



Recommendation for Action

File #: 21-3458, **Agenda Item #:** 43.

11/18/2021

Posting Language

Authorize negotiation and execution of agreements to provide outreach services promoting the COVID-19 vaccine to populations at high risk of severe COVID-19 disease for an 18-month term ending April 30, 2023, with the following eight social service agencies: Austin Travis County Mental Health and Mental Retardation Center d/b/a Integral Care in an amount not to exceed \$170,783; El Buen Samaritano Episcopal Mission in an amount not to exceed \$500,000; African American Youth Harvest Foundation in an amount not to exceed \$439,000; Austin Voices for Education and Youth in an amount not to exceed \$281,000; Together Austin d/b/a VaxTogether in an amount not to exceed \$350,000; Latinitas, Inc. in an amount not to exceed \$300,000; AGE of Central Texas in an amount not to exceed \$120,000; and Communication Service for the Deaf, Inc. in an amount not to exceed \$115,698.

Lead Department

Austin Public Health.

Fiscal Note

Funding in the amount of \$2,276,481 is available from the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention grant titled, "National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities," for the grant period of June 1, 2021 through May 31, 2023.

For More Information:

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Additional Backup Information:

Approval of this item will authorize the Austin Public Health Department (APH) to negotiate and execute eight agreements to provide outreach services promoting the COVID-19 vaccine to populations at high risk of severe COVID-19 disease.

These contracts were a result of a competition Request for Applications #006 Centers for Disease Control COVID Vaccine Outreach 2021 to fund outreach efforts to promote the COVID-19 vaccine with populations at high risk of severe COVID-19 disease, including populations of color, lower income households, and older adults who have suffered disproportionate rates of COVID-19 disease. The scope of work was defined by the contract between APH and the Centers for Disease Control and Prevention (CDC) upon receipt of the CDC grant for these services.

In May 2021, APH received a grant award from the CDC for addressing COVID-19 Health Disparities, which was titled, "National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities" for a total amount of \$4,087,502 with a deadline to spend down funds by May 31, 2023.

The Request for Application was on September 2, 2021, the threshold review was due on September 14, 2021,

and the final applications were due September 29, 2021. APH advertised to approximately 620 vendors and received 13 complete applications. The following grantees were awarded a term of 18 months, through April 30, 2023:

Austin Travis County Mental Health and Mental Retardation Center d/b/a Integral Care will serve 500 homeless individuals and individuals from underserved, zip codes with vaccination outreach services as well as hosting vaccine events and will be paid up to \$170,783 by the City.

El Buen Samaritano Episcopal Mission will serve individuals residing in high-risk and underserved zip codes, or approximately 1,800,000 people, with vaccination outreach services via education webinars/workshops, townhalls, placticas, distribution of printed materials approved by the CDC and APH, canvassing during drive-through distribution services, direct text, social media, website, call center, partnerships, community health workers, peer-to-peer, and radio and television, and will be paid up to \$500,000 by the City.

African American Youth Harvest Foundation will serve individuals residing in high-risk and underserved zip codes, or approximately 60,000 people, with vaccination outreach services, and will be paid up to \$439,000 by the City.

Austin Voices for Education and Youth will serve individuals residing in high-risk and underserved zip codes, or approximately 700,000 people, with vaccination outreach services including hosting small and large community vaccine events and will be paid up to \$281,000 by the City.

Together Austin d/b/a VaxTogether will serve individuals residing in high-risk and underserved zip codes, or approximately 150,000 people, with vaccination outreach services, as well as hosting vaccine events at clinics and via social media events and will be paid up to \$350,000 by the City.

Latinitas, Inc. will serve 1,000 individuals through in-person outreach and individuals residing in high-risk and underserved zip codes, or approximately 100,000 people, via social media, youth as influencers Spanish language and Black TV, radio and print with vaccination events and outreach services, and will be paid up to \$300,000 by the City.

AGE of Central Texas will serve the elderly and disabled populations in high-risk zip codes, or approximately 600,000 people, and utilize social media, print, radio, and broadcast media, door-to-door canvassing, trained advocates at faith institutions and vendor-trusted by diverse communities, in person vaccination events and outreach services, and will be paid up to \$120,000 by the City.

Communication Service for the Deaf, Inc. will serve approximately 400 individuals who are deaf or hard of hearing through radio broadcast, PSA release, direct text with vaccination events and outreach services, and will be paid up to \$115,698 by the City.

APH uses a two-tiered solicitation process. The first tier (Tier 1), Threshold Review, determines Fiscal and Administrative Capacity as well as eligibility for applicants based on minimum requirements. Applicants must meet minimum fiscal, organizational, and programmatic standards to be eligible to apply. An independent panel evaluates all applicants in Tier 1. The second tier (Tier 2), Application Evaluation, uses set criteria to uniformly review all Tier 2 applicants. The criteria for evaluation include the following: fiscal and administrative capacity, experience and cultural competence/racial equity; program design and performance metrics; data-informed program management; and cost effectiveness. A separate and independent panel evaluates all applicants for Tier 2. A review panel comprised of individuals with education and expertise in the issue area rates each applicant. Evaluators agree upon strengths and weaknesses for each applicant.

Strategic Outcome(s):

Health and Environment.