

REQUEST FOR GRANT APPLICATIONS

IN RESPONSE TO THE SERVICE NEEDS OF

OLDER ADULTS AND CAREGIVERS RESULTING FROM THE COVID-19 PANDEMIC

**Application Submission Instructions**

Applications will be accepted until 3/15/2022.

Submit applications electronically in Microsoft Word, Excel, and/or PDF formats to [judi@nwrdc.org.](mailto:judi@nwrdc.org)

**Inquiries**

Direct all inquiries about application content and process to Danica Robson, Development Supervisor, or Judi Weiss, Grant and Contract Manager.

Danica Robson Judi Weiss

danicarobson@nwrdc.org judi@nwrdc.org

218-745-9129 or 218-686-4377 218-745-9119 or 218-616-2333

**Project Completion Date**

Awarded funds must be expended and project activities completed by 9/30/2022

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**BACKGROUND**

Minnesota is home to seven Area Agencies on Aging. Area Agencies on Aging (AAA) help individuals live and age well in their communities. AAA’s support older adults and family caregivers as well as public, nonprofit, and private organizations that provide services to them and the communities in which they live.

AAA’s work collaboratively with each other and with other organizations and agencies to foster systemic changes to better support older adults and caregivers. With funding from the Older Americans Act, AAA’s work with these organizations and agencies to purchase services that create an infrastructure that helps individuals live and age well in their communities.

Vaccine Access (VAC5) funds originate with the Administration for Community Living, are sub-awarded to the Minnesota Board on Aging (MBA) and then awarded to seven Area Agencies on Aging in Minnesota. These funds are intended to increase the number of older adults who are vaccinated against Covid-19. They can be used to provide vaccination outreach, education, communication, and other services to support older adults.

For this project, the seven Area Agencies on Aging have transferred a portion of their VAC5 funding to the Northwest Regional Development Commission’s Dancing Sky Area Agency on Aging (NWRDC/DSAAA) for the purpose of purchasing a statewide media and outreach campaign to increase awareness of and participation in Covid-19 vaccinations.

**REQUEST FOR GRANT APPLICATIONS**

The funds available through this Request for Grant Applications are to address the availability of information about Covid-19 vaccinations for older adults and caregivers. To ensure the timely utilization of the funds, NWRDC/DSAAA has implemented a streamlined application and award process.

DSAAA is seeking providers of the following:

An organization that can design a statewide media and outreach campaign and develop the accompanying assets and dissemination plan. The campaign is expected to include video and printed materials and dissemination across all appropriate media outlets in Minnesota. The amount and type of videos (or other similar items) will be determined by the Responder.

The organization will:

* Develop programming to raise awareness for older adults and caregivers about the benefits of getting the COVID-19 vaccination or booster shot
* Target unserved or underserved populations, which may include
  + American Indian, Black or African American, Hispanic or Latino, and Asian Populations
  + LGBTQ
  + People with physical or other disabilities
* Assist in creating content which can be shared by AAAs and other organizations in the aging field via
  + Social media, email, and other channels across the state of Minnesota
  + Across the state of Minnesota
* Develop print materials for distribution (for those without broadband)
* Provide information on how to sign up for a vaccine
  + Including information found on the Minnesota Department of Health website: <https://www.health.state.mn.us/diseases/coronavirus/vaccine/basics.html#1>

**KEY TASKS**

The organization will guide the planning process and produce a statewide media campaign to include video and printed materials that meets the requirements outlined above. The Area Agencies on Aging (AAA) will identify staff to serve in an advisory capacity to guide this project. Specific tasks will include:

* Meet with AAA group to understand issues and collectively brainstorm content and ideas for the media campaign.
* Work with AAA group and other statewide stakeholders to identify older adults or service organizations to be highlighted in the media campaign.
* Create a written campaign plan that describes the assets that will be created for the campaign, the channels of communication that will be used, audiences reached and who is responsible for what.
* Coordinate and schedule all aspects of production and distribution with input from AAA group and designees, allowing for up to 3 revisions.
* Maintain open communication with AAA group and other designated stakeholders throughout the process to ensure that conceptual frameworks and production align.
* Meet [508 compliance for accessibility](https://www.hhs.gov/web/section-508/accessibility-checklists/index.html) requirements including closed captioning and other requirements.
* Includes an estimate of number of contacts expected in the target audience and how the contacts will be measured.

**DELIVERABLES**

The organization will provide the following:

A statewide media campaign that will include videos/commercials/printed materials that can be disseminated regionally and locally by AAA’s and their local partners. All deliverables will be complete by 9/30/22.

**AVAILABLE FUNDS**

* A total of $94,892 is available for this project.
* No matching funds are required for VAC5 grant awards. VAC5 grant awards are not renewable.

**ELIGIBLE APPLICANTS**

Non-profit agencies, units of government and for-profit organizations with relevant expertise and experience in the development and implementation of media campaigns to include videos and printed materials are eligible to apply for VAC5 Funds.

**FUNDING PERIOD**

VAC5 Funds are available for use upon execution of a signed agreement and must be expended by 9/30/2022.

**SERVICE AREA**

VAC5 Funds provided through this Request for Grant Applications are intended for serving the state of Minnesota.

**VAC5 FUNDING SCHEDULE**

|  |  |  |  |
| --- | --- | --- | --- |
| Request for Grant Applications Released: | | February 22, 2022 | |
| Deadline for questions from potential Responders | | March 4, 2022 | |
| Applications Due: | | March 15, 2022 | |
| NWRDC/DSAAA Executive Committee Awards Funds: | | March 25, 2022 | |
| Award Notifications: | | March 28, 2022 | |
| Awards Available/Service Delivery Begins: | | Upon execution of contract | |
|  | **VAC5 Funds expended, and projects must be completed by 9/30/2022** | |  |

**ELIGIBLE PERSONS TO BE SERVED**

VAC 5: Persons 60 years of age and older.

**PAYMENT AND REPORTING REQUIREMENTS**

Payment will be made on a reimbursement basis. All services provided by organization under this contract must be performed to the satisfaction of NWRDC/DSAAA and in accordance with all applicable federal, state, and local laws, ordinances, rules, and regulations. The organization will not receive payment for work found by NWRDC/DSAAA to be unsatisfactory or performed in violation of federal, state, or local law.

Awarded applicants must submit financial reports/requests for payment that include a description of funds expended and funds requested for the period. Additionally, programmatic reports that include information about individuals served by the project, including client characteristics, and units of service provided are required.

NWRDC/DSAAA reserves the right to request additional reports as deemed necessary.

**GENERAL INFORMATION**

Responders must adhere to all terms of this RFP. Late proposals will not be considered without prior authorization from NWRDC/DSAAA representative. All costs incurred in responding to this RFP will be borne by the Responder. Fax and e-mail responses will not be considered.

In the event NWRDC/DSAAA believes that additional clarification of a proposal is needed to make a

determination regarding the proposal, NWRDC/DSAAA shall submit a request for clarification by email to the Responder. The Responder will have two working days to respond via email to provide the additional requested information.

NWRDC/DSAAA and the successful Responder will meet to negotiate the final deliverables and contract. If NWRDC/DSAAA and the successful Responder are unable to agree upon a scope of services and compensation within a reasonable time (as determined by NWRDC/DSAAA at its sole discretion), then NWRDC/DSAAA may declare negotiations to be at an impasse and may commence negotiations with the next highest-ranked Responder.

# NWRDC/DSAAA Not Obligated to Complete Project

This RFP does not obligate the Northwest Regional Development Commission (NWRDC) or the Dancing Sky Area Agency on Aging (DSAAA) to award a Contract or complete the project, and NWRDC/DSAAA reserves the right to cancel the solicitation if it is in its best interest.

# Disposition of Responses

All materials submitted in response to this RFP will become property of NWRDC/DSAAA and will become public record after the evaluation process is completed and an award decision made. If the Responder submits information in response to this RFP that it believes to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minnesota Statutes §13.37, the Responder must:

* Clearly mark all trade secret materials in its response at the time the response is submitted,
* Include a statement with its response justifying the trade secret designation for each item, and
* Defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless NWRDC/DSAAA, its agents and employees, from any judgments or damages awarded against the Agency in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives the Agency’s award of a Contract. In submitting a response to this RFP, the responder agrees that this indemnification survives as long as the trade secret materials are in possession of NWRDC/DSAAA. NWRDC/DSAAA is required to keep all the basic documents related to its Contracts, including responses to RFPs for a minimum of seven years.

NWRDC/DSAAA will not consider the prices submitted by the Responder to be proprietary or trade secret materials. Responses to this RFP will not be open for public review until NWRDC/DSAAA decides to pursue a Contract and that Contract is executed.

# Contingency Fees Prohibited

Pursuant to Minnesota Statutes §10A.06, no person may act as or employ a lobbyist for compensation that is dependent upon the result or outcome of any legislation or administrative action.

# COVID-19 Hold Harmless

The contractor assumes the risk of contracting COVID-19 during the performance of services. The contractor agrees to comply with all Minnesota State Executive Orders and establish preventive measures. The contractor will hold NWRDC/DSAAA harmless from any liabilities related to COVID-19 arising out of the performance of the contract.

**APPLICATION**

A complete VAC5 Grant Application will include the following sections in the order indicated (a description of each section follows the list):

* Section 1 – Budget
* Section 2 – Narrative
* Section 3 – Organizational Information and Fiscal Capacity Form
* Section 4 – Assurances of Compliance and Certifications Required by Federal Law

Description of Application Sections

Section 1 – Budget: The Grant Application Budget Instructions and Forms are provided in an Excel spreadsheet format complete with formulas. Follow the instructions carefully to maintain the integrity of the spreadsheets.

The budget form is subject to change following award notifications.

Section 2 – Narrative: Submit a Narrative that provides clear and concise responses to each item included in the Narrative Checklist that follows. The Narrative should specifically address the service(s) proposed in the grant request. Label the Narrative as Section 2. DSAAA reserves the right to request additional information from applicants for clarification purposes.

**Application Narrative Checklist**

|  |  |  |
| --- | --- | --- |
|  | Introduction | A one-paragraph summary of the proposed project, including ask  amount |
|  | Organizational  Description | A succinct description of your agency/organization/unit of government  including its mission, date of incorporation, service area, services currently being provided, sources of financial support and other pertinent resources. Describe experience developing and implementing media campaigns. |
|  | Project Description | A concrete description of the project you are proposing. Include:  service(s) proposed; how the need for the service(s) was determined, including the impact of Covid-19 on the population to be served; who you propose to serve and their characteristics; how the service(s) will reach target populations; service area. |
|  | Work Plan/Project  Implementation | A description of the activities or a series of benchmarks for the  implementation of the project with an approximate timeline. Also describe who will implement the project and carry out the activities, i.e., staff, volunteers, partnerships with other organizations. This section must include a plan for ensuring the safety of service participants, staff, and volunteers during the Covid-19 pandemic. |

Section 3 – Agency Information and Fiscal Capacity Form: Complete the Agency Information and Fiscal

Capacity Form and include it in the application; attach documents as requested.

Section 4 – Assurances of Compliance and Certifications Required by Federal Law: All funded projects must be administered in compliance with the assurances and certifications included as Section 4. Carefully review the Assurances of Compliance and Certifications Required by Federal Law included in this section, complete as indicated and include the entire document in the application.

**APPLICATION EVALUATION AND SELECTION PROCESS**

VAC5 Funds will be awarded on a competitive basis.

Applications will be evaluated based on adherence to the Request for Grant Applications; identified need for the service(s) as a result of the Covid-19 pandemic; viability of the proposed project and the impact it will have on program participants; ability of the applicant organization to manage the

VAC5 Funds; and justification of the overall budget and amount requested when compared to proposed project, number of people to be served and impact of the statewide media and outreach campaign.

The DSAAA Executive Committee will, at its sole discretion, make funding awards that are in the overall best interest of persons proposed to be served. DSAAA reserves the right to reject any and all applications.

DSAAA’s grant and contract manager will notify applicants via e-mail of the action taken by the

Executive Committee.

Unsuccessful applicants have the right to appeal the funding decision in accordance with DSAAA’s appeal procedure. DSAAA shall consider an appeal on procedural grounds only and shall not consider issues of merit.