

## ADDENDUM #1

June 23, 2026

New York State Department of Health AIDS Institute

Request for Applications (RFA)

**PrEP Aware Campaign Collaborative**  
RFA #20766/Internal Program #25-0005

### Modifications to the RFA

The following are official modifications, which are hereby incorporated into **RFA #20766, Internal Program #25-0005/SFS ID: PACC2026**.

Deleted language appears in strikethrough (“~~xxx~~”) and added language appears in **red** text. The information contained in this Addendum prevails over the original RFA language. Applicants should review all documents in their entirety to ensure all amended language is incorporated into their applications.

The following changes are made to **Section III. Project Narrative/Work Plan Outcomes, A. Program Model Description** of the RFA:

### **III. Project Narrative/Work Plan Outcomes**

#### **A. Program Model Description**

The intent of this project is to plan and implement a community-driven public health campaign in collaboration with the New York State Department of Health AIDS Institute that will lead to:

- Increased awareness of PrEP among people most at risk for acquiring HIV;
- Increased uptake of PrEP among people most at risk for acquiring HIV; and
- Reduced disparities advance equity in access to HIV biomedical prevention (i.e. PrEP).

This will be accomplished by:

1. Convening a collaborative of community representatives to inform the campaign and messaging to reach populations experiencing disparities in PrEP access across New York State;
2. Recruiting a cohort of spokesmodels who are representative of the priority populations and who can promote their own personalized message of PrEP and its importance in their community;
3. Creating annual PrEP Awareness campaign assets in both English and Spanish, including a social media toolkit with branding, still ads, videos, and posts that resonate with the priority populations; and
4. Supporting regional liaisons and community partners working with the priority populations to disseminate the campaign materials and raise PrEP awareness locally.

**The funded applicant will demonstrate their ability to** use creative approaches to engage communities that have historically been underserved; foster relationships with non-traditional partners and garner their trust; effectively tailor messaging that will resonate with the communities; and recruit spokesmodels representative of the priority populations. **The funded applicant will be expected to develop a new campaign annually, including recruitment of new spokesmodels for each year of the five (5) year contract.**

New York State Department of Health  
AIDS Institute  
Office of the Medical Director

Request for Applications (RFA)  
SFS ID: PACC2026

SFS Event Name: RFA #20766 PrEP Aware Campaign Collaborative

**PrEP Aware Campaign Collaborative**  
RFA #20766/Internal Program #25-0005

**In order to apply for this Request for Applications, eligible applicants must be prequalified in the Statewide Financial System.**

Applicants may submit no more than one (1) application in response to this Request for Applications.

**KEY DATES**

Release Date:	May 26, 2026
Questions Due:	June 9, 2026, by 4:00 PM ET
Questions, Answers and Updates Posted: (on or about)	June 23, 2026
Applications Due:	July 14, 2026, by 4:00 PM ET

**DOH Contact Name & Address:**

Rachel Newport  
Educational Services and Materials Review  
Office of the Medical Director  
New York State Department of Health/AIDS Institute  
Email: [hivet@health.ny.gov](mailto:hivet@health.ny.gov)

**IMPORTANT – PLEASE NOTE: Applications must be submitted by completing the online questions in the Statewide Financial System (SFS) AND by submitting an application with all required information to [AIGPU@health.ny.gov](mailto:AIGPU@health.ny.gov) by the date and time posted above. Please see Section V. Completing the Application, A. Application Format/Content for complete submission instructions. Both the SFS submission and PDF submissions to [AIGPU@health.ny.gov](mailto:AIGPU@health.ny.gov) are required to be completed, or an application will *not* be reviewed.**

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# I. Introduction

In support of its mission to end preventable syndemics, achieve equity, fight stigma and promote health, the New York State Department of Health (herein referred to as the Department) AIDS Institute, Office of the Medical Director announces the availability of New York State funds intended to reduce disparities and advance equity in access to HIV biomedical prevention by planning and implementing a community-driven public health campaign to increase Pre-exposure Prophylaxis (PrEP) awareness and uptake among people most at risk for acquiring HIV. The intent of the Request for Applications (RFA) is to fund one (1) agency. Up to \$243,000 is available annually (five-year multi-year maximum amount is \$1,215,000) to support the contract selected from this RFA.

## A. Background/Intent

Pre-exposure Prophylaxis (PrEP) has been demonstrated to reduce HIV acquisition by greater than 90% and has become the cornerstone of New York State's Ending the Epidemic (ETE) effort. PrEP is clinically recommended for individuals, including adolescents who are assessed or who self-identify as being at increased risk of acquiring HIV through sexual or injection drug exposure. The options available for PrEP continue to expand. PrEP candidates participate in shared decision-making with their providers to identify regimens and dosing preferences that optimize adherence and protection. The annual PrEP Aware Campaign is a key strategy to promote HIV PrEP awareness and uptake in people most at risk for acquiring HIV.

Nationally, PrEP is underused by those most likely to benefit, with only a third of Americans with indication for PrEP receiving a prescription for it in 2022. Significant disparities in use are observed by race, age and sex, with Black Americans representing 14% of PrEP users nationwide, but 42% of new HIV diagnoses. By contrast, White Americans represent 26% of new HIV diagnoses, but 64% of PrEP users. Americans aged 55 and older are least likely to use PrEP and women account for only 8% of PrEP users.<sup>1</sup> In New York State (NYS), there are pronounced disparities in PrEP uptake specifically among non-Hispanic Black and Hispanic populations, cis-gender women, transgender persons, and at the intersection of these groups which can lead to inequitable health outcomes regarding HIV. In fact, the only racial/ethnic group that is on track to meet the State's 2030 PrEP target is white Men who have sex with men (MSM).

Historically, the people most at risk of acquiring HIV are the least engaged with the healthcare system, the least informed about protective measures available, and experience the greatest structural barriers and stigma when accessing services. The following barriers were identified during the PrEP Community listening session in 2025: lack of awareness about PrEP, its effectiveness and how to access PrEP services; PrEP misinformation; concerns about cost and lack of awareness of available patient assistance programs; and medical mistrust of the health care system.

The priority populations, who have objective disparities in PrEP uptake despite ongoing risk, are often engaged with a diverse range of smaller nontraditional organizations. Often these entities lack the administrative infrastructure to contract with state government. As such, this proposal consolidates funding for a single lead marketing agency that will be expected to work directly

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<sup>1</sup> McCoy et al Pre-Exposure Prophylaxis Awareness and Demand Creation: Overlooked Populations and Opportunities to Move Forward *J Acquir Immune Defic Syndr* 2025;98:S170–S180

with regional partners and collaborators to structure campaign activities based on their respective strengths and effectively reach intended audiences. This will allow greater flexibility to adapt to changes in the epidemic and scientific innovations.

In June 2014, New York State announced a three-point plan to end the AIDS epidemic in New York State.<sup>2</sup> This plan provided a roadmap to significantly reduce HIV infections to a historic low by the end of 2020, with the goal of achieving the first ever decrease in HIV prevalence. The plan also aimed to improve the health of all HIV positive New Yorkers and was the first jurisdictional effort of its kind in the U.S. The three points highlighted in the plan are:

- 1) Identify persons with HIV who remain undiagnosed and get them linked to care;
- 2) Link and retain persons diagnosed with HIV in health care to maximize viral suppression; and
- 3) Increase access to Pre-Exposure Prophylaxis (PrEP) for persons who are HIV negative.

New York State has been laying the groundwork for ending the AIDS epidemic since the disease emerged in the early 1980s. New York State's response to the HIV/AIDS epidemic has involved the development of comprehensive service delivery systems that evolved over time in sync with the evolution of AIDS from a terminal illness to a manageable chronic disease. This strategy enabled the state to implement new technologies as they were introduced, including new treatments, new diagnostic tests and, more recently, PrEP (pre-exposure prophylaxis). Due to the historic and robust State response over the last 36 years, New York State has bent the curve on the HIV epidemic, reversing the decades-long increase in the number of people in New York State that are diagnosed with HIV.

New York State was on track to end the epidemic by the end of 2020, with outcomes measuring Ending the Epidemic (ETE) progress available by December 2021. However, the State and providers on the frontline spent the majority of 2020 and early 2021 responding to an unprecedented pandemic. Providers adapted to the new landscape and found innovative ways to deliver services and support clients. Still, the public health emergency has delayed the achievement of End the Epidemic goals. Since the start of the COVID-19 pandemic, there have been increases in HIV cases in certain parts of the state, significant reductions in HIV testing and reporting of diagnoses, and decreases in the number of persons accessing pre-exposure prophylaxis. Persistent challenges remain and are often rooted in unequal access to care, social determinants of health, and stigma. As a result, New York State revised the Ending the Epidemic timeline and pledges to reach Ending the Epidemic goals and end the epidemic by the end of 2024, with outcomes measuring Ending the Epidemic progress available by December 2025. Health equity, social determinants of health, and addressing racial disparities will be the center of focus as we move forward.

The request for applications specifically addresses these Ending the Epidemic Blueprint (BP) recommendations:

- BP11: Undertake a statewide education campaign on PrEP and nPEP (Non-Occupational Post-Exposure Prophylaxis)

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<sup>2</sup> [https://www.health.ny.gov/diseases/aids/ending\\_the\\_epidemic/index.htm](https://www.health.ny.gov/diseases/aids/ending_the_epidemic/index.htm)

- BP25: Treatment as prevention information and anti-stigma media campaign

The Ending the Epidemic Blueprint continues to guide all Ending the Epidemic (ETE) efforts. The Ending the Epidemic Addendum Report is a written report that provides an overview of the past five years of New York State's Ending the Epidemic initiatives, as well as a summary of the community feedback sessions that were conducted in 2020 to assist in identifying areas of focus for Ending the Epidemic beyond 2020.

The Ending the Epidemic Blueprint and the Ending the Epidemic Addendum Report are available on the New York State Department of Health website at: [www.health.ny.gov/endingtheepidemic](http://www.health.ny.gov/endingtheepidemic)

In November 2021, New York State released its [plan](#) to eliminate hepatitis C as a public health problem in New York State by 2030. To achieve the goal of hepatitis C elimination, concerted efforts are needed to ensure access to timely diagnosis, care and treatment for all people with the hepatitis C. New York State plans to eliminate hepatitis C by:

- Enhancing hepatitis C prevention, testing and linkage to care services for people who inject drugs, people who are incarcerated, men who have sex with men, and other populations disproportionately impacted by hepatitis C infection;
- Expanding hepatitis C screening and testing to identify people living with hepatitis C who are unaware of their status and link them to care;
- Providing access to clinically appropriate medical care and affordable hepatitis C treatment without restrictions and ensure the availability of necessary supportive services for all New Yorkers living with hepatitis C;
- Enhancing New York State hepatitis C surveillance, set and track hepatitis C elimination targets, and make this information available to the public; and
- Addressing social determinants of health (SDOH).

Other relevant resources are the National HIV/AIDS Strategy (NHAS) and the New York State Prevention Agenda. The [National HIV/AIDS Strategy for the United States 2022–2025](#) details the principles, priorities, and actions to guide our collective national response to the HIV epidemic.<sup>3</sup> The New York State Prevention Agenda is the blueprint for state and local action to improve the health of New Yorkers in five priority areas and to reduce health disparities for racial, ethnic, disability and low socioeconomic groups, as well as other populations who experience them.<sup>4</sup> The New York State Prevention Agenda can be found on the following website: [https://www.health.ny.gov/prevention/prevention\\_agenda/2019-2024/](https://www.health.ny.gov/prevention/prevention_agenda/2019-2024/).

## B. Available Funding

Up to \$243,000 annually in New York State funding is available for five (5) years to support one (1) statewide program funded through this RFA.

New York State Department of Health Region	Annual Award Amount	Number of Awards
Statewide	\$243,000	1

<sup>3</sup> National HIV/AIDS Strategy

<sup>4</sup> Prevention Agenda 2019-2024: New York State's Health Improvement Plan

- **Applicants may submit no more than one (1) application in response to this Request for Applications.** If more than one (1) application is submitted in response to this Request for Applications, the first application that is received will be reviewed and considered for funding. All other applications will be rejected.
- One award will be made to the highest scoring applicant.
- If there is not an acceptable application (scoring 70 or above) received, New York State Department of Health AIDS Institute reserves the right to fund an application scoring in the range of 60-69.
- New York State Department of Health AIDS Institute reserves the right to re-solicit if there is not a fundable application.
- New York State Department of Health AIDS Institute reserves the right to revise the award amount as necessary due to changes in availability of funding.

Should additional funding become available, the New York State Department of Health reserves the right to establish additional competitive solicitations.

Applicants should submit **Attachment 1 - Statement of Assurances** signed by the Chief Executive Officer (CEO) or Designee to certify the organization meets all criteria listed on **Attachment 1**.

## II. Who May Apply

### A. Minimum Eligibility Requirements

All applicants must meet the following Minimum Eligibility Requirements:

- Applicant must be prequalified in the New York **Statewide Financial System (SFS)**, if not exempt, on the date and time Applications in response to this Request for Applications (RFA) are due as specified in the “Key Dates” set forth on the Cover Page of this Request for Applications (RFA);
- Applicant must be located in, and conduct business in New York State;
- Applicant must be a not-for-profit, for profit, government entity, or Tribal Organization.
- Applicant must have at least three (3) years of experience creating multimedia marketing public health campaigns. Within those three (3) or more years of experience, one (1) or more campaigns must have been related to HIV, PrEP or PEP. Applicant must complete and submit **Attachment 2: History of Funding for Multimedia Marketing Public Health Campaigns** demonstrating this experience and include as part of your full application submission as requested in Section V. Completing the Application, A. Application Format/Content, Program Specific Questions (PSQ)/Bid Factors, PSQ 1d.
- Applicant must have experience engaging with community-based organizations, local health departments and/or healthcare providers located in New York State for statewide campaign development. Applicants must submit at least **Two (2) Letters of Support from past or current New York State Community Collaborators as Attachment 3**, including one (1) letter from a New York City–based collaborator and one (1) letter from a collaborator based elsewhere in New York State. **Attachment 3** must be included as part of your full application submission as requested in Section V. Completing the

### III. Project Narrative/Work Plan Outcomes

#### A. Program Model Description

The intent of this project is to plan and implement a community-driven public health campaign in collaboration with the New York State Department of Health AIDS Institute that will lead to:

- Increased awareness of PrEP among people most at risk for acquiring HIV;
- Increased uptake of PrEP among people most at risk for acquiring HIV; and
- Reduced disparities advance equity in access to HIV biomedical prevention (i.e. PrEP).

This will be accomplished by:

1. Convening a collaborative of community representatives to inform the campaign and messaging to reach populations experiencing disparities in PrEP access across New York State;
2. Recruiting a cohort of spokesmodels who are representative of the priority populations and who can promote their own personalized message of PrEP and its importance in their community;
3. Creating annual PrEP Awareness campaign assets in both English and Spanish, including a social media toolkit with branding, still ads, videos, and posts that resonate with the priority populations; and
4. Supporting regional liaisons and community partners working with the priority populations to disseminate the campaign materials and raise PrEP awareness locally.

**The funded applicant will demonstrate their ability to** use creative approaches to engage communities that have historically been underserved; foster relationships with non-traditional partners and garner their trust; effectively tailor messaging that will resonate with the communities; and recruit spokesmodels representative of the priority populations.

#### Staffing Requirements

The funded applicant will establish a staffing plan to meet the goals outlined in the RFA and will ensure the staffing needs of the program are met on an ongoing basis. At a minimum, this must include:

- At least one .25 Full Time Equivalent (FTE) Program Coordinator with expertise in managing social media campaigns, engaging priority populations, and partnering with public health agencies and community-based organizations to implement campaigns.
- At least one .25 FTE Technical Expert with experience developing content for social media promotion of public health topics.
- Access to per diem staff with expertise in video recording, editing and production.

The Program Coordinator and the Technical Expert may be the same person.

The funded applicant will ensure program staff are trained and qualified to carry out the expectations of the contract. The Department reserves the right to review project staff resumes prior to the start of work, and to reject project staff and any proposed personnel or subcontractors. In addition, the Department may require changes in staff based on performance and require replacement staff with equal qualifications.

Applicants may subcontract components of the Work Plan to be performed by Applicant pursuant to the terms of its Application. If known, the Applicant is expected to state in their Application the specific components to be performed through subcontracts [up to 75% allowed for subcontracting] as well as the names of the subcontractors. Grantees will need to name subcontractors prior to reimbursement. Applicants should note that the lead organization (that is, the successful Applicant, as Contractor) will have overall responsibility for all Contract activities, including those performed by subcontractors, and will be the primary contact for the Department. All subcontractors and subcontracts will be required to be approved by the Department.

### **Anticipated Outcomes**

- A public health campaign is conducted annually to increase awareness of PrEP among populations experiencing disparities in PrEP access.
- At least six (6) spokesmodels representative of the priority populations will be engaged in the development of annual campaign assets (still ads, videos, etc.) and participate in the campaign launch each year.
- Within each region (New York City, Long Island, Hudson Valley, Capital District, Central New York, Finger Lakes, and Western New York) at least three (3) partners will be identified to assist in dissemination of the campaign locally each year.
- At least two (2) local in-person events aimed to raise PrEP awareness will occur each year in each region: New York City, Long Island, Hudson Valley, Capital District, Central New York, Finger Lakes, and Western New York.
- Disparities in PrEP utilization rates are reduced, as indicated by the number of persons on PrEP/100,000, by race/ethnicity across all regions in NYS by 2031.
- Overall PrEP utilization will increase by 5% annually across all NYS regions over the five (5) years of the project.

## **B. Requirements for the Program**

**The Applicant selected for funding will be expected to:**

1. **Collaborate with community partners:** The funded applicant is expected to collaborate with community partners across New York State to design appropriate campaign messaging and dissemination plans to reach multiple communities experiencing disparities in PrEP access. The funded applicant is also expected to be prepared to collaborate with regional community liaisons across New York State to support implementation of local activities to raise PrEP awareness in the priority populations. The funded applicant will be expected to review existing information on PrEP Disparities in New York State in collaboration with the AIDS Institute and key partners to determine the campaign audience and priorities. The funded applicant should be prepared to use creative approaches to engage communities that have historically been underserved; foster relationships with nontraditional partners and garner their trust. This may include conducting focus groups, key informant interviews or other approaches to effectively inform and tailor the campaign concept, messaging and activities to ensure they will resonate with the intended audience.
2. **Produce a public health campaign:** The funded applicant will be expected to develop a portfolio of campaign assets related to the selected theme. This must include recruitment and screening spokesmodels who are representative of the

priority populations and who can promote personalized messages of PrEP and its importance in their community. The funded applicant should be prepared to coordinate sessions to gather high quality photo/video content with spokesmodels that will support the campaign.

3. **Design a digital social media toolkit and webpage for the campaign:** The funded applicant will be expected to compile all campaign assets in formats ready to be used by community partners for campaign dissemination, ensuring review and approval by the New York State Department of Health AIDS Institute prior to publication.
4. **Coordinate campaign dissemination with community partners:** The funded applicant is expected to recommend strategies to reach priority populations through targeted grassroots and/or paid media strategies. This will include coordinating the campaign launch, including a statewide webinar and other mechanisms to disseminate the toolkit and campaign materials for use during PrEP Aware Week. The funded applicant is expected to provide support to local regional partners to maximize the impact of the campaign. The funded applicant must actively seek to identify and engage non-traditional partners in each region to assist in reaching the intended audience. This may include coordinating the creation and distribution of branded giveaways that would assist local partners to raise awareness within each region.
5. **Adhere to Health Literacy Universal Precautions:** Health literacy universal precautions including health toolkit information can be found here: (<https://www.ahrq.gov/professionals/quality-patient-safety/quality-resources/tools/literacy-toolkit/index.html>)
6. **Demonstrate cultural responsiveness and linguistic competency:** Stigma, especially as it relates to HIV and the populations most at risk of acquiring HIV, continues to be a significant barrier for people to access PrEP. Stigma can adversely impact a person's likelihood to seek health information, engagement in care and overall quality of life. Campaign materials and messaging should be designed with an understanding of the differences that derive from language, culture, race/ethnicity, religion, gender identity, sexual orientation, age and developmental characteristics.
7. Adhere to all Objectives, Tasks and Performance Measures as listed in the **Work Plan - Attachment 4**.
8. **Participate in a collaborative process** with the New York State Department of Health AIDS Institute to assess program outcomes and provide monthly narrative reports describing the progress of the program with respect to: 1) implementation, 2) recruitment of community partners and spokesmodels, 3) success in meeting the Work Plan Objectives and Performance Measures outlined in the **Work Plan - Attachment 4**, 4) significant accomplishments achieved, and 5) barriers encountered and plans to address noted problems.

The New York State Department of Health AIDS Institute is committed to ensuring funded programs and partners are equipped with the knowledge, skills, and expertise to adequately address health equity and the social determinants of health. Health equity means everyone has a fair and just opportunity to be healthy, where no one is limited in achieving optimal health

because of who they are or where they live.<sup>5</sup> In a world where health equity is the norm, everyone has fair and just access to these conditions, and therefore, has a fair and just opportunity to achieve optimal health. The social determinants of health include socioeconomic status, education, employment, housing, transportation, food/nutrition, health literacy, social supports, and stigma/discrimination. Please see **Attachment 5 for Health Equity Definitions and Examples** of social and structural determinants of health.

The New York State Department of Health AIDS Institute is committed to the implementation of new and tailored approaches to address the challenges faced by communities with a disproportionate burden of disease, including people who use drugs and the LGBTQ+ community, Black/Brown, Indigenous, and People of Color (BIPOC) communities, and all people impacted by HIV, Hepatitis C, and sexually transmitted infections. Programs are expected to deliver services in accordance with the following health equity principles:

- Be explicit when identifying targeted communities and populations facing inequities.
- Identify evidence-based, tailored solutions and approaches.
- Create an internal organization-wide culture of equity.
- Respect and involve impacted communities.
- Measure and evaluate progress in reducing health disparities.

## **IV. Administrative Requirements**

### **A. Issuing Agency**

This RFA is issued by the Department, AIDS Institute, Office of the Medical Director. The Department is responsible for the requirements specified herein and for the evaluation of all Applications. See, Section V.C. (Review and Award Process).

### **B. Question and Answer Phase**

All substantive questions by Applicants with respect to any aspect of the RFA must be submitted in writing to Rachel Newport New York State Department of Health, Office of the Medical Director, at the following email address: [hivet@health.ny.gov](mailto:hivet@health.ny.gov). This includes Minority and Woman Owned Business Enterprise (MWBE) Requirements questions and related forms. Refer to Section IV.K. Minority and Woman-Owned Business Enterprise Requirements. Questions of a technical nature related to formatting or other minor details related to preparation of an Application may also be addressed in writing to the email address noted above. Questions are of a technical nature if they are limited to how to prepare your Application (e.g., formatting) rather than relating to the substance of the Application.

To the degree possible, each question submitted by a potential Applicant pursuant to the terms of this RFA should cite the RFA section and paragraph to which it refers. Written questions will be accepted until the date posted on the Cover Page of this RFA.

Some helpful links for questions of a technical nature are below. Questions regarding specific opportunities or Applications should be directed to the Department contact listed on the cover of this RFA.

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[5 New York State Department of Health's Health Equity Plan](#)

- On-Demand Statewide Financial System Training Videos: On-demand training focused on using the new grants management features in SFS is available by logging in to the SFS Vendor Portal and clicking the SFS Coach icon available on the homepage. Additional questions? Contact the SFS Help Desk listed below:

- Statewide Financial System Technical Support Help Desk

Phone: 1-877-737-4185 toll-free / 518-457-7737

Hours: Monday thru Friday 8am to 8pm

Email: [helpdesk@sfs.ny.gov](mailto:helpdesk@sfs.ny.gov)

Prospective Applicants must submit all requests for clarifications of, or exceptions or changes to, the terms, conditions or provisions of this RFA or the State of New York Contract for Grants during the Question and Answer Phase, which will end on the “Questions Due” date specified on the Cover Page of this RFA. An Applicant must clearly indicate the clarification, exception or change in the RFA or the State of New York Contract for Grants the Applicant is requesting. All questions, answers, and requests for clarification, exception or change will be published by the Department at [SFS Public Portal Homepage](#) to ensure equal access and knowledge by all prospective Applicants, on or about the date specified on the Cover Page of this RFA.

This RFA has been posted on the NYS Statewide Financial System website at: [SFS Public Portal Homepage](#) and additionally, via a link provided on the Department's public website at: <https://www.health.ny.gov/funding/>.

Questions and answers, as well as any updates, addendums to, and/or other modifications of this RFA, will be posted on these websites. All such questions and answers, updates addendums to, and other modifications to this RFA will be posted by the date identified on the Cover Page of this RFA under “Key Dates”.

**All Questions must be received by the date and time specified on the Cover Page of this RFA, under “Key Dates”, opposite the heading “Questions Due”.**

**All questions submitted by email should state the RFA Title and Number set forth on the Cover Page (RFA #20766, PrEP Aware Campaign Collaborative) in the subject line of the email.**

### **C. Letter of Interest**

A Letter of Interest is not requested for this project.

### **D. Applicant Conference**

An Applicant Conference will not be held for this project.

### **E. How to File an Application**

Applications must be submitted by completing the online questions in the Statewide Financial System (SFS) AND by submitting a PDF of the proposed Budget and a PDF of the Application with all other required attachments to [AIGPU@health.ny.gov](mailto:AIGPU@health.ny.gov) by the date and time posted on the Cover Page of this RFA under “Key Dates”.

Reference materials and videos are available for Applicants to funding opportunities on the NYS Statewide Financial System. Please visit the Statewide Financial System website at the following web address: [SFS Public Portal Homepage](#) and click the “Search for Grant Opportunities” tile. There is also a more detailed “Statewide Financial System: Vendor User Guide” available in the documents section under Training & Guidance; For Grant Applicants located in SFS Coach. Training webinars are also provided by the Grants Management Team. Dates and times for webinar instruction can be located at the following web address: [Live Webinars | Grants Management \(ny.gov\)](#)

To submit an Application an Applicant must:

1. Log into the [Statewide Financial System Vendor Portal](#) .
2. Click the Grant Management Tile. Next, Click the Bid Event Search tile.
3. Enter the applicable search criteria in the Search Criteria Fields. Locate an opportunity; search by Funding Agency (DOH01) or enter the Grant Opportunity name into the Search by Grant Opportunity field: **RFA #20766 PrEP Aware Campaign Collaborative**. You can also filter search by Status such as “available” which filters to include only the bid events that are published and open for potential bid response.
4. Click on “Search” button to initiate the search.
5. Click on Event ID link to initiate a bid response.
6. Please review the Grantee User Manual found in SFS Coach for additional steps on how to respond to various types of Bid Events.

Once the Application is complete, a prospective Applicant is **strongly encouraged** to submit their Application at least **48 hours prior to the** Application’s due date and time specified on the Cover Page of this RFA. This will allow sufficient opportunity for the Applicant to obtain assistance and take corrective action should there be a technical issue with the submission process. **Failure to leave adequate time to address issues identified during this process may jeopardize an Applicant’s ability to submit their Application.** SFS staff are available to answer an Applicant’s technical questions and provide technical assistance prior to the Application due date and time. Contact information for the Grants Management Staff and SFS is available under Section IV.B. Question and Answer Phase of this RFA.

**PLEASE NOTE:** Although the Department and SFS Help desk staff will do their best to address concerns that are identified less than 48 hours prior to the due date and time for the submission of an Application, there is no guarantee that they will be resolved in time for the Application to be submitted on time and, therefore, considered for funding.

During the Application process, please pay particular attention to the following:

- Not-for-profit Applicants must be prequalified, if not exempt, on the date and time Applications in response to this Request for Applications are due as specified in the “Key Dates” set forth on the Cover Page of this RFA. Be sure to maintain prequalification status between funding opportunities. **NOTE:** Three of a not-for-profit’s essential financial documents - the IRS990, its Financial Statement, and its Charities Bureau filing - expire on an annual basis. If these documents are allowed to expire, the not-for-profit’s prequalification status expires as well, and it will not be eligible for State grant funding until its documentation is updated and approved, and prequalified status is reinstated.
- Only individuals with the role of “Bid Response Submitter” can submit an Application on behalf of an Applicant.

- Prior to submission, the Statewide Financial System will automatically initiate a global error checking process to protect against an incomplete Application. An Applicant may need to attend to certain parts of the Application prior to being able to submit the Application successfully. An Applicant must be sure to allow time after pressing the submit button to clean up any global errors that may arise. (Vendor User Guide).
- Applicants should use numbers, letters, and underscores when naming their files. There cannot be any special characters in the file name. Also, be aware of the restriction on file size (20 MB) when submitting your application. Applicants should ensure that any attachments submitted with their application are not “protected” or “pass-worded” documents.

The Applicant’s Delegated Administrator is able to assign, modify, and remove roles for the Applicant in SFS. Please see SFS Vendor Portal Access Reference Guide, [SFS Vendor Portal Access Reference Guide.pdf \(ny.gov\)](#), for additional information on roles. **Bid Response Initiator** and **Bid Response Submitter** are the **necessary roles for applying to a Bid Event in SFS**. If you are a not-for-profit you will also need Prequalification Processor for Prequalification purposes.

**PLEASE NOTE: Waiting until the last several days to complete your Application online can be risky, as you may have technical questions or issues that will take time to resolve. Beginning the process of applying as soon as possible will produce the best results.**

**Applications will not be accepted via fax, paper copy or hand delivery.**

**LATE APPLICATIONS WILL NOT BE ACCEPTED.**

## **F. Department of Health’s Reserved Rights**

The Department of Health reserves the right to:

1. Reject any or all Applications received in response to this RFA.
2. Withdraw the RFA at any time, at the Department’s sole discretion.
3. Make an award under the RFA in whole or in part.
4. Disqualify any Applicant whose conduct and/or Application fails to conform to the requirements of the RFA.
5. Seek clarifications and revisions of Applications, in the Department’s sole discretion.
6. Use Application information obtained through site visits, management interviews, and the State’s investigation of an Applicant’s qualifications, experience, ability, or financial standing, and any material or information submitted by the Applicant in response to the Department’s request for clarifying information in the course of evaluation and/or selection under the RFA.
7. Prior to Application opening, amend the RFA specifications to correct errors or oversights, or to supply additional information, as it becomes available.
8. Prior to Application opening, direct Applicants to submit proposal modifications addressing subsequent RFA amendments.

9. Change any of the scheduled dates.
10. Waive any requirements that are not material.
11. Award more than one contract resulting from this RFA.
12. Negotiate with successful Applicants within the scope of the RFA in the best interests of the State.
13. Conduct contract negotiations with the next responsible Applicant, should the Department be unsuccessful in negotiating with the selected Applicant.
14. Utilize any and all ideas submitted with the Applications received, at the Department's sole discretion.
15. Unless otherwise specified in the RFA, every offer in an Applicant's Application is firm and not revocable for a period of 60 days from the Application opening.
16. Waive or modify minor irregularities in Applications received after prior notification to the Applicant.
17. Require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of an Applicant's Application and/or to determine an Applicant's compliance with the requirements of the RFA.
18. Eliminate any term of this RFA that can be complied with by none of the Applicants.
19. Award grants based on geographic or regional considerations to serve the best interests of the State.

## **G. Term of Contract**

Any Contract resulting from this RFA will be effective only upon approval by the New York State Office of the Comptroller.

It is expected that contracts resulting from this RFA will have the following time period:  
**December 1, 2026 through November 30, 2031.**

Continued funding throughout this five (5) year period is contingent upon availability of funding and state budget appropriations and the Grantee's continued satisfactory performance of its obligations under the Contract. The Department also reserves the right to revise the award amount as necessary due to changes in the availability of funding.

A sample State of New York Contract for Grants can be found at:

[https://grantsmanagement.ny.gov/system/files/documents/2025/01/mcg\\_tandc\\_january\\_2025.pdf](https://grantsmanagement.ny.gov/system/files/documents/2025/01/mcg_tandc_january_2025.pdf)

To view the following Department of Health specific State of New York Contract for Grants documents, follow the instructions in Section VI. Attachments.

The funded contract will be held to the following contract language. To view the following Department of Health-specific State of New York Contract for Grants documents, follow the instructions in Section VI. Attachments.

- Attachment A-1, Agency Specific Terms and Conditions (**RFA Attachment 6**)
- Attachment A-2, Program Specific Terms and Conditions (HIV/AIDS Clause) (**RFA Attachment 7**)
- Attachment E-1 AIDS Institute Policy on Personal Health Related Information (**RFA Attachment 8**)
- Attachment M, Participation by Minority Group Members and Women With Respect to State Contracts: Requirements and Procedures (**RFA Attachment 9**)

## H. Payment & Reporting Requirements of Grant Awardees

1. The Department may, at its discretion, make an advance payment to a successful not-for-profit grant Applicant under this RFA (a "Grantee") in an amount not to exceed **25** percent of the annual grant provided for under the Grantee's Contract.
2. The Grantee will be required to submit invoices and required reports of expenditures based upon the terms for payment set forth in Attachment A-1 (**RFA Attachment 6**) to its Grant Contract to the State's designated payment office (below) or, if requested by the Department, through the Statewide Financial System:

[AIDS.Institute.Admin@health.ny.gov](mailto:AIDS.Institute.Admin@health.ny.gov)

A Grantee must provide complete and accurate billing invoices in order to receive payment of the grant funding provided for under the terms of its Grant Contract. Invoices submitted to the Department must contain all information and supporting documentation required by the Contract, the Department, and the Office of the State Comptroller (OSC). Payment for invoices submitted by the Grantee shall only be rendered electronically unless payment by paper check is expressly authorized by the Commissioner of Health, in the Commissioner's sole discretion, due to extenuating circumstances. Such electronic payment shall be made in accordance with OSC's procedures and practices to authorize electronic payments.

Authorization forms are available at OSC's website at:

<http://www.osc.state.ny.us/epay/index.htm>, by email at: [epayments@osc.state.ny.us](mailto:epayments@osc.state.ny.us) or by telephone at 855-233-8363. Each Grantee acknowledges that it will not receive payment on any claims for reimbursement submitted under its Grant Contract if it does not comply with OSC's electronic payment procedures, except where the Commissioner has expressly authorized payment by paper check as set forth above.

Payment of claims for reimbursement by the State (Department) shall be made in accordance with Article XI-A of the New York State Finance Law. Payment terms will be: Grantee will be reimbursed for actual expenses incurred as allowed in the Contract Budget and Work Plan.

3. The Grantee will be required to submit the following reports to the Department at the address above or, if requested by the Department, through the Statewide Financial System:
  - A monthly narrative addressing program implementation, barriers and accomplishments.

- Annual report summarizing campaign analytics and recommendations for improvement in future campaigns.

All payment and reporting requirements will be detailed in “Attachment D: Payment and Reporting Schedule”, of the final State of New York Contract For Grants.

## **I. Procurement Requirements**

### **1. General Requirements**

The Grantee may procure various goods and services in connection with the grant-funded project ranging from routinely purchased goods or services to those that involve substantive programmatic work. The procurement of such goods or services, however, must be conducted in an equitable and competitive manner to promote equal treatment, efficiency, and economy in grant-funded activities.

Any Grantee that is a State entity (i.e., a State agency or political subdivision of the State) must follow the same policies and procedures it uses for procurements from its general funds. All other Grantees (private companies, not-for-profit-organizations, etc.) must have a sufficient and documented procurement process that maintains records to detail the history of procurements associated with any awarded grant project. These records shall include, but are not limited to, rationale for the method of procurement (e.g., micro-purchase, small purchases, sealed bids, request for proposals, noncompetitive/sole source), the selection of a contract type, contractor selection and/or rejection, and the basis of a contract price.

The Grantee’s documented procurement process must conform with any applicable federal, State and local laws and regulations. As part of the required procurement procedures, a Grantee must maintain written standards of conduct covering conflict of interest and governing the actions of its employees engaged in the selection, award, and administration of contracts. The standards of conduct must provide for disciplinary actions to be applied for violations by officers, employees or agents of the Grantee. Such standards shall provide, at a minimum, that no employee, officer, or agent of the Grantee will participate in the selection, award, or administration of a contract supported by grant funds if a conflict of interest, real or actual, is involved. Such conflicts may arise when:

- The employee, officer, or agent, or
- Any member of such individual’s immediate family, or
- Such individual’s partner, or
- Any organization which employs, or is about to employ the selected contractor, has a financial or other interest in or receives or stands to receive a tangible personal benefit from a firm being considered for a contract.

The standards of conduct shall also cover organizational conflicts of interest. Organizational conflicts of interest arise where an entity is or appears to be unable to conduct an impartial procurement action due to relationships with a parent company, affiliate, or subsidiary organization.

### **2. Bid Protest Procedures**

Any contractor, subcontractor, or aggrieved party has the right to protest actions before or after the award of a contract utilizing grant funds. The Grantee alone will be responsible, in accordance with good administrative practice and sound business judgement, for the settlement of all contractual and administrative issues arising out of procurement contract solicitations and awards.

Grantees shall have written protest procedures, which may be analogous to those set forth in Part 24 of Title 2 of the New York Codes, Rules and Regulations, in order for effective due process to be achieved. A Grantee's specific protest procedures shall be outlined in all bid requests, request for proposals, request for applications, etc. issued by or on behalf of the Grantee concerning any grant-funded projects. In summary, Grantees are responsible for handling all contract activity protests. Except in matters of direct State or possibly Federal concern (in cases involving federally funded grants), the Department will not substitute its judgement for that of the Grantee.

### 3. Procurement Contract Language

Any contract concerning a grant-funded project must be a written agreement between the Grantee and the third party providing specific goods and/or services. Whether with a contractor, subcontractor, consultant or vendor, the contract must as appropriate state the activities to be performed; the time schedule; the policies and requirements that apply to the contractor, subcontractor consultant or vendor, including the above procurement requirements; and any other terms and conditions of the grant and the New York State Contract for Grants.

### **J. Assurances of No Conflicts of Interest and/or Other Detrimental Effects**

The Grantee as well as any subgrantees, contractors, subcontractors or consultants engaged by the Grantee to provide goods or services in connection with the grant-funded project shall attest that their performance of any contracted services does not and will not create a conflict of interest with nor position the Grantee to breach any other contract it currently has in force with the State of New York.

The Grantee as well as any subgrantees, contractors, subcontractors or consultants engaged by the Grantee to provide goods or services in connection with the grant-funded project shall disclose any existing or contemplated relationship with any other person or entity, including relationships with any member, shareholder of 5% or more, parent, subsidiary, or affiliate organization, which would constitute an actual or potential conflict of interest or appearance of impropriety, relating to other clients/customers/agents of the Grantee, subgrantees, contractors, subcontractors, consultants or former officers and employees of the State and its affiliates, in connection with the providing of goods or rendering of services related to the grant-funded project. The Grantee shall have procedures in place for alerting the State of any such actual or potential conflicts as well as procedures to resolve the same.

### **K. Minority & Women-Owned Business Enterprises**

Pursuant to New York State Executive Law Article 15-A, the Department recognizes its obligation to promote opportunities for maximum feasible participation of New York State-certified Minority and Women-owned Business Enterprises (MWBES) and the employment of minority group members and women in the performance of Department contracts.

In 2006, the State of New York commissioned a disparity study to evaluate whether Minority and Women-owned Business Enterprises had a full and fair opportunity to participate in state contracting. The findings of the study were published on April 29, 2010, under the title "The State of Minority and Women-Owned Business Enterprises: Evidence from New York" ("Disparity Study"). The report found evidence of statistically significant disparities between the level of participation of Minority and Women-owned Business Enterprises in state procurement contracting versus the number of Minority and Women-owned Business Enterprises that were ready, willing and able to participate in state procurements. As a result of these findings, the Disparity Study made recommendations concerning the implementation and operation of the statewide certified

Minority and Women-owned Business Enterprises program. The recommendations from the Disparity Study culminated in the enactment and the implementation of New York State Executive Law Article 15-A, which requires, among other things, that the Department establish goals for maximum feasible participation of New York State Certified Minority and Women-owned Business Enterprises ("MWBE") and the employment of minority groups members and women in the performance of New York State contracts.

### **Business Participation Opportunities for MWBEs**

For purposes of this solicitation, the Department hereby establishes a goal of 30% as follows:

- 1) For Not-for-Profit Applicants: Eligible Expenditures include any subcontracted labor or services, equipment, materials, or any combined purchase of the foregoing under a contract awarded from this solicitation.
- 2) For-Profit and Municipality Applicants: Eligible Expenditures include the value of the total amount of the Budget provided for the Work Plan in the Grant Contract entered into pursuant to this RFA.

The goal on the Eligible Expenditures portion of a Grant Contract awarded pursuant to this RFA will be 15% for Minority-Owned Business Enterprises ("MBE") participation and 15% for Women-Owned Business Enterprises ("WBE") participation (based on the current availability of qualified MBEs and WBEs and outreach efforts to certified MWBE firms). A Grantee awarded a Grant Contract pursuant to this RFA must document good faith efforts to provide meaningful participation by MWBEs as subcontractors or suppliers in the performance of the Grant Contract and Grantee will agree under the terms of its Grant Contract that the Department may withhold payment pending receipt of the required MWBE documentation required by the Department or the OSC. For guidance on how the Department will determine "good faith efforts," refer to 5 NYCRR §142.8.

The directory of New York State Certified MWBEs can be viewed at:

<https://ny.newnycontracts.com>. The directory is found on this page under "NYS Directory of Certified Firms" and accessed by clicking on the link entitled "Search the Directory". Engaging with firms found in the directory with like product(s) and/or service(s) is strongly encouraged and all communication efforts and responses should be well documented by a Grantee to evidence its good faith efforts to encourage MWBE participation in the performance of its obligations under its Grant Contract.

By submitting an Application, each Not-for-Profit Applicant and potential Grantee agrees to complete an **MWBE Utilization Plan (Not-for-Profit)** as directed in **Attachment 13A** of this RFA. Each For-Profit Applicant and potential Grantee agrees to complete an **MWBE Utilization Plan (For-Profit & Government Entity)** as directed in **Attachment 13B**. The Department will

review the MWBE Utilization Plan submitted by each Grantee. If a Grantee's MWBE Utilization Plan is not accepted, the Department may issue a Notice of Deficiency. If a Notice of Deficiency is issued, Grantee agrees that it shall respond to the Notice of Deficiency within seven (7) business days of receipt. The Department may disqualify a Grantee as being **non-responsive** under the following circumstances:

- a) If a Grantee fails to submit a completed MWBE Utilization Plan;
- b) If a Grantee fails to submit a written remedy to a Notice of Deficiency;
- c) If a Grantee fails to submit a request for waiver (if applicable); or
- d) If the Department determines that the Grantee has failed to document good-faith efforts to meet the established MWBE participation goals for the procurement.

In addition, Grantees will be required to certify they have an acceptable Equal Employment Opportunity policy statement.

## **L. Vendor Identification Number**

Effective January 1, 2012, in order to do business with New York State, you must have a vendor identification number. As part of the Statewide Financial System (SFS), the Office of the State Comptroller's Bureau of State Expenditures has created a centralized vendor repository called the New York State Vendor File. In the event of an award of a grant to a successful Applicant pursuant to the terms of this RFA and in order to initiate a Grant Contract with the Department, a Grantee must be registered in the New York State Vendor File and have a valid New York State Vendor ID.

If already enrolled in the Vendor File, the Applicant should include the Vendor Identification number in your organization information. If not enrolled, to request assignment of a Vendor Identification number, an Applicant should please submit a New York State Office of the State Comptroller Substitute Form W-9, which can be found on-line at:

<https://www.osc.state.ny.us/files/vendors/2017-11/vendor-form-ac3237s-fe.pdf>

Additional information concerning the New York State Vendor File can be obtained on-line at: [http://www.osc.state.ny.us/vendor\\_management/index.htm](http://www.osc.state.ny.us/vendor_management/index.htm), by contacting the SFS Help Desk at 855-233-8363 or by emailing at [helpdesk@sfs.ny.gov](mailto:helpdesk@sfs.ny.gov)

## **M. Vendor Responsibility Questionnaire**

The Department strongly encourages each Applicant to file the required Vendor Responsibility Questionnaire online via the New York State VendRep System. The Vendor Responsibility Questionnaire must be updated and certified every six (6) months. To enroll in and use the New York State VendRep System, see the VendRep System Instructions available at <https://www.osc.state.ny.us/state-vendors/vendrep/file-your-vendor-responsibility-questionnaire> or go directly to the VendRep system online at <https://www.osc.state.ny.us/state-vendors/vendrep/vendrep-system>.

An Applicant must provide their New York State Vendor Identification Number when enrolling. To request assignment of a Vendor ID or for VendRep System assistance, contact the Office of the State Comptroller's Help Desk at 866-370-4672 or 518-408-4672 or by email at [itservicedesk@osc.ny.gov](mailto:itservicedesk@osc.ny.gov).

Applicants opting to complete online should complete and submit the **Vendor Responsibility**

**Attestation as Attachment 10** of the RFA. The Attestation is located under the SFS Attachments Section and once completed should be submitted as part of your full application submission.

Applicants opting to complete and submit a paper questionnaire can obtain the appropriate questionnaire from the VendRep website, [www.osc.state.ny.us/vendrep](http://www.osc.state.ny.us/vendrep), and submit it with their Application as part of the full application submission.

## **N. Vendor Prequalification for Not-for-Profits**

Each not-for-profit Applicant subject to prequalification is required to prequalify prior to having the ability to submit an Application in the NYS Statewide Financial System.

Pursuant to the New York State Division of Budget Bulletin H-1032, dated July 16, 2014, and revised on December 9, 2023, the new Prequalification Policy became effective as of January 16, 2024. The updated policy requires that not-for-profit organizations register and prequalify in the SFS using the updated Prequalification Application. The updated Prequalification Application and New York State Prequalification Manual for Grantees can be found on the Grants Management website at: <https://grantsmanagement.ny.gov/get-prequalified>.

**An Application cannot be submitted/received from a not-for-profit Applicant that (a) has not Registered in the NYS Statewide Financial System and (b) has not Prequalified in the Statewide Financial System by the Application's due date specified on the Cover Page of this RFA.**

Below is a summary of the steps that must be completed to meet registration and prequalification requirements. The Vendor User Manual within the Statewide Financial System Website details the requirements and job aids walk users through the process.

### **1) Register for the Statewide Financial System**

- Applicants will first need to be registered in SFS and the Grants Management portion of the system. Applicants that need to register their organization should submit the required form(s) found at the following link: [Register Your Organization in SFS | Grants Management](#). Any questions related to current and previously existing SFS accounts should be sent to the SFS Help Desk ([HelpDesk@sfs.ny.gov](mailto:HelpDesk@sfs.ny.gov)).

If you have previously registered and do not know your Username, please email [helpdesk@sfs.ny.gov](mailto:helpdesk@sfs.ny.gov). If you do not know your Password, please click the "I Forgot My Password" link from the main log-in page and follow the prompts.

### **2) Complete your Prequalification Application**

- Log in to the Statewide Financial System.
- Applicants will first need to create an account in SFS. Applicants that need to create an account should do so at the following link: <https://www.osc.ny.gov/state-vendors/portal/enroll-vendor-self-service-portal>. Any questions related to SFS accounts should be sent to the SFS Help Desk ([HelpDesk@sfs.ny.gov](mailto:HelpDesk@sfs.ny.gov)).
- Instructions for SFS Prequalification can be found on Page 20 of the SFS Grantee User Manual entitled, "I Grantee Processing in SFS". This user manual is accessible to organizations with an SFS account under the SFS Coach Tile/Button in the SFS Vendor

Portal. Select “Handbook: User Manual with Screenshots” from the Training Type drop down to locate the manual. If you have any problems accessing the manual please contact [HelpDesk@sfs.ny.gov](mailto:HelpDesk@sfs.ny.gov). Please see the section entitled, “Enter and Submit a Prequalification Application”, located on page 20 of the SFS Grantee User Manual, for complete instructions on how to complete and submit an SFS Prequalification in the NYS Statewide Financial System.

- Specific questions about the prequalification process should be referred to your primary New York State agency representative. The representative specific to the NYS Department of Health can be reached at: [vendorresponsibility@health.ny.gov](mailto:vendorresponsibility@health.ny.gov).

**3) Add SFS Roles to Submit a Bid and to Add a signatory or “Grant Contract Approver” to your Account**

- **To start, review, and submit an Application to this Bid Event in SFS, Applicants will need to acquire the following SFS Security Roles:**

SFS Security Role Name	Description	Access Provided
NY_GM_VENDOR_EVENT_INITIATE	Bid Response Initiator	Allows the vendor user to initiate a bid response to a bid event but not submit the bid response to the agency.
NY_GM_VENDOR_EVENT_INQUIRY	Bid Event Inquiry	Allows a vendor user the ability to review bid events. This is a view-only role.
NY_GM_VENDOR_EVENT_SUBMIT	Bid Response Submitter	Allows a vendor user to both initiate a bid response and submit a bid response to the agency.

- In order to have your designated signatory (known in SFS as Grant Contract Approver) sign a contract and have their name appear on the contract agreement you have to add the Grant Contract Approver’s name to your SFS Vendor Profile. The Delegated Administrator for your organization can add the Signatory’s Name by following the instructions found on page 17-20 of the SFS Grantee User Manual entitled, “! Grantee Processing in SFS”. This user manual is accessible to organizations with an SFS account under the SFS Coach Tile/Button in the SFS Vendor Portal. Select “Handbook: User Manual with Screenshots” from the Training Type drop down to locate the manual. If you have any problems accessing the manual please contact [HelpDesk@sfs.ny.gov](mailto:HelpDesk@sfs.ny.gov).

**All potential Applicants are strongly encouraged to begin Statewide Financial System Registration and Prequalification process as soon as possible in order to participate in this opportunity.**

**O. General Specifications**

1. By submitting the "Application Form" each Applicant attests to its express authority to sign on behalf of the Applicant.
2. Grantees will possess, at no cost to the State, all qualifications, licenses and permits to engage in the required business as may be required within the jurisdiction where the work specified is to be performed. Workers to be employed in the performance of any Contract

awarded pursuant to this RFA will possess the qualifications, training, licenses, and permits as may be required within such jurisdiction.

3. Submission of an Application indicates the Applicant's acceptance of all terms and conditions contained in this RFA, including the terms and conditions of the State of New York Contract for Grants. Any exceptions the Applicant would like considered by the Department relating to the terms and conditions of this RFA and/or State of New York Contract for Grants must have been raised during the Question and Answer Phase of this RFA (See, Section IV.B.).
4. An Applicant may be disqualified from receiving an award if such Applicant or any subsidiary, affiliate, partner, officer, agent, or principal thereof, or anyone in its employ, has previously failed to perform satisfactorily in connection with public bidding or contracts, in the State of New York or otherwise.
5. Provisions Upon Default
  - a. The services to be performed by [the][a] successful Applicant pursuant to the terms of the Grant Contract entered into with the Department shall at all times be subject to the direction and control of the Department.
  - b. In the event that the Grantee, through any cause, fails to perform any of the terms, covenants, or promises of any Contract resulting from this RFA, the Department acting for and on behalf of the State, shall thereupon have the right to terminate the Contract by giving notice in writing of the fact and date of such termination to the Grantee.
  - c. If, in the judgment of the Department, the Grantee acts in any way which is detrimental to, or does or is in any way likely to impair or prejudice, the interests of the State, the Department may terminate the Grant Contract awarded pursuant to this RFA. In such case, the Grantee may receive equitable compensation for all services as shall, in the judgment of the State Comptroller, have been satisfactorily performed by the Grantee up to the date of the termination of the Contract.
6. Gender-Based Violence and the Workplace Certification

New York State Finance Law [§139-M](#) requires Applicants on competitive state procurements to certify that they have a written policy addressing gender-based violence and the workplace and that such policy meets the minimum requirements outlined on **Attachment 11**. Applicants should review, sign, date and include as part of their submission **Attachment 11 - Gender-Based Violence and the Workplace Certification**.

## V. Completing the Application

### A. Application Format/Content

Please refer to the Statewide Financial System: Vendor User Guide for assistance in applying for this procurement through the New York Statewide Financial System (SFS). This guide is available by logging into the Statewide Financial System and searching under SFS Coach.

Applicants are instructed to respond to each of the following statements and questions under

“Program Specific Questions (PSQ)/Bid Factors.” Your responses comprise your application. **Number/letter your narrative to correspond to each statement and question in the order presented below.** When responding to the statements and questions, be mindful that Application reviewers may not be familiar with your agency and its services. Your answers should be specific, succinct, and responsive to the statements and questions as outlined. Please be aware that the value assigned to each section described below indicates the relative weight that will be given to each section of your Application when scoring your Application.

An **Application Checklist (Attachment 12)** has been included to help ensure that submission requirements have been met. Applicants should refer to this Attachment before and after writing the application. In assembling your application, please follow the outline provided in the **Application Checklist: Attachment 12.**

The Narrative/Technical Proposal should not exceed ten (10) double-spaced pages, using an 11-point Arial font with one-inch margins on all sides. Pages should be numbered consecutively. All Attachments should be labeled with the Attachment name and corresponding attachment number. The ten (10) double-spaced page limitation is specific to the Application Narrative/Technical Proposal and does **not** include all required Attachments. Please submit only the requested information in the attachments and **do not add attachments or information that are not requested.** Any additional attachments or narrative exceeding the ten (10) double-spaced page limitation will not be scored or considered by reviewers. **Failure to follow these guidelines will result in a deduction of up to ten (10) points.**

It is each Applicant’s responsibility to ensure that all materials included in its Application have been properly prepared and submitted.

**IMPORTANT: Applications must be submitted by completing the online questions in the Statewide Financial System (SFS) AND by submitting an application with all required information to [AIGPU@health.ny.gov](mailto:AIGPU@health.ny.gov) by the date and time as specified in the “Key Dates” set forth on the Cover page of this RFA. The submission to [AIGPU@health.ny.gov](mailto:AIGPU@health.ny.gov) must include two (2) separate PDF documents. One (1) PDF of the Budget/Cost Proposal (Attachment 15) for Year 1 and one (1) combined PDF including the Narrative/Technical Proposal and all required non-budget attachments. The SFS submission and PDF submissions to [AIGPU@health.ny.gov](mailto:AIGPU@health.ny.gov) are required to be completed, or an application will not be reviewed. The subject line of the email should be as follows: *RFA #20766 PrEP Aware Campaign Collaborative*. Only one (1) email with the two (2) attached PDFs is allowed.**

**Applicants are instructed to respond to each of the following statements and questions under “Program Specific Questions (PSQ)/Bid Factors and include as the Application Narrative/Technical Proposal of their PDF application, including any required, completed non-budget attachments. The SFS submission portion of the application only includes general questions with yes/no responses and entering a line bid response. The line bid response is the total grant funds being requested as the Unit Bid Price (see Section V. Completing the Application, A. Application Format/Content, 5. Budget) for further instructions.**

**Please ensure that PDF files are not fillable or “secure” or “password protected” or your document will not open properly for review.** Any material added to a Bid Factor “Add Comments” box in SFS will not be reviewed as part of a submitted application.

See the Event Comments and Attachments link at the bottom of the Bid Event page in SFS for required attachments to be completed and included with the full Application PDF, as well as informational only attachments.

## Program Specific Questions (PSQ)/Bid Factors

### Application Format

1. Program Abstract	Not Scored	
2. Community and Agency Description	Maximum Score:	15 points
3. Health Equity	Maximum Score:	15 points
4. Program Design and Implementation	Maximum Score:	50 points
5. Budget/Cost Proposal	Maximum Score:	20 points
6. Work Plan	Not Scored	

**1. Program Abstract** **Not Scored**  
**Maximum 1 Page**

**Please review the full instructions in Section V. Completing the Application, A. Application Format/Content to ensure your Application is submitted successfully.**

Applicants should provide a Program Abstract with the following information:

- 1a) Briefly describe the proposed program. Include what will be completed and how.
- 1b) What types of outcomes does your organization expect to achieve? How will success be measured?
- 1c) Complete and submit **Attachment 1 – Statement of Assurances** as part of your full application submission.
- 1d) Complete and submit **Attachment 2 – History of Funding for Multimedia Marketing Public Health Campaigns** as part of your full application submission. **Attachment 2** must document at least three (3) years of experience creating multimedia marketing public health campaigns. Within those three (3) or more years of experience, one (1) or more campaigns must have been related to HIV, PrEP or PEP.
- 1e) Submit at least **Two (2) Letters of Support from past or current New York State Community Collaborators, including one (1) letter from a New York City-based collaborator and one (1) letter from a collaborator based elsewhere in New York State, as Attachment 3** as part of your full application submission. **Attachment 3** must document experience engaging with community-based organizations, local health departments and/or healthcare providers located in New York State for statewide campaign development.
- 1f) Complete and submit **Attachment 10 – Vendor Responsibility Attestation** as part of your full application submission.
- 1g) Complete and submit **Attachment 11 – Gender-Based Violence and the Workplace Certification** as part of your full application submission.

- 1h) Complete and submit **Attachment 12 – Application Checklist** as part of your full application submission.
- 1i) Complete and submit **Attachment 13A – Minority and Women-Owned Business Enterprise Requirement Forms (Not-for-Profit)** if your organization is a not-for-profit as part of your full application submission. If your organization is a For-Profit, **Attachment 13B – Minority and Women-Owned Business Enterprise Requirement Forms (For-Profit & Government Entity)** must be completed and included as part of your full application submission.
- 1j) Complete and submit **Attachment 14 – Application Cover Page** as part of your full application submission.

**2. Community and Agency Description**

**Total 15 Points  
Maximum 1 page**

- 2a) Describe why your organization is qualified to plan and implement a public health multimedia marketing campaign, as outlined in Section III. Project Narrative/Work Plan Outcomes, A. Program Model Description. Include your organization’s experience developing campaigns to raise community awareness on public health topics such as prevention, testing and treatment. Share examples of your organization’s experience partnering with public health agencies and community-based organizations to implement campaigns.
- 2b) Describe your organization’s experience engaging and collaborating with diverse communities including people living with HIV, who are at risk for acquiring HIV, or experience health inequities and/or social injustices to inform health messaging. Describe your experience working with community spokesmodels to gather high quality photo/video content that will support the campaign. Include any outcomes, successes, and challenges.
- 2c) Describe any prior grants your organization has received from the AIDS Institute that are relevant to this proposal. Include the results and successes of those grants. OR, if your organization has not received funding from the AIDS Institute, describe any similar work that your organization has undertaken in the past, including related results and successes.

**3. Health Equity**

**Total 15 Points  
Maximum 2 pages**

- 3a) Describe how your organization will identify priority populations experiencing disparities in PrEP access. What strategies will your organization use to engage these populations to inform campaign development?
- 3b) What social determinants of health barriers and considerations will your organization address as you plan the theme, focus groups, and other elements of this campaign to enhance PrEP uptake? Please provide the most current evidence used to identify these barriers and the populations disproportionately impacted.

- 3c) Describe how your organization will ensure the campaign is culturally and linguistically appropriate. How will you know the campaign has reached your intended audience?
- 3d) What is your organization's approach to considering the social determinants of health within your work? Describe your organization's capacity to apply a health equity lens (staff knowledge, staff training, support for collaboration and evaluation). As the lead organization how will you support collaborators in responding to barriers related to social determinants of health?
- 3e) How does the organization's leadership reflect the population served?

#### **4. Program Design and Implementation**

**Total 50 Points  
Maximum 6 pages**

- 4a) Describe your overall proposal to plan and implement a community driven campaign to increase PrEP awareness and uptake as outlined in Section III. Project Narrative/Work Plan Outcomes, A. Program Model Description. Include a timeline for key steps in planning and implementing the campaign, allowing time for a mandatory 8-week Executive Deputy Commissioner Clearance (EDCC) approval process before the public release of any campaign materials.
- 4b) Describe how you will ensure the campaign resonates with the intended audience. Include innovative strategies to engage nontraditional partners and foster relationships to garner their trust.
- 4c) Describe how you will approach recruiting spokesmodels for the campaign. How will you work with them to develop personalized messages of PrEP and its importance in their specific communities?
- 4d) Describe key community partnerships required for successful implementation of the proposed program. How will you identify community partners to serve as collaborators to disseminate the campaign and lead local activities? How will your organization coordinate with and support community collaborators?
- 4e) Describe your approach to developing a dissemination plan for the campaign. How will you leverage paid and/or unpaid media? What strategies will you use to ensure statewide coverage? How will you support community partners, including both collaborators and non-collaborators, in using the campaign resources to reach specific priority populations?
- 4f) How will you determine if the collaborators are successful in their role for the campaign? How will you support collaborators who are not successful?
- 4g) Describe how you will evaluate the campaign. What qualitative and quantitative data will inform your evaluation? Explain how you will gather the relevant information and report your findings.
- 4h) Describe the staffing plan that will be used to meet the tasks and deliverables as outlined in Section III. Project Narrative/Work Plan Outcomes, A. Program Model Description. How will your proposed staffing plan meet the minimum requirement described in the program model and ensure program success? Provide a brief

description of each position's roles and responsibilities, along with job qualifications, educational background and experience required for each position. Staff roles and responsibilities for AIDS Institute reporting should be included. If in-kind staff are included in the proposed program, they should be included in the staffing detail.

- 4i) Describe your plan for ensuring program staff and collaborators are up to date on latest PrEP information and data.

## 5. Budget/Cost Proposal

**Total 20 Points**

A Budget/Cost Proposal for the purposes of this RFA will be an Applicant's completed budget as submitted using **Attachment 15 – Expenditure Budget Forms**. Applicants are instructed to prepare an annual budget for year one (1), **December 1, 2026 – November 30, 2027**.

**Applicants should strive to ensure that their total Budget/Cost Proposal is as low as possible while still being able to meet the scope of work/Work Plan objectives.** For awarding purposes, the one (1) year budget will be multiplied by five (5) for the total award. Refer to **Attachment 16 – Expenditure Budget Instructions** for completion of the budget.

Budget/Cost Proposals are required to include narrative justifications for each expense line. If applicable, applicants should include the name of each subcontractor, and what services the subcontractor will provide. If subcontractors are not yet established, list as TBD. The applicant must include an explanation of how the amount of funding for each subcontractor was determined.

- All budget lines should be calculated as whole dollar amounts.
- All costs should be related to the provision of **PrEP Aware Campaign Collaborative**, as well as being consistent with the scope of services, as described in the application narrative and work plan, and should be justified in detail.
- All costs should be reasonable and cost-effective.
- For staff listed in the Personal services (Salary and Fringe) section of the budget, include a breakdown of the total salary needs for staff. Indicate how the positions relate to program implementation. Applicants are instructed to include a justification for each of the requested FTE's and for the fringe benefits requested.
- For each item listed under Non-Personal services, describe how it is necessary for program implementation. Non-Personal services include: Contractual, Travel, Equipment, Space/Property & Utilities, Operating Expenses and Other costs.
- An indirect cost rate of up to 15% of modified total direct costs can be requested. If your organization has a federally approved rate, contractors may request up to 20% of the federally approved rate. If your agency has a federally approved rate of less than 20%, the maximum indirect rate that can be requested is the federally approved rate.
- Ineligible budget items will be removed from the budget prior to contracting. Ineligible items are those items determined by the Department to be inadequately justified in relation to the proposed Work Plan or not fundable under existing federal guidance (Uniform Guidance). The budget amount requested will be reduced to reflect the removal of the ineligible items.
- Contracts established resulting from the RFA will be cost reimbursable.
- In SFS, applicants are required to enter the total five (5) year multi-year grant funds being requested in the Unit Bid Price field at the bottom of the page. The total grant

funds and Unit Bid Price must match in order for the application to submit successfully.

**Funding provided under this RFA may only be used to expand existing activities or create new activities pursuant to this RFA. These funds may not be used to supplant funds for currently existing staff activities.**

Agencies currently funded by the Department to provide program services in accordance with the requirements of this RFA must apply for continuation of funding.

## **6. Work Plan**

**Not Scored**

Applicants are **not** required to enter the Objectives, Tasks or Performance Measures in the SFS Work Plan at the time of application. Applicants should review the Objectives, Tasks and Performance Measures as they are listed in **Attachment 4: Work Plan**.

Funded Applicants will be held to the Objectives, Tasks, and Performance Measures as listed in **Attachment 4: Work Plan**.

## **B. Freedom of Information Law**

All Applications may be disclosed or used by the Department to the extent permitted by law. The Department may disclose an Application to any person for the purpose of assisting in evaluating the Application or for any other lawful purpose. All Applications will become State agency records and will be available to the public in accordance with the New York State Freedom of Information Law (FOIL). **Any portion of an Application that an Applicant believes constitutes proprietary information entitled to confidential handling, as an exception to the general rule regarding the availability to the public of State agency records under the provisions of the Freedom of Information Law, must be clearly and specifically designated in the Application. Applicants are instructed to clearly and specifically identify all proprietary/confidential information from the application on a separate MS Word document and submit the document as part of the full PDF of the Application. Label the attachment as “Proprietary/Confidential Information” and include the following sentence in the document, “Subject to Public Officers Law the following materials are considered trade secrets, proprietary, and/or confidential commercial information.”** If the Department agrees with the Applicant’s claim regarding the proprietary nature of any portion of an Application, the designated portion of the Application will be withheld from public disclosure. Blanket assertions of proprietary material will not be accepted, and failure to specifically designate proprietary material may be deemed a waiver of any right to confidential handling of such material.

## **C. Review & Award Process**

An Application which meets the Minimum Eligibility Requirements will be reviewed and evaluated competitively by the Department. An Application that does not meet the minimum criteria (PASS/FAIL) will not be evaluated. An Application that does not provide all required information will be omitted from consideration.

Applications will be evaluated based on a Narrative/Technical Proposal (80%) and Budget/Cost

Proposal (20%) as follows:

	Program Abstract	Not Scored
<b>Narrative/ Technical Proposal</b>	Community and Agency Description	15 Points
	Health Equity	15 Points
	Program Design and Implementation	50 Points
<b>Budget/Cost Proposal</b>	Budget/Cost Proposal	20 Points
	Work Plan	Not Scored

The evaluation process will be conducted in a comprehensive and impartial manner, as set forth herein, by an evaluation committee. The Narrative/Technical Proposal will be weighted 80% of an application’s total score and the information contained in the Budget/Cost Proposal will be weighted 20% of an application’s total score.

Applicants’ responses to Program Specific Questions (Applicants’ Narrative/Technical Proposal) will be reviewed by one team of Department reviewers. Applicants’ Budget/Cost Proposal will be reviewed by another separate team of Department reviewers.

### Technical Evaluation

The evaluation process will be conducted in a comprehensive and impartial manner. Applications will first undergo a preliminary evaluation to verify an Applicant has met all Minimum Eligibility Requirements as specified in Section II. Who May Apply of this RFA.

Technical reviewers comprised of Department staff will review and evaluate Applicants’ Technical Proposals (Applicants’ responses to Program Specific Questions).

The technical reviewers will independently score each Program Specific Question and add the scores together to arrive at the reviewer’s total technical score. All individual reviewers’ total technical scores will be averaged to calculate an Applicant’s raw technical score.

The application with the highest raw technical score will receive a final technical score of 80 points. Other applicants will receive a proportionate final technical score according to the following formula:

- $z = (x/y) \times 80$  where:
- x = Technical score for proposal being scored
- y = Technical score of the highest scoring proposal
- 80 = The total technical points available
- z = The Applicant’s Technical Score

The technical evaluation is 80% (up to 80 points) of the final score.

## Cost Evaluation

The cost reviewers will examine Applicants' Budget Proposals. The Budget Proposals will be scored based on a maximum cost score of 20 points. The maximum cost score will be allocated to the Budget Proposal with the lowest budget. All other Budget Proposals will receive a proportionate cost score based on the relation of their Budget Proposal to the Budget Proposal(s) offered at the lowest final cost, using the following formula:

$$C = (A/B) * 20\%$$

A = Total cost of lowest Budget Proposal;

B = Total cost of Budget Proposal being scored; and

C = The Applicant's Cost Score.

The cost evaluation is 20% (up to 20 points) of the final score.

## Composite Score

A composite score will be calculated by the Department by adding an Applicant's technical score together with their cost score. Finalists will be determined based on composite scores.

Applications must receive a passing composite score of 60 to be considered for funding. One (1) award will be made to the highest scoring applicant.

In the event of a tie score, the applicant with the highest score for Section 3. Health Equity will receive the award. Should there still be a tie score, the applicant with the highest score in Section 4. Program Design and Implementation will receive the award.

Applications with minor issues (for example, an Application missing information that is not essential to timely review and would not impact review scores) **may** be processed and evaluated, at the discretion of the State, but any issues with an Application which are identified by the Department **must** be resolved prior to time of award. An Application with unresolved issues at the time award recommendations are made will be determined to be non-responsive and will be disqualified.

If changes in funding amounts are necessary for this initiative or if additional funding becomes available, funding will be modified and awarded in the same manner as outlined in the award process described above.

Applicants will be deemed to fall into one of three categories: 1) not approved, 2) not funded due to limited resources, and 3) approved and funded.

Once an award has been made pursuant to the terms of this RFA, an Applicant may request a debriefing of their own Application (whether their Application was funded or not funded). The debriefing will be limited only to the strengths and weaknesses of the Application submitted by the Applicant requesting a debriefing and will not include any discussion of ANY OTHER Applications. Requests for a debriefing must be received by the Department no later than fifteen (15) Calendar Days from date of the award or non-award announcement to the Applicant

requesting a debriefing.

To request a debriefing, please send an email to Rachel Newport at [hivet@health.ny.gov](mailto:hivet@health.ny.gov). In the subject line, please write: *Debriefing Request: PrEP Aware Campaign Collaborative*.

Unsuccessful Applicants who wish to protest the award(s) resulting from this RFA on legal and/or factual grounds, should follow the protest procedures established by the Office of the State Comptroller (OSC). These procedures can be found on the OSC website at <https://www.osc.state.ny.us/state-agencies/gfo/chapter-xi/xi17-protest-procedures> (Section XI. 17.)

## VI. Attachments

- Please note that Attachments to this RFA are not included in the RFA document, but can be accessed on the "**Event Page**" for this RFA/Bid Event located in the [Statewide Financial System \(SFS\) Vendor Portal](#) or once an Application has been started, under the "**Event Comments and Attachments Section**" of the online Application. To access the Event Page and online Application/Bid Event, including required documents such as the Attachments, a prospective Applicant must be registered and logged into the NYS Statewide Financial System Vendor Portal. Once logged into the Vendor Portal, prospective Applicants can locate the "Events Page" for this Bid Event by selecting the "Grants Management – State" tile, selecting the "Bid Event Search" tile, searching for this Bid Event, and then selecting the "View Event Package". Attachments that are requested as part of an Application/Bid Event response should be included as part of your full Application submission (See Section V. Completing the Application, A. Application Format/Content).
- Note: Any updates to the RFA/attachments will be addressed in an Addendum to the RFA. **Addendums, as well as questions and answers, will be posted to the [SFS Public Portal Homepage](#) under the Grant Opportunity for this Bid Event, not in the application itself.** To access these documents in SFS, Applicants must go to the Grant Opportunity and select "View Grant Opportunity" **which can ONLY be viewed when logged out of the SFS Vendor Portal.** Any updated Attachments will be posted on the NYS Department of Health Funding Opportunity website: <https://www.health.ny.gov/funding/>.

Attachment 1: Statement of Assurances\*

Attachment 2: History of Funding for Multimedia Marketing Public Health Campaigns\*

Attachment 3: Letters of Support\*

Attachment 4: Work Plan\*\*

Attachment 5: Health Equity Definitions and Examples\*\*

Attachment 6: Attachment A-1, Agency Specific Terms and Conditions\*\*

Attachment 7: Attachment A-2, Program Specific Terms and Conditions (HIV/AIDS Clause)\*\*

Attachment 8: Attachment E-1, AIDS Institute Policy on Personal Health Related Information\*\*

Attachment 9: Participation by Minority Group Members and Women With Respect to State Contracts: Requirements and Procedures (Attachment M)\*\*

Attachment 10: Vendor Responsibility Attestation\*

Attachment 11: Gender-Based Violence and the Workplace Certification\*

Attachment 12: Application Checklist\*

Attachment 13A: Minority and Women-Owned Business Enterprise Requirement Forms (Not-for-Profit)\*

Attachment 13B: Minority and Women-Owned Business Enterprise Requirement Forms (For-Profit & Government Entity)\*

Attachment 14: Application Cover Page\*

Attachment 15: Budget Forms\*

Attachment 16: Expenditure Budget Instructions\*\*

\*These attachments **must** be included in your Application submission to [AIGPU@health.ny.gov](mailto:AIGPU@health.ny.gov). Attachments to be downloaded and completed are located in the “**Event Comments and Attachments Section**” of the Statewide Financial System online Application/Bid Event.

\*\*These attachments do not need to be completed and are for Applicant information only. These Attachments may be accessed in the “**Event Comments and Attachments Section**” of the Statewide Financial System online Application/Bid Event.