



Request for Proposals for PCOA's Take YOUR Shot Vaccine Outreach Campaign

Proposal Submission Deadline: On-going submissions accepted

Proposal Submission Information: To submit proposals, send email to mbynes@pcoa.org and testrada@pcoa.org with the subject line "Response to RFP for Take YOUR Shot_[insert organization name here]"

Service: Community Organizing

Contact Information for Questions: Maddy Bynes, Director of Public Policy & Special Projects, (520) 307-5751, mbynes@pcoa.org

Summary

Pima Council on Aging (PCOA) is requesting proposals from community organizing agencies, groups, and organizations with a vetted background in door-to-door canvassing and phone banking. This proposal is targeted at addressing COVID-19 vaccine hesitancy in minority and vaccine hesitant communities. These include the BIPOC community, LGBTQ+ community, people between the ages of 12-40, and white adults between the ages of 30-50.

Background

At the end of 2020, Pfizer and Moderna both released their COVID-19 vaccines and received Emergency Use Authorization to move the drug to market faster than the general process. Since mid-December, PCOA has been involved with the Pima County Health Department and various other stakeholder groups throughout the County to ensure that older adults and their caregivers have the COVID-19 vaccine. In spring 2021, PCOA worked with TMC and SunVan to ensure that all home and community-based services clients had access to receive the COVID-19 vaccine. In May 2021, PCOA launched their Take YOUR Shot campaign. The Take YOUR Shot Campaign has a public media component and a community outreach component. This partnership includes PCOA, the United Way of Tucson and Southern Arizona, Community Foundation for Southern Arizona, Pima County Health Department, and Arizona Center for Empowerment.

In July 2021, PCOA received funds through the Department of Economic Security Division of Aging and Adult Services to continue vaccination outreach to promote the COVID-19 vaccine. To date, more than 90% of older adults in Pima County have at



least one dose of the COVID-19 vaccine. PCOA's attention has shifted to promoting the vaccine to caregivers and other people who care for older adults.

Through the duration of this project, PCOA will promote the vaccine to older adults and their caregivers through an expansion of partnerships with community organizing groups and a continuation of the paid media campaign.

Scope of Work and Proposal Details

PCOA seeks qualified community agencies, groups, and organizations to provide contracted community organizing support to complete door-to-door and phone banking vaccination information campaigns. As contractors, organizations would work in concert with PCOA and the Pima County Health Department to distribute information, assess community needs, and provide outreach of campaign activities. Successful proposals will contain the following:

- Organization's name & background
- Organization's approach to a vaccine outreach campaign
- Organization's involvement in developing, working with, or leading other grassroots supportive campaigns
- Organization's ability to acquire data on number of doors knocked, number of phone calls made, number of conversations had both at doors and on the phone, and number of people who have committed to ensuring themselves, their friends, and their families are vaccinated.
- Organization's involvement and/or commitment in reaching diverse communities or communities identified as vaccine hesitant
- Timeline for project implementation
- Point of contact for proposal and project

Budget

Successful proposals will contain a line-item budget not to exceed \$60,000 proposed.

Information for Applicants

PCOA is a 501(c)3 non-profit organization and as such cannot contract with political parties. Preference will be given to 501(c)3 and 501(c)4 organizations. Successful proposals will be able to develop and implement campaigns within one month of receiving funding from PCOA.



RFP Selection Process

Requests for proposals will be accepted on a rolling basis until PCOA has expended all budgeted funds. Proposals will be considered on a first come first serve basis. Once a proposal is submitted, it will be evaluated by an internal team of PCOA senior and executive leadership. Successful proposals will be invited to interview within two weeks of submitting their proposal. Applicants can anticipate project implementation to occur between mid-September and mid-October 2021.

Standard Requirements for Contractors

Contractors must at minimum meet the following insurance requirements.

- Add PCOA to contractor's insurance policy as additionally insured
- Workers comp. insurance (if employing staff)
- Volunteer accident coverage (if using volunteers)
- General liability insurance

All contractors must meet current Centers for Disease Control and Prevention guidance to reduce community spread of COVID-19 and its variants and to prevent transmission of COVID-19 and its variants to vulnerable populations such as older adults and caregivers.