**Proposal Narrative – Enhanced Distribution of Safer Sex Products Among Communities Disproportionately Impacted by HIV in New York City**

**Proposal Narrative**

* Your Proposal Narrative must address all of the following questions in the order listed. Label the beginning of each section as indicated (e.g., 1. Background and Organizational Capacity, etc.), and include each question number; it is not necessary to repeat the question text.
* **Your Proposal Narrative is limited to a maximum of 12 pages (suggested page limits for each section are indicated below). Any text exceeding the 12-page limit will not be reviewed.**
* Please identify any components of the proposed program that will be funded by another source(s).
* See Proposal Format Requirements on page 24.

**Section 1 – Priority Populations** *[not scored]*

***Please select 3-4 priority populations that your organization proposes to serve through this Service Category out of the list provided in Section C. Priority Populations (page 11)*:**



**Section 2 - Service Delivery Experience *[20 points]*** *(up to 2.5 pages)*

1. Describe your experience conducting condom distribution activities and providing HIV prevention services to the priority populations of this service category (outlined on page 11). Your answer should be comprehensive, detailed and provide the reviewer with a clear picture of how these services are implemented in the context of your organization’s priority populations. *[10 points]*
2. Describe how your organization’s experience (delineated in 1, above) makes you uniquely qualified to contribute to the implementation of the program goals. ***NOTE****: The response to this answer should explore how your organization’s experience has shaped your ability to provide services to the priority populations that you have selected, specifically building and maintaining relationships with non-traditional sites and conducting outreach to your specified priority populations. [10 points]*

**Section 3 – Program Narrative *[55 points]*** *(up to 6 pages)*

1. Describe your organization’s proposed program. This should include details on how your organization plans to implement each of the deliverables and services outlined in this RFP (please see Tables 4, 5 and 6 on pages 14-18). Please be sure to include a clear description of your process for developing the **Enhanced Distribution Strategic Plan,** which may include, but is not limited to, identifying and meeting with key stakeholders, assessing available data and resources, conducting a needs assessment and key informant interviews, and consulting with gatekeepers. *[20 points]*
2. Describe your organization’s proposed strategies for reaching and distributing safer sex products to the priority populations specified (e.g., if you propose to reach TGNC persons of color, describe how your organization will ensure that it is able to reach this population). Your description should include how your organization is uniquely qualified to reach these populations. *[15 points]*
3. Describe how the program will be developed and implemented in a culturally, linguistically, and educationally appropriate manner that meets the needs of the priority populations, especially communities of color and LGBTQ clients. *[10 points]*
4. Describe how the proposed program will be distinguished a part from other existing funded outreach activities at your agency. *[10 points]*

**Section 4 – Program Implementation *[10 points]*** *(up to 1.5 pages)*

1. Service Tracking and Reporting

Describe your organization’s process for adhering to the service tracking and reporting requirements outlined on page 26. Your description must include how your organization documents services received and ensures accuracy and confidentiality of client records. ***NOTE****: Please include a clear description of the steps from service delivery to data entry into eSHARE. [5 points]*

1. Quality Assurance

Describe your organization’s system for conducting quality assurance (QA) and continuous quality improvement (CQI) of the services delivered through this service category. Your description must include how you will use data to continually optimize outcomes. *[5 points]*

**Section 5 – Program Implementation Timeline *[15 points]*** *(up to 2 pages)*

1. Program Implementation Timeline

Complete a 12-month timeline (using the table provided below) addressing each start-up and program implementation milestone that will be achieved.

***NOTE****: All start-up milestones must have a projected completion date within six months of the contract start date, except when otherwise indicated. Assume a January 1, 2019 start date.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Start-Up / Program Milestone | Activities | Staff Responsible | Projected Start Date of Activities | Projected Date of Milestone Completion |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Section 6 – Program Budget** *(excluded from Proposal Narrative page limit)*

* + - 1. Budget – Full 12 months *[will not be scored, but required in order to be eligible for proposal review]*

1. ***Note****:* ***The service elements table indicates how funds may or may not be used.***
2. The total budget request should be the estimated cost of providing the proposed services for a full 12-month budget period for a full year of operation at capacity – that is exclusive of any start-up period you anticipate during which staff would be hired, services would be ramping up, etc. Clearly indicate an estimated number of individuals who will receive services and provide a clear explanation for how that estimate was derived. There must be a clear correlation between staffing and other personnel services costs and the proposed program activities and projected clients to be served. Submit using the Budget Template provided (*download from RFP website*).

**Attachment A - Organization and Program Information Summary** *(excluded from Proposal Narrative page limit and not scored)*

1. Complete Attachment A – Organization and Program Information Summary by providing the information requested for each item on all tabs/worksheets of the Excel spreadsheet. *Note: Attachment A – Organization and Program Information Summary is available for download with the RFP and required for submission.*