

Community Service Society of New York
Request for Proposals
Keep New York Covered (KNYC)
Monroe and Surrounding Counties
January 2023

The Community Service Society (CSS) invites non-profit community-based enroller organizations to participate in a unique opportunity to receive funding for outreach and marketing of enrollment services through the grant-funded Keep New York Covered (KNYC) project for Monroe and/or its neighboring counties. A consortium of generous funders seeks to ensure that as many New Yorkers as possible retain coverage as federal Public Health Emergency (PHE) enrollment rules end in the coming year, necessitating the renewal of more than 9 million New Yorkers health insurance coverage.¹ CSS is a lead agency in both the New York State Department of Health (DOH) Navigator and Facilitated Enrollment for the Aged, Blind and Disabled (FE-ABD) programs. CSS serves as the programmatic and administrative hub for the KNYC initiative and will: launch the KNYC outreach network; award sub-grants; and convene sub-grantees for monthly learning and sharing meetings.

CSS seeks to provide sub-grants ranging from approximately \$20,000-\$80,000 to 2-3 enroller organizations serving Monroe County and the following neighboring counties: Genesee, Livingston, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates. This second procurement opportunity is being issued because CSS did not receive sufficient response from the region to KNYC's first procurement invitation, issued in November 2022.

Eligible groups must either participate as a lead or as a sub-contractor in the DOH-funded Navigator or FE-ABD programs, which are recognized experts on the enrollment needs of their own communities. Please note that direct enrollment services are funded by the DOH Navigator or FE-ABD grants and the KNYC project will not be funding direct enrollments; rather, this funding is for marketing and outreach activities that drive renewals and enrollments.

The PHE rule requiring continuous coverage for public health insurance enrollees is currently expected to end in the Spring of 2023. As a result, the DOH estimates that over 9 million New Yorkers will need to get ready to renew their coverage at that time. The DOH has embarked on an extensive planning process to prepare for the end of the PHE continuous coverage rules and will be rolling out

¹Funders to date include: the Greater Rochester Health Foundation, the New York Health Foundation, the United Hospital Fund, the Altman Foundation, the New York Community Trust, the Health Foundation for Western and Central New York and the Mother Cabrini Health Foundation. Some consortium funders have geographic restrictions, and their funds will be targeted accordingly.

guidance and training for enrollment organizations in the coming months.

The sub-grants funded under this KNYC Request for Proposal (RFP) will support local, community-based and implemented marketing and outreach activities to ensure that as many New Yorkers as possible renew their coverage at the end of the PHE. The sub-grants are designed to advertise the availability of local, community-based enrollment services through the end of the PHE transition. Resourcing the trusted groups that are uniquely positioned to reach the individuals who are most difficult to reach will be key to ensuring that all New Yorkers learn about their coverage options and that eligible New Yorkers remain enrolled. Through this KNYC RFP, CSS seeks to fund organizations that serve consumers from diverse communities, including but not limited to: low- and moderate-income families, communities of color, immigrants, new mothers, faith communities, Native Americans, people who live in rural communities, people who speak languages other than English, people who are LGBTQA+, and people who are seniors and/or have disabilities.

Responses to this KNYC RFP are due on January 31, 2023. CSS expects to announce awards on February 10, 2023, via the CSS website, www.cssny.org/rfp. The sub-grants are expected to begin by March 1, 2023. The start date for sub-grants may be delayed if the end of the PHE is deferred beyond early 2023.

KNYC Eligibility Criteria

Eligible applicants must either be a lead or sub-contractor in the DOH-funded Navigator or FE-ABD programs. Applicants must have demonstrated experience with health insurance enrollment through the NY State of Health Marketplace (NYSOH) and/or Local Social Services Districts (Medicaid) office in Monroe County and/or its neighboring counties.

Preferred organizational characteristics include:

- A track record of reaching the uninsured;
- Experience enrolling individuals in the New York State of Health Marketplace and/or Local Social Services Districts (Medicaid) offices;
- Demonstrated experience and skill in reaching hard-to-reach populations, including but not limited to: low- and moderate-income families, communities of color, immigrants, new mothers, faith communities, Native Americans, people who live in rural communities, people who speak languages other than English, people who are LGBTQA+, and people who are seniors and/or have disabilities.

Important Dates

<u>EVENT</u>	<u>DATE</u>
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Release of RFP	January 9, 2023
Application Due	January 31, 2023
Award Announcements	February 10, 2023

Activities and Deliverables

KNYC sub-grant awardees will design and implement a local, community-based marketing and outreach plan to help their community members use Navigators or FE-ABD enrollers to renew or apply for and enroll into coverage. Marketing and outreach activities will primarily address the availability of coverage and enrollment assistance, and the need for millions of New Yorkers to renew coverage due to the end of the PHE continuous coverage rule, recognizing the unique needs and circumstances of varying communities across the State. The end of continuous coverage will also coincide with the State’s implementation of new coverage options for several hundred thousand people that began in January 2023, including: the extension of post-pregnancy Medicaid coverage from 60 days to 12 months; improved income and asset eligibility rules for seniors and people with disabilities; and Medicaid for undocumented seniors over 65. While the primary goal of the outreach sub-grants funded through this RFP focuses on the end of the PHE, funded organizations may be positioned to support these newly eligible groups. As more information becomes available about enrollment processes for these groups, CSS will disseminate it among the outreach network organizations.

Funding will be dedicated to the marketing and outreach activities, such as: paid media advertising, transportation ads, post cards, text messaging, social media, community newsletters, brochures, re-grants to support education activities conducted by local grassroots community-based organization partners, and community presentations and other in-person engagement activities. CSS welcomes applicants to propose additional innovative marketing and outreach ideas. Applicants may also seek to fund in-person outreach activities at venues that may include, but are not limited to: religious institutions, community centers or groups, health centers, community health care providers, social service organizations, schools, and chambers of commerce. Presentations may be tailored to a particular audience, or include mixed audiences of participants, advocates, and health care providers. All outreach and education materials will be subject to the approval of CSS.

Sentinel function: CSS expects that the sub-grantees will collaborate with other KNYC network sub-grantees to identify successful strategies to engage with consumers. Sub-grantees should also be willing to help identify barriers that prevent consumers from staying enrolled in coverage and potential solutions to addressing those identified barriers.

Learning Sessions, Technical Assistance Support, and Communications: CSS will lead a learning collaborative for all KNYC network sub-grantees through monthly interactive learning sessions where organizations will share best practices and receive technical support. Sub-grantees will have access to an online portal with updated outreach and marketing resources and data analysis to inform targeting of activities. Resources will include best practices from KNYC sub-grantee organizations, DOH resources and tools, and communication campaign and messaging tools developed by a professional communications firm engaged to inform the initiative. DOH has worked with Ichor Strategies to develop a community-informed messaging campaign and analysis of “hot spots” most likely to lose coverage. CSS will invite messaging experts, including Ichor Strategies, to sessions based on the needs of the KNYC network.

Specific deliverables: Participating organizations will be asked to report on the following deliverables:

- A marketing and/or outreach plan;
- A report of the number of people exposed to the marketing/outreach activity (e.g., number of people attending the health fair, size of the congregation, number of people engaging with social media posts, etc.);
- A report of the number of people enrolled as a result of the conducted marketing/outreach;
- Attendance at monthly KNYC network meetings; and
- Accurate and timely reporting of services provided.

Staffing: The organization will agree to designate a staff person to serve in a Program Coordinator role for a portion of their time and who will be responsible for:

- attending monthly outreach network meetings and other program meetings (via webinars) and disseminating materials and updates to their organizational teams, as appropriate;
- remaining current on health policy as it pertains to the services provided;
- developing an outreach plan and conducting outreach and marketing activities, or supervising program staff at their organization who conduct program activities; and
- collecting and reporting data as directed by CSS on a timely basis.

Please note that there will be introductory training (on a rolling basis) for staff for the organizations selected through this process soon after the awards are announced. Applicants must plan to be able to have appropriate staff participate in this training if awarded sub-grants under this RFP.

Range of Awards

Both the issuance and the amount of the sub-grant awarded to successful applicants is

contingent upon consortium funding to be administered by CSS. Decisions will also be contingent on any adjustments to the federal PHE timeline. Awards will be evaluated upon the following criteria: the number of individuals reached, target population served, regional needs and goals, the costs of conducting marketing and outreach activities in the target geographic region, the nature of the proposed outreach activities, and other factors. Once the sub-grant is awarded and the grant contract is signed, awardees must fulfill all requirements to receive full payment.

Depending on the number of proposals received, CSS anticipates awarding initial sub-grants in the amount between approximately \$20,000 - \$80,000 to selected organizations. If funding is available for future years' work, an extension or renewal of the initial grant may be negotiated based upon completed and projected deliverables as well as program needs at the time of renewal.

Evaluation criteria

Applications will be evaluated based on the following criteria:

- **Mission:** The mission of the organization aligns with the mission of this program.
- **Diversity:** The organization itself and/or the clients it works with will add to the diversity of the program.
- **Experience:** The organization has demonstrated experience and success reaching consumers and educating them about health-related topics.
- **Reporting:** The organization demonstrates ability to report outreach activities and related enrollments promptly.
- **Outreach:** The organization's outreach plan strengthens the Navigator and FE-ABD programs' presence in local communities.
- **Populations Served:** The organization's plan to target individuals who include but are not limited to: low- and moderate-income families, communities of color, immigrants, new mothers, faith communities, Native Americans, people who live in rural communities, people who speak languages other than English, people who are LGBTQA+, and people who are seniors and/or have disabilities.
- **Region/Community:** A description of the specific needs and strengths of their geographic region and/or community served by the organization.
- **Capacity:** The organization will be ready to start the project on a rolling basis, by March 1, 2023.

Content of Proposal

All items listed in sections A to E below must be included in each proposal for it to be

deemed complete. Proposals missing any component will not be considered.

A. Cover Form (Form Attached)

Complete and submit the cover form, signed and dated by: (1) the organization's Executive Director or (2) the President or Leader of the organization's Board of Directors or governing board (and of the organization's fiscal sponsor, if applicable). Include the organization's Employer Identification Number (EIN).

B. Letter of Commitment from the organization's Executive Director or President of the Board of Directors

C. Financial Statements & Legal Documents

1. Proof of not-for-profit status: (i.e., 501(c) 3 tax-exempt verification
2. A copy of the organization's most recent audited financial statement with the management letter from the auditors

D. Proposal Narrative (not to exceed 6 pages):

1. Describe your organization's current enrollment activities. Tell us about your organization's mission and experience reaching and educating consumers about health insurance and health care-related issues.
2. Tell us about the consumers you will serve:
 - a. Geographic area. Your agency must be able to provide education and outreach to consumers within Monroe and/or the following neighboring counties: Genesee, Livingston, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates Counties.
 - b. What populations do you serve? For example, do you serve people who are: low- and moderate-income families, communities of color, immigrants, new mothers, people who speak languages other than English, people who are LGBTQA+, and people who are seniors and/or have disabilities? What are the primary languages of your population? Describe other unique characteristics of the organization's service population (e.g., rural populations or other underserved constituencies). Describe their specific needs in relation to enrollment in health insurance; are there particular challenges they face in terms of accessing and engaging in enrollment and renewal activities?
 - c. Describe how you will identify consumers who need to renew or change their coverage at the end of the PHE.
3. Activities, deliverables and staffing
 - a. Please describe what specific outreach strategies you will use to promote and increase awareness of Navigator and Facilitated Enroller services. Explain how the proposed outreach activities will lead to enrollments.

- b. How many consumers, caregivers, and/or professionals will you reach through outreach activities during the grant period? How will you quantify/track how many consumers are reached through each outreach method you propose?
 - c. Describe the staffing for this project. Please tell us the background, experience, and current duties of any personnel already on staff who will deliver or supervise services under this project.
 4. Enhancement of Services: Please highlight how funding under this RFP would allow the organization to enhance its enrollment services.
 - a. How many consumers will be enrolled (using Navigator or Facilitated Enrollment funding) as a result of outreach under this grant?
 - b. How will you track enrollments that were a result of this outreach?
 5. Can your organization report data to funders in a timely fashion? Describe current data tracking capacity. [Note: CSS will ask all sub-grantees to submit collected data through a centralized Salesforce portal to which all sub-grantees will be given access. Applicants should be prepared for this type of data entry activity.]

E. Budget (1 page) & Budget Narrative (1 to 2 pages)

1. The information requested in this section will be used to evaluate your proposal's cost-effectiveness, as compared to proposals from other applicants. CSS reserves the right to negotiate these terms with individual awardees.
 - a. Propose a grant amount for the project period.
 - b. Provide a line-item budget for a 10-12-month term, describing how the amount proposed will be used for this project. Include:
 - i. Personnel expenses (consistent with staffing listed above);
 - ii. Other than personnel expenses; and
 - iii. In-kind or other organizational contributions.
 - c. Provide a detailed budget narrative.

Conditions

CSS reserves rights to postpone or cancel this RFP; reject all proposals; request additional information; negotiate with applicants individually; modify the number of awardees and dollar amounts of sub-grants; amend specifications; eliminate requirements; accept only those proposals that serve the best interests of the program; terminate contracts for poor performance or in the best interest of the program; and amend terms of contracts to serve best interests of the program. All organizations selected will be asked to provide evidence of general liability insurance, workers' compensation, disability, and errors and omissions insurance upon signing a contract with CSS.

Awarded sub-grants through this RFP are contingent on the award and availability of

funds provided to CSS by the consortium of private funders for the KNYC program. In addition, the timing of awards is contingent on federal action related to the end of the PHE continuous coverage rules. If the PHE continuous coverage rules are extended further, CSS will update planned award dates accordingly.

Instructions for Submission

CSS requests that all organizations submit their proposal electronically to CSS no later than 5:00 pm on January 31, 2023. Emailed proposals should be sent to outreachrfp@cssny.org. The subject line should be “CSS Keep New York Covered Partner RFP.”

Community Service Society of New York
Keep New York Covered Partner Request for Proposals
Proposal Checklist
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___ Cover Form, signed and dated by organization's Executive Director or leader of its Board of Directors

___ Letter of Commitment from the organization's Executive Director or leader of its Board of Directors

___ Proof of Not-for-Profit Status

___ Organization's most recent audited financial statement(s) with the management letter from the auditors

___ Proposal Narrative (not to exceed 6 pages)

___ Proposed 10-12-month program budget (not to exceed 1 page)

___ Proposed program budget narrative (not to exceed 1 page)

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Cover Form
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Please note that this form must be signed by the organization's Executive Director or equivalent operational leader (and fiscal conduit, if applicable) or the President or leader of the Board of Directors or governing board (and the fiscal conduit, if applicable). This form and the entire original application are due by the due date indicated in the Important Dates section.

NAME OF ORGANIZATION:

Address:

Telephone Number:

Fax Number:

Email Address:

EIN:

EXECUTIVE DIRECTOR (or equivalent operational leader) print name and title:

Name: _____

Title: _____

Signature: _____

Date: _____

PRESIDENT OR LEADER OF BOARD OF DIRECTORS (or governing board) print name and title

Name: _____

Title: _____

Signature: _____

Date: _____

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*****Only fill out this form if organization uses a Fiscal Conduit*****

FISCAL CONDUIT (if applicable):

Name:

Address:

Telephone Number:

Fax Number:

EXECUTIVE DIRECTOR (or equivalent operational leader) print name and title:

Name: _____

Title: _____

Signature: _____

Date: _____

PRESIDENT OR LEADER OF BOARD OF DIRECTORS (or governing board) print name and title

Name: _____

Title: _____

Signature: _____

Date: _____