



**Grant Funding Opportunity and
Request for Proposals (RFP)**

for

New Treatments Have Changed the Game
Video Content Creation and Launch

Key Dates:

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| RFP Issue Date: | May 14, 2018 |
| E-Question Period: | May 14 – June 20, 2018 |
| Proposals Due Date: | June 20, 2018 |
| Award Decisions Announced: | July 16, 2018 |
| Project Period: | Aug 1, 2018 – March 31, 2019 |

I. INTRODUCTION

End Hep C SF is a multi-sector independent consortium operating under the principles of collective impact. We envision a San Francisco where hepatitis C (HCV) is no longer a public health threat, and HCV-related health inequities have been eliminated.

End Hep C SF has based our work on our beliefs that:

- All people living with HCV deserve access to the most effective HCV treatment.
- Everyone living with or at risk for HCV should have equal access to prevention and care regardless of individual characteristics, including but not limited to race/ethnicity, insurance status, housing status, gender identity, sexual orientation, age, mental health status, and substance use.
- Our work is most effective when people who have lived experience with HCV are involved in all aspects of planning and implementation.
- It is imperative to draw on the wisdom of service providers, activists, people who use drugs, and others in the community who have been most impacted and most engaged in the fight against HCV over many years.

We are committed to working together to:

- Provide interventions that are evidence based, and continuously review our progress to determine areas where we need to improve, through the regular collection and use of local data related to HCV.
- End stigma about HCV and people living with HCV.
- Maximize the health and wellness of people who use drugs by treating them with respect, ensuring access to appropriate services, and empowering them to reduce harm and make choices to improve their health.
- Continue to invest in populations that have frequently been characterized as “difficult to engage,” as we realize that these groups often have the greatest unmet need for services and support.

While San Francisco has made great strides in improving access to HCV treatment, many people in highly impacted populations have yet to take advantage of expanded HCV treatment access. Like many communicable diseases, HCV disproportionately impacts marginalized populations, specifically people who are homeless or marginally housed, people of color (most notably African Americans), people living with HIV, and people who inject drugs, including a growing number of young people. This funding opportunity is intended to build upon our previous print campaign entitled “New Treatments Have Changed the Game” (see <http://www.endhepcsf.org/campaigns/>), and two recent HCV treatment client panels at End Hep C SF community meetings, by creating a video-based component to expand and enhance our peer-based communication to impacted groups about the powerful effect of being cured of HCV.

II. FUNDING OPPORTUNITY

As a result of funding received in 2018 from the Gilead Foundation, End Hep C SF seeks to award funding to a filmmaker who will help us design, create, and launch a

successful video-based social marketing campaign that highlights the treatment successes and opportunities for people living with HCV in San Francisco. Funding from this opportunity is intended to cover all costs associated with planning, shooting, editing, and launching the campaign, on behalf of and in partnership with End Hep C SF.

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| Total funding available: \$19,000 - \$39,000 Total awards anticipated: 1 |
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III. APPLICATION TIMELINE

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|-----------------------|--|
| May 14, 2018 | This RFP is available online at http://www.endhepcsf.org/request-for-proposals-for-video-creation-and-launch/ as of May 14, 2018. |
| May 14 – June 1, 2018 | E-Question Period The e-question period is an opportunity to submit questions via email to jkay@projectinform.org . All e-questions must be received by 1:00pm PST on June 20, 2018. Responses to all e-questions will be published at http://www.endhepcsf.org/request-for-proposals-for-video-creation-and-launch/ as time allows. |
| June 14, 2018 | Proposals Due Completed proposals must be received via email to Joanne Kay, at jkay@projectinform.org , by 5:00 pm on June 20, 2018. Late applications will not be accepted under any circumstances – no exceptions. After the date proposals are due, an External Review Panel will be convened to review all completed applications and make an award recommendation based on the evaluation criteria outlined in this RFP. |
| July 16, 2018 | Award Decisions Announced Letters will be emailed to applications regarding award decisions no later than July 16, 2018. End Hep C SF will begin contract negotiations with agency selected for funding between July 16 and Aug 1, 2018. |
| Aug 1, 2018 | Grant Period Begins The contracted agency should be ready to start on Aug 1, 2018. |
| March 31, 2019 | Grant Period Ends The contracted agency will be expected to successfully launch final videos no later than March 31, 2019. |

IV. APPLICATION REQUIREMENTS

A. MINIMUM ELIGIBILITY CRITERIA

End Hep C SF is committed to diversity, inclusion, and to funding a variety of San Francisco's community organizations and service providers. All qualified applicants are cordially invited to submit applications. However, failure to meet the minimum qualifications will eliminate applicants from further consideration for funding.

1. Applicant must demonstrate a history of providing video-based services to community organizations in a health or social justice-related field.
2. Applicant must have the ability to demonstrate connection and capacity to work well with people who use drugs, people who are homeless, and other populations who are heavily impacted by HCV and may not have had any previous experience with on-camera interviews or similar activities.

B. PROGRAM REQUIREMENTS

Applicants must propose a video creation strategy, scope of work, set of deliverables, and timeline that they believe will be the most effective video-based campaign possible to achieve End Hep C SF's goals.

The contractor will meet periodically with the Prevention, Testing, and Linkage workgroup of End Hep C SF, including at least three in-person meetings (this workgroup meets on the 1st Friday of every month from 1-2:30pm, at 25 Van Ness Avenue in San Francisco). Members of this workgroup will ultimately have creative control over the video products; however, the contractor is expected to work closely with this group to guide the video strategy and ensure successful project implementation and product development.

While End Hep C SF partners will identify individuals to be featured in the videos, the contractor is expected to work with these partners to plan logistics of the video shoot(s), to provide all equipment necessary for the shoot, and to work directly with the people being interviewed to elicit compelling footage. The contractor will be responsible for all editing that is required to complete the agreed-upon end product(s), and will launch the campaign according to the approved video publication plan.

C. APPLICATION FORMAT

Please read all instructions carefully and include all information required. Incomplete applications may not be reviewed. The burden is on the applicant to demonstrate qualifications. Be advised that End Hep C SF has the right to reject any and all proposals/applications.

- Use single-spaced line spacing, in Arial or Times New Roman font no less than 11

points, and 1" margins.

- Submit one electronic version of your application via email to jkay@projectinform.org, as a single PDF document. Work samples may be provided by sharing a link to an easily-accessed webpage, or by directly providing the sample to Joanne Kay by email or on a flash disk delivered to Joanne's attention at Project Inform (Attn: Joanne Kay, 77 Van Ness Avenue, Suite 101, #1220, San Francisco, CA 94102). Work samples must be received by End Hep C SF by the proposal due date.

D. PAGE LIMITS

Proposals must include:

| Document | Page limit |
|--|------------|
| Cover letter | 1 |
| Proposal Narrative | 5 |
| Budget | 1 |
| Budget justification including all staff | 1 |
| Two samples of relevant work | n/a |

No attachments or supplemental material beyond the 8 pages above will be accepted, with the exception of two samples of relevant work.

E. PROPOSAL NARRATIVE REQUIREMENTS

In a proposal narrative of up to 5 single-spaced pages, answer the following:

1. Applicant Capacity (20 points)

Discuss your background with video content creation, particularly your experience in the fields of health and/or social justice. Specifically, describe your experience working with people who have no previous on-camera experience. Be sure to clearly address how you meet each of the minimum requirements in section IV.A. Explain why you believe you or your agency is well-positioned to create a successful video-based campaign to promote expanded access to HCV treatment.

2. Proposed Campaign Design (30 points)

Unlike when our "New Treatments Have Changed the Game" campaign began, most people today are aware that direct acting antivirals (DAAs) exist. In order to increase treatment uptake for the most high-need populations today, we need providers to offer it to their patients, and we need patients to request treatment from their medical providers and in other settings – in San Francisco, there are many non-traditional venues (e.g.

syringe access programs, shelters, methadone clinics, and mobile vans) where people can access treatment.

We are hoping that our campaign highlights different aspects of HCV treatment and related services offered through End Hep C SF, including the power of being cured, the different ways that treatment can be accessed (beyond typical clinic settings), and the importance of peer leadership and peer-led programming in San Francisco. We could also include other topics, such as clinicians' perspectives on the impact of curing their patients, and/or the importance of testing baby boomers (people born in 1945-1965) in primary care settings. This could be incorporated into one longer video; a number of shorter, standalone videos; an integrated video series; or another innovative design.

Describe what you think is the most high-impact, cost-effective campaign design, to inspire patients and/or providers to increase uptake of HCV treatment in San Francisco.

Given the available funding, describe your overall vision for a cohesive video-based campaign that will be compelling to people outside of End Hep C SF. Provide details of:

- How many videos you suggest we create for the campaign,
- How long each video should be,
- What topics you suggest each video to have,
- What types of people/subjects you suggest to interview for each video, and
- Where and how you think the videos should be promoted for maximum exposure.

Provide clear, convincing rationale for each of your suggestions in the list above.

Be sure to include information about what you think makes your proposed campaign design innovative and/or especially important.

IMPORTANT NOTE: We are interested in your proposed design and value the expertise that our selected video contractor will provide. However, End Hep C SF does not commit to implementing the video campaign design proposed by the chosen applicant; the final decision regarding campaign design and content creation lies with End Hep C SF.

3. Proposed Video Creation Strategy (15 points)

Explain your plans for creating videos according to the strategy you proposed in question 2. Describe your typical strategies for managing video shoots or other methods to create necessary content. What challenges do you anticipate in creating videos during this project, and what are your strategies to overcome them? What is your proposed process and timeline for determining desired content, creating raw footage, editing that footage, and producing videos for review by End Hep C SF partners? How many rounds of editing do you propose after the initial video is created, and how do you typically proceed so that a final product is efficiently reached?

Be sure to include information about how you will meet each of the program requirements specified in section IV.B.

4. Strategies for Working with the Population of Focus (10 points)

How do you propose to work with End Hep C SF partners to elicit compelling stories from those being invited to participate in video shoots? Provide specific examples of strategies you have used in the past to successfully produce videos with populations who may be inexperienced or anxious about on-camera work. Describe anything about your personal or professional experience that you think makes you especially well-suited to work with people who are highly marginalized in society, including people who use drugs, are transgender, are living with HIV, are homeless, or are formerly incarcerated.

F. BUDGET REQUIREMENTS

Your proposal should contain a brief, one-page budget that covers the entire costs of the 8-month period. Budgets should realistically reflect the expected cost of your proposed services. However, totals should not exceed \$39,000, including any direct and indirect costs. End Hep C SF has limited overall funding, and priority will be given to proposals that maximize the proposed deliverables and impact while minimizing the total expenditures. Applicants need not propose activities that will require a full \$39,000.

It is the applicant's responsibility to design a proposed scope of work that can be achieved within this funding limit. No additional expenses will be reimbursed by End Hep C SF so that the contractor can complete the deliverables of this project. Applicants are not permitted to budget for travel expenses as part of this project.

The applicant need not budget for incentives for individuals asked to participate in the videos; all participation incentives will be managed directly by End Hep C SF out of additional funds.

Budgets should be accompanied by a one-page budget justification that makes clear how the total amounts allocated in each line of your budget were calculated. For example, if you include a total amount for video publishing in the budget, in the justification you should explain how much money will be spent on each type of media platform proposed, and for how long the video will be hosted/promoted. Your budget justification should make it clear how the funding will actually be spent to achieve your proposed deliverables in the allotted time period.

V. TERMS AND CONDITIONS

A. ERRORS AND OMISSIONS IN RFP

Applicants are responsible for reviewing all portions of this RFP. Applicants are to promptly notify End Hep C SF, in writing, if the applicant discovers any ambiguity, discrepancy, omission, or other error in the RFP. Any such notification should be directed to End Hep C SF promptly after discovery, but in no event later than five working days prior to the date for receipt of proposals. Modifications and clarifications will be made by addenda as provided below.

B. INQUIRIES REGARDING RFP

Inquiries regarding the RFP and all oral notifications of an intent to request written modification or clarification of the RFP must be directed to:

Joanne Kay, End Hep C SF Coordinator
jkay@projectinform.org

C. OBJECTIONS TO RFP TERMS

Should an applicant object on any ground to any provision or legal requirement set forth in this RFP, the applicant must, not more than ten calendar days after the RFP is issued, provide written notice to End Hep C SF setting forth with specificity the grounds for the objection. The failure of an applicant to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

D. CHANGE NOTICES

End Hep C SF may modify the RFP, prior to the proposal due date, by issuing Change Notices, which will be posted at <http://www.endhepcsf.org/request-for-proposals-for-video-creation-and-launch/>. The applicant shall be responsible for ensuring that its proposal reflects any and all Change Notices issued by End Hep C SF prior to the proposal due date, regardless of when the proposal is submitted. Therefore, End Hep C SF recommends that the applicant consult the website frequently, including shortly before the proposal due date, to determine if the applicant has downloaded all Change Notices.

E. REVISION OF PROPOSAL

An applicant may revise their proposal at any time before the deadline for submission of proposals. The applicant must submit the revised proposal in the same manner as the original, and it must clearly be marked as "REVISED" on the envelope and in the footer of the proposal package itself. A revised proposal must be received on or before the proposal due date. No revisions will be accepted after the due date for proposals.

At any time during the proposal evaluation process, End Hep C SF may contact the applicant for clarification or correction of minor errors or deficiencies in their proposals prior to deeming a proposal to be non-responsive. Clarifications are "limited exchanges" between End Hep C SF and a proposer for the purpose of clarifying certain aspects of the proposal, and do not give a proposer the opportunity to revise or modify its proposal in any way other than the requested clarification. Minor errors or deficiencies are defined as those that do not materially impact End Hep C SF's evaluation of the proposal; for example, failing to label a "revised" proposal as "revised".

F. ERRORS AND OMISSIONS IN PROPOSAL

Failure by End Hep C SF to object to an error, omission, or deviation in the proposal will in no way modify the RFP or excuse the vendor from full compliance with the

specifications of the RFP or any contract awarded pursuant to the RFP.

G. FINANCIAL RESPONSIBILITY

End Hep C SF accepts no financial responsibility for any costs incurred by an agency in responding to this RFP.

VI. GRANT AWARD PROCESS

A. APPLICATION SCREENING

End Hep C SF staff or members will screen applications to ensure that they meet the minimum eligibility requirements and are eligible for review before being forwarded to the Review Panel. Three basic requirements must be met for applications to merit further review. This preliminary staff screening is not a qualitative review. All applications that meet the following eligibility criteria are forwarded to the Review Panel for evaluation:

1. Received by deadline (late applications will not be accepted)
2. Completeness (incomplete applications may not be reviewed)
3. Address the RFP minimum eligibility criteria (Applications that do not meet the criteria are disqualified from further consideration)

B. REVIEW PANEL

The proposals will be evaluated by a Review Panel composed of individuals familiar with HCV-related service provision, particularly the challenges associated with engagement in care and treatment for key populations. Members of the Panel will not be affiliated with any agency submitting a proposal in response to this RFP, and will be screened for real or perceived conflicts of interest prior to assignment. The Panel is established to review, discuss, score, and make an award recommendation regarding applications based on the evaluation criteria outlined herein. Reviewers will evaluate only the application materials submitted and base their scoring strictly on the requirements of the RFP and the contents of the application. End Hep C SF will review award recommendations and make all final decisions.

C. EVALUATION CRITERIA

The Review Panel will assess and score applications according to the following matrix:

| Category | Scoring Considerations | Max Pts |
|--------------------|--|----------------|
| Applicant Capacity | <ul style="list-style-type: none">• How well does the applicant meet the minimum requirements?• What is the applicant's experience with video content creation, and how much experience do they have doing this work in fields similar to End Hep C SF's desired campaign?• How well-suited does the applicant seem to producing a high-quality video campaign with people who have had no | 20 |

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| | previous on-camera experience? | |
| Proposed Campaign Design | <ul style="list-style-type: none"> • Given the available funding, did the applicant provide a clear, compelling vision for a cohesive video-based campaign that will achieve End Hep C SF's goals? • Did the applicant describe an interesting proposed campaign design that appears to be high-impact and cost-effective? • Did the applicant provide clear, convincing rationale for each of the elements of their proposed campaign? | 30 |
| Proposed Video Creation Strategy | <ul style="list-style-type: none"> • Did the applicant clearly describe how they will meet each of the program requirements specific in section IV.B? • Do the proposed strategies for producing the deliverables seem reasonable and feasible given the 8-month timeline? • Does the applicant describe a productive partnership structure between them and members of End Hep C SF? | 15 |
| Strategies for Working with the Population of Focus | <ul style="list-style-type: none"> • What is the applicant's experience working with people who are highly marginalized in society, and do they seem capable of engaging appropriately with the population of focus? • Did the applicant describe convincing strategies for eliciting compelling stories from people who are inexperienced or anxious about on-camera work? | 10 |
| Budget and Budget Justification | <ul style="list-style-type: none"> • Do the total budget and line-item budget allocations seem reasonable for the scope of work proposed? • Does the budget justification provide clear information about how all budget subtotals were calculated? • Does the total budget remain at or below the \$39,000 cap? • Does the budget appear to be all-inclusive of applicable expenses, with no allocations for travel expenses? • Given the proposed campaign design (including final products), does the application seem to be a good value? | 10 |
| Work samples | <ul style="list-style-type: none"> • Do the supplied work samples reflect the skills and experience necessary to produce compelling video-based campaign materials for End Hep C SF? | 15 |
| MAXIMUM POSSIBLE POINTS | | 100 |

D. FINAL DETERMINATION

Final decisions regarding a proposal award will be made by the Coordinating Committee of End Hep C SF, after scoring and recommendations have been received

by the Review Panel. No appeals will be permitted. Coordinating Committee members deemed to have any real or perceived conflict of interest with any proposing organization will be excluded from the process for determination of awards. Recommendation by the Review Panel of any proposal for funding shall not imply acceptance by End Hep C SF of all terms of the proposal, which may be subject to further negotiations and approvals before contracts are finalized. Members of the End Hep C SF Coordinating Committee will initiate the process for formalizing grant agreements. Funding may be contingent upon the submission of additional information, budget revisions, and/or program design changes. If a satisfactory contract cannot be negotiated in a reasonable amount of time, End Hep C SF, in its sole discretion, may terminate negotiations with the applicant and begin contract negotiations with another applicant.