Template

## SECTION I: INTRODUCTION

### A. Purpose:

The Southern Nevada Health District (“Health District”) is requesting proposals from faith-based and community-based organizations to provide COVID-19 services including but not limited to outreach, education and coordination of testing to populations at higher risk, underserved, and disproportionately affected (“Project”).

Successful Proposers will have demonstrated experience implementing coordinated and holistic outreach and education services built on culturally, linguistically, and locally tailored strategies and best practices, particularly to reduce COVID-19 risk.

### B. Entity Information:

The Health District was created in 1962 when the State Legislature combined the health departments of the county and several adjoining cities. The Health District is one of the largest local public health organizations in the United States, serving more than 2.2 million residents and safeguarding the public health of more than 42 million visitors to Las Vegas annually.

The mission of the Health District is, “To assess, protect, and promote the health, the environment, and the well-being of Southern Nevada communities, residents, and visitors.”

The Health District is governed by the Southern Nevada District Board of Health (“Board”). The Board is vested with jurisdiction over all public health matters within Clark County, Nevada.

### C. Anticipated Contract Term and Funding:

1. A two-year contract term is anticipated subject to the availability of funding.
2. Any resulting contracts will be subject to the availability of funding and shall be terminated immediately if funding budgeted for this Request for Proposals (RFP) or any resulting contracts is withdrawn, limited, or impaired.

### D. Ethics in Procurement:

It is unlawful for any Proposer to offer, or any employee of the Health District or his/her immediate family to solicit or accept a gratuity in connection with the solicitation, award, or administration of any contract or purchase order issued by the Health District.

### E. Conflict of Interest:

Proposals must contain a statement disclosing or denying any interest, financial or otherwise, that any employee or official of the Health District or the appropriate Advisory Board may have in the proposing organization or the proposed Project.

## SECTION II: SCOPE OF SERVICES

### A. Project Summary

1. Coronavirus Disease 2019 (COVID-19) has disproportionately affected southern Nevada populations at higher risk and that are medically underserved, including racial and ethnic minority groups, and people living in rural communities who have a higher risk of exposure, infection, hospitalization, and mortality. Additionally, racial and ethnic minority groups and people living in rural communities have disproportionate rates of chronic diseases that increase the severity of COVID-19 infection, and who might experience barriers to accessing testing, treatment, or vaccination against the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), which causes COVID-19.
2. To reduce the burden of COVID-19 among southern Nevada populations disproportionately affected, it is imperative that state, local, US territorial, and freely associated state health departments (or their bona fide agents) work collaboratively and develop key partnerships with those who have existing community or social service delivery programs for African American, Hispanic, Asian American, Pacific Islander, Native American or other racial and ethnic minority groups or people living in rural communities. Key participants strongly encouraged to submit a proposal may include:
  - a. Community-based organizations (CBO)
  - b. Civic organizations
  - c. Tribes and tribal organizations
  - d. Asian American and Pacific Islander (AAPI) Serving Institutions
  - e. Faith-based organizations
  - f. Non-governmental organizations
  - g. Community leaders
  - h. Local businesses and business community networks and organizations (e.g., employers, local chambers of commerce, small business community groups)
  - i. Health-related organizations (e.g., pharmacies, testing centers, community health centers)
3. To reach southern Nevada populations at higher risk, underserved, and disproportionately affected, including racial and ethnic minority groups and people living in rural communities, it is critical for funded recipients and key partners to implement a coordinated and holistic approach that builds on culturally, linguistically and locally tailored strategies and best practices to reduce COVID-19 risk. Additionally, a coordinated and holistic approach is essential to building and sustaining trust, ensuring equitable access to COVID-19 related services and advancing health equity to address COVID-19 related health disparities among populations at higher risk, underserved, and disproportionately affected.

## **B. Project Approach**

1. A predetermined logic model has not been determined. It is expected that funds from this grant will be used to strengthen public health infrastructure, preparedness and response capabilities and services in local communities to address COVID-19 related health disparities and advance health equity in underserved and disproportionately affected southern Nevada populations through testing, contact tracing and other mitigation strategies.
2. Proposers must define the populations disproportionately affected by COVID-19 within their respective jurisdictions, describe how they will reach these populations, and describe their experience working with communities that are underserved and at higher risk for COVID-19 disparities and health inequities.

## **C. Project Purpose**

Address COVID-19-related health disparities and advance health equity by expanding local capacity and services to prevent and control COVID-19 infection (or transmission) among southern Nevada populations at higher risk, underserved, and disproportionately affected including racial and ethnic minority groups and people living in rural communities.

## **D. Project Outcomes:**

1. Reduced COVID-19 related health disparities.
2. Improved and increased testing and contact tracing among southern Nevada populations at higher risk, underserved, and disproportionately affected including racial and ethnic minority groups and people living in rural communities.
3. Improved local capacity to provide services, prevent and control COVID-19 infection (or transmission) among southern Nevada populations at higher risk, underserved, and disproportionately affected including racial and ethnic minority groups and people living in rural communities.

## **E. Project Activities:**

1. Hire and train trusted community-level spokespersons (e.g., teachers, community health workers, faith leaders, radio DJs, local shop owners, barbers) to communicate the burdens of influenza and COVID-19 and the importance of influenza and COVID-19 vaccination through local media outlets, social media, faith-based venues, community events, and other community-based, culturally appropriate venues.
2. Develop or adapt and implement social media campaign strategies to mitigate and address influenza vaccine and COVID-19 vaccine misinformation and disinformation.
3. Develop and tailor education and outreach materials and/or leverage materials from the program and other recipients and CBOs involved in the program.
4. Connect vaccination providers with places of worship, community organizations, recreation programs, food banks and pantries, schools, colleges and universities, grocery stores, salons and barber shops, major employers, elder housing facilities and other key community institutions to set up temporary and/or mobile influenza and COVID-19 vaccination sites, especially in communities experiencing disparities.

5. Work with vaccination service providers to expand the types of health professionals (e.g., community health workers, patient navigators, patient advocates) and administrative staff (e.g., receptionists) engaged in promoting vaccination and increasing referrals of individuals to influenza and COVID-19 vaccination sites.
6. Provide technology literacy training to support increased understanding of virtual technologies commonly utilized to schedule vaccination appointments (e.g., how-to guides and events on using Zoom and other virtual meeting technologies).
7. Collaborate with state and local health departments, particularly state immunization programs, on mobile influenza and COVID-19 vaccination clinics, education campaigns and other vaccination activities in communities experiencing disparities.

#### **F. Project Deliverables**

Successful contractors will be expected to complete the following activities/deliverables:

1. Provide monthly progress reports on basic activity metrics (Project Indicators).
2. Participate in regularly scheduled conference calls with other contractors and subject matter experts to share progress on activities and discuss lessons learned.
3. Share sample materials and communication products.
4. Submit a final narrative report to describe stakeholder collaboration, successes, challenges, lessons learned and event and activity metrics (e.g., number of website visitors, hotline callers, virtual event participants).

#### **G. Project Indicators:**

Project indicators include, but or not limited to:

1. Number and types of local leaders and community members trained.
2. Number and sub-populations reached by community-level spokespersons.
3. Percentage of trained community-level spokespersons showing increased competence in implementing training objectives.
4. Number and types of audience-tested and culturally appropriate messages promoting COVID-19 vaccination.
5. Number and types of people reached by social media messaging promoting COVID-19 vaccination.
6. Number and types of events/campaigns held to promote COVID-19 vaccination.
7. Number and types of people reached by events/campaigns promoting COVID-19 vaccination.
8. Number of referred vaccination recipients.
9. Number of referred individuals versus actual vaccination recipients.
10. Number of vaccination venues supported.
11. Number of individuals reached by activities (e.g., number of individuals attending listening sessions, number of communications campaigns launched).

### SECTION III: TIMETABLE AND PROVISIONS

**A. Timetable:**

|   |                        |
|---|------------------------|
| RFP Issuance.....                                   | June 28, 2021          |
| Deadline to Submit Questions .....                  | July 8, 2021           |
| Deadline to Disseminate Questions and Answers ..... | July 13, 2021          |
| Deadline to Submit Proposals.....                   | July 27, 2021          |
| Evaluation Completed/Award Notification .....       | July-August 2021       |
| Board of Health Consent to Award.....               | September-October 2021 |
| Contract Start Date.....                            | September-October 2021 |

**B. Authorized Health District Contact:**

All questions about this RFP from RFP Issuance to Award Notification shall be directed to the Authorized Contact, **Kevin Bratcher** at [procurement@snhd.org](mailto:procurement@snhd.org). No other person has the authority to respond to questions about this RFP, unless expressly authorized by the Authorized Contact. **Proposers who do not adhere to this requirement may be disqualified.**

**C. Questions:**

Written questions about this RFP must be submitted via email to [procurement@snhd.org](mailto:procurement@snhd.org) by **12:00 PM PDT on July 8, 2021**. All written questions and answers will be posted to the [Health District Public Notices](#) website by **4:00 PM PDT on July 13, 2021**.

**D. Deadline to Submit Proposals:**

Proposals are due by **12:00 PM PDT on July 27, 2021**.

**E. Proposal Submission:**

Email one (1) Adobe (PDF) document with the subject “SNHD-21RFP005 COVID-19 Outreach and Education” to [procurement@snhd.org](mailto:procurement@snhd.org). Mailed, hand-carried or faxed proposals will not be accepted.

**F. Late Proposals:**

Proposals submitted after **12:00 PM PDT on July 27, 2021** will be rejected as late.

## SECTION IV: REQUIREMENTS

### A. Proposer Requirements:

To be eligible to submit a proposal, Proposer must:

1. Have a valid Nevada business license (enter number on Attachment A - Proposal Form).
2. Have an active D-U-N-S number (enter number on Attachment A - Proposal Form).
3. Demonstrate that it has the resources and capability to meet the RFP requirements.

### B. Proposal Requirements:

To be eligible for evaluation, a proposal must include:

#### 1. Cover Letter

The proposal shall include a cover letter containing the RFP number, subject and issue date; Proposer's name, address, telephone number, email address, and website, if available; a concise statement of interest including why Proposer should be considered most qualified. Proposer shall complete and submit Attachment A - Proposal Form.

#### 2. Organizational Mission, Populations Served and Past Experience

- a. Provide Project title, problem statement and objectives.
- b. Describe demographics and health characteristics of at-risk populations in the community.
- c. Describe and provide examples of demonstrated experience in engaging community stakeholders in the development of community-driven, culturally appropriate initiatives.
- d. Describe and provide examples demonstrated experience or progress in providing science-based information to at-risk populations.

#### 3. Project Plan – Approach and Activities

- a. Detail proposed strategies, activities, and timeline for completing work.
- b. Describe how your organization will engage the community throughout all aspects of the Project.
- c. Describe how and with whom your organization will collaborate to achieve Project objectives.

#### 4. Outputs and Outcomes

- a. Detail deliverables specific to the proposed Project.
- b. Estimate the number of individuals who will be reached by the proposed activities.
- c. Describe populations that will be reached (e.g., race/ethnicity, age, special needs) that will be reached by the proposed activities.
- d. Describe direct, tangible results of activities.
- e. Describe changes anticipated to occur in people or conditions as a result of the activities and outputs by the end of the Project term.

## **5. Budget**

- a. Provide a detailed, two-year budget with supporting narrative for all anticipated costs, not less than \$100,000 and not more than \$200,000. Requested Project funds may include salary, fringe benefits, equipment, supplies, travel (mileage), and indirect costs (10% maximum allowable indirect rate).
- b. Complete the Budget Template (Attachment B).
- c. Provide a copy of your organization's **most recent** annual budget and audited financial statements, or annual report if audited financial statements are not available.

## **6. Managing Grant Funds**

Describe your experience and provide examples of federal grant funding your organization has managed.

## **7. Exceptions**

State exceptions to any RFP specifications or requirements and propose alternatives if applicable. The Health District reserves the right to accept or reject any proposed alternative.

### **C. Proposer Representations:**

Proposer is expected to examine all RFP documents including addenda as applicable. Failure to do so will be at Proposer's risk. By submitting a bid, Proposer represents that:

1. Proposer has read and understands the RFP documents and asserts that its proposal is made in accordance therewith.
2. Proposer acknowledges receipt of addenda via Attachment A - Proposal Form.
3. Proposer shall comply with all applicable federal, state and local laws whether explicitly stated, including the Federal Civil Rights Act of 1964, the Equal Employment Opportunity Act, and regulations issued pursuant to those acts.
4. Proposer certifies the proposed budget was derived independently and without collusion.

### **D. General Conditions:**

#### **1. Interpretation or Correction of Solicitation Documents:**

- a. Proposer shall promptly notify the Authorized Contact in writing of any ambiguity, inconsistency or error, which it may discover in the solicitation documents and/or to request clarification or interpretation of the solicitation documents by the Deadline to Submit Questions (except for addenda issued after this date).
- b. Changes to this RFP will be only by written addenda issued by the Authorized Contact or designee. Addenda will be posted to the [Health District Public Notices](#) website. Proposers shall be responsible for ensuring that their proposals reflect all addenda.
- c. Protests based on omissions or errors in the solicitation documents or on solicitation content will be disallowed if not made known as specified herein.

2. **Responsive Proposal:** A responsive proposal is one that conforms in all material respects to the RFP. The Health District reserves the right to waive any technicality, irregularity or informality in determining a proposal's responsiveness.
3. **Rejection and Cancellation:** The Health District reserves the right to reject any proposal that does not conform to the RFP requirements and to reissue or cancel this RFP for any reason.
4. **Modification or Withdrawal of Proposal:** Proposer may modify or withdraw its proposal by submitting a written request to the Authorized Contact prior to the Deadline to Submit Proposals.
5. **Proposal Costs:** The Health District will not reimburse Proposer for any costs incurred to prepare or submit a proposal.
6. **No Guaranteed Contract:** This RFP neither creates an offer to contract nor commits the Health District to award a contract.
7. **Limited Contract:** The Health District reserves the right to contract for less than all the services specified herein.
8. **Exclusivity:** Nothing in this RFP or any resulting contracts precludes the Health District from obtaining services like those specified herein from other sources.
9. **Public Records:** The Health District is subject to the Nevada Public Records Act. Pursuant to NRS 239.010, et seq., documents provided to the Health District are presumed to be public records open to inspection and copying by any person. Proposals must contain sufficient information to be evaluated without reference to any confidential or proprietary information. Any proposal marked "confidential" or "proprietary," or that contains materials so marked, may be returned to Proposer and/or not considered for award. The Health District will produce documents provided by any Proposer, even if marked "confidential" or "proprietary," pursuant to a public records request. The Health District will not be liable for disclosure of any Proposer's documents or information provided to the Health District.

## SECTION V: EVALUATION & SELECTION

All proposals submitted by the Deadline to Submit Proposals will be reviewed for responsiveness to the RFP requirements. Nonresponsive proposals will be rejected. Responsive proposals will be evaluated in accordance with the following Evaluation Criteria. The Health District reserves the right to consider any other factors when evaluating proposals and Proposers if doing so is in the best interests of the Health District.

### A. Evaluation Criteria:

| Category  | Criteria   | Maximum Points |
|---|--|----------------|
| 1. Organizational Mission, Populations Served and Past Experience           | <ul style="list-style-type: none"> <li>a. Project title, problem statement and objectives.</li> <li>b. Description of demographics and relevant health characteristics of at-risk populations in the community.</li> <li>c. Demonstrated experience in engaging community stakeholders in the development of community-driven, culturally appropriate initiatives.</li> <li>d. Demonstrated experience or progress in providing science-based information to at-risk populations.</li> </ul>                   | 20             |
| 2. Well-defined Community Engagement Approach and Activities (Project Plan) | <ul style="list-style-type: none"> <li>a. Feasibility of proposed Project Plan.</li> <li>b. Detailed proposed strategies, activities, and timeline for completing work.</li> <li>c. Description of how your organization will engage the community through all aspects of the Project.</li> <li>d. Description of how and with whom your organization will collaborate to achieve Project objectives.</li> </ul>   | 30             |
| 3. Clear outputs, outcomes, and impact                                      | <ul style="list-style-type: none"> <li>a. Detailed deliverables specific to the proposed project.</li> <li>b. Estimated number of individuals who will be reached by the proposed activities.</li> <li>c. Description of populations that will be reached.</li> <li>d. Description of direct, tangible results of activities.</li> <li>e. Description of changes anticipated to occur in people or conditions as a result of the implemented activities and outputs by the end of the Project term.</li> </ul> | 30             |
| 4. Budget   | <ul style="list-style-type: none"> <li>a. Detailed budget and supporting narrative (Complete Budget Template - Attachment B)</li> </ul>  | 20             |
| Total Maximum Points Possible   |  | 100            |

### B. Clarification, Site Visits, Interviews, and Presentations:

1. The Health District reserves the right, as it deems necessary or appropriate, to contact Proposers to clarify proposals or to obtain additional information, and/or to conduct site visits and/or interviews, and/or to request that Proposers make presentations.
2. The Health District reserves the right to base its decisions solely on written proposals, irrespective of any other interactions with Proposers as referenced in paragraph B.1.

**C. Selection:**

1. Proposals selected for award, if any, will be those that are most beneficial regarding experience, qualifications and capabilities and budget, and/or that best meet the needs of the Health District.
2. If the Health District is unable to finalize a satisfactory contract with any selected Proposer within a reasonable time, the Health District shall formally terminate discussions with that Proposer and, at its sole discretion, begin discussions with other Proposers or cancel and reissue the RFP.
3. Awards/contracts will be presented to the Board for consent.

**Attachment A  
Proposal Form**

The undersigned, as an authorized representative of the company named below, acknowledges that he/she has examined this Request for Proposals including any related documents, and hereby offers to furnish all labor, materials, tools, supplies, equipment and services necessary to comply with the specifications, terms and conditions set forth herein as budgeted.

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Federal Tax ID Number: \_\_\_\_\_

Business License Number: \_\_\_\_\_

D-U-N-S Number: \_\_\_\_\_

Proposal must state any exception to any RFP specification/requirement and the proposed alternative.

Does proposal include any exception?      Yes \_\_\_\_      No \_\_\_\_

The signer of this form acknowledges receipt of the following RFP addenda:

Addendum No. \_\_\_\_\_ Issue Date \_\_\_\_\_

Or, no RFP addenda were issued/received.      Signed Date \_\_\_\_\_

**Attachment B  
Budget Template**

Provide a detailed, two-year budget with supporting narrative for all anticipated costs, not less than \$100,000 and not more than \$200,000. Requested Project funds may include salary, fringe benefits, equipment, supplies, travel (mileage), and indirect costs (10% maximum allowable indirect rate). Use the Budget Template Excel workbook attached to this RFP document.

Attachment B  
Budget Template

**SAMPLE**

Project Title: \_\_\_\_\_

**BUDGET NARRATIVE SUMMARY**

*The Total Requested amounts flow from each row.*

| Budget Item  | Budget Category                | Total Requested |
|--------------|--------------------------------|-----------------|
| 1            | Salaries and Wages (Employees) | \$ -            |
| 2            | Fringe Benefits                | \$ -            |
| 3            | Equipment                      | \$ -            |
| 4            | Supplies                       | \$ -            |
| 5            | Travel - Mileage               | \$ -            |
| 6            | Indirect Costs                 | \$ -            |
| Total Budget |                                | \$ -            |