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STATE OF NEVADA
SILVER STATE HEALTH INSURANCE EXCHANGE

SFY 2022
REQUEST FOR APPLICATIONS AND INSTRUCTIONS FOR GRANTS FOR RESIDENT STORE FRONT PROGRAM

NOTE: THIS APPLICATION IS ALSO AVAILABLE AT

HTTPS://WWW.NEVADAHEALTHLINK.COM/SSHIX/BIDDING-OPPORTUNITIES/

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BACKGROUND

In June 2011, Senate Bill 440 (2011) was enacted, creating the Silver State Health Insurance Exchange (Exchange), in response to the requirements of the Patient Protection and Affordable Care Act (ACA). A health insurance exchange is an online marketplace in which individuals can shop, compare and enroll in health insurance coverage. The Exchange has been operational to consumers since October 1, 2013 facilitating the purchase of subsidized health insurance for Nevadans and must be self-sustaining beginning January 1, 2015.

Section 1311(i) of the ACA also allows licensed insurance agents and brokers to be Navigators[1]. However, Navigators shall not "receive any consideration directly or indirectly from any health insurance issuer in connection with the enrollment of any qualified individuals or employees of a qualified employer in a qualified health plan." Therefore, if a Producer chooses to be a Navigator, the Producer can no longer be paid by insurers.

COVID-19 UPDATES

In response to Governor Steve Sisolak's March 12, 2020 Declaration of Emergency for COVID-19, all associated Emergency Directives will be required to implement social distancing and community mitigation strategies to limit the risk of transmission of COVID-19. Further, any entities awarded funding under this RFA must remain in compliance with any and all Emergency Directives in full force and effect under the dates of the performance period of July 1, 2021 to June 30, 2022.

Applicants will be asked in their responses to this RFA to incorporate social distancing measures and community mitigation strategies to reduce transmission of COVID-19. Applicants should develop strategies and plans that protect high risk populations, avoid overwhelming the healthcare system, minimize disruption to essential services, and protect individuals from social stigma and discrimination.

Social Distancing and Community Mitigation Strategies for Brokers could include:

- Identify and use of multiple communication methods to reach target populations, such as automated text messaging, website, email or social media to disseminate information to those inside and outside your organization.
- Develop information-sharing systems with other community partners, including local health officials.
- Identify services and activities that might need to be limited or discontinued (in person meetings, events, and classes) and find alternative solutions, such as virtual events, webinars, or zoom meetings that will ensure continuity of services for the populations you serve.
- Identify services that can be performed remotely and develop policies and procedures as appropriate to provide such services.

[1] https://www.ssa.gov/OP_Home/comp2/F111-148.html

- Set up flexible hours and extended schedules for essential services to limit the number of people who must gather in one location at one time.
- Offer alternative ways to provide services to high risk populations such as via phone or online.
- Identify and address potential language, cultural and disability barriers associated with communicating COVID-19 information.
- Address and counteract fear and anxiety that may result from rumors or misinformation regarding COVID-19.
- Consider the needs of persons at higher risk of severe illness and those who may be impacted socially or economically and identify ways to ensure the continuity of services to those groups.

Applicants are encouraged to review Interim Guidance for Administrators and Leaders of Community-and Faith-Based Organizations to Plan, Prepare, and Respond to Corononavirus Disease 2019 (COVID-19) as published by the Centers for Disease Control and Prevention (CDC) and found:

https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/guidance-community-faith-organizations.html

SILVER STATE HEALTH INSURANCE EXCHANGE RESIDENT PRODUCER/BROKER/AGENT PROGRAM DESCRIBED GENERALLY

The program will provide promotion, funding and support for qualified resident insurance agents and agent organizations, with the goal of helping to educate and enroll Nevadans in Qualified Health Plans offered the Exchange.

The broker storefront program is designed to provide up to six (6) brokers $10,000 annually in funding to facilitate and promote enrollment in on-Exchange Qualified Health Plans (QHPs). Funds may be used for promotion, outreach and/or enrollment activities that may include, but are not limited to: targeted ACA QHP and Nevada Health Link promotional and marketing materials to increase consumer traffic, temporary brick and mortar storefront lease payments, and/or hiring temporary enrollment staff.

This program will be further embodied in an agreement pursuant to 45 CFR § 155.220 (d) or an agreement that is supplemental thereto.

RESIDENT PRODUCER/BROKER/AGENT EXCHANGE CERTIFICATION

Resident Producer/Broker/Agent(s) will be required to be certified by the Exchange. Successful completion finalizes the process for Producers to assist Nevadans enrollment in health insurance on the Exchange platform.

ROLES AND RESPONSIBILITIES OF RESIDENT PRODUCER/BROKER/AGENT ENTITIES

A Resident Producer/Broker/Agent will be responsible for outreach, education and enrollment for currently uninsured or underinsured populations and will present to those populations QHP options available under the ACA.

For Full Roles and Responsibilities see 45 CFR § 155.220

RESIDENT PRODUCER/BROKER/AGENT REQUIREMENTS

Entities will submit applications requesting consideration for a grant as a Resident Producer/ Broker/Agent entity. Applicants must:

- **IF AWARDED A GRANT PURSUANT TO THIS APPLICATION, AGREE TO NOT REQUIRE OR RECEIVE A FEE, COMMISSION, OR OTHER COMPENSATION, INCLUDING AS WOULD OTHERWISE PERMITTED BY NRS CHAPTER 686A AND NAC CHAPTER 686A, FROM ANY OTHER SOURCE FOR ENROLLING CONSUMERS IN A QUALIFIED HEALTH PLAN, OR CONSULTING WITH REGARD TO SUCH ENROLLMENT, DURING THE GRANT PERIOD.**
- Demonstrate to the Exchange that the entity has existing relationships, or could readily establish relationships, with employers and employees, consumers (including uninsured and underinsured consumers), or self-employed individuals likely to be eligible for enrollment in a QHP;
- Demonstrate willingness to meet the standards prescribed by the Exchange;
- Include contract language that indicates the entity and staff will not have a conflict of interest during its term as a Resident Producer/Broker/Agent entity, and if a conflict of interest occurs (steering to a particular insurance carrier) the Resident Producer/Broker/Agent entity will notify the Exchange immediately and may be required to pay back Resident Producer/Broker/Agent grant funds to the Exchange;
- Accept the requirement that the Resident Producer/Broker/Agent entity will be an independent contractor and its employees or volunteers will not be in joint employment of the Exchange, as follows:

Resident Producer/Broker/Agent entity is associated with the State only for the purposes and to the extent specified in this Contract, and in respect to performance of the contracted services pursuant to this Contract, Resident Producer/Broker/Agent entity is and shall be an independent contractor and, subject only to the terms of this Contract, shall have the sole right to supervise, manage, operate, control, and direct performance of the details incident to its duties under this Contract. Nothing contained in this Contract shall be deemed or construed to create a partnership or joint venture, to create relationships of an employer-employee or principal- agent, or to otherwise create any liability for the State whatsoever with respect to the indebtedness, liabilities, and obligations of Resident Producer/Broker/Agent entity or any other party.

If notwithstanding the foregoing, the State is found to be employer of the employees or volunteers Resident Producer/Broker/Agent entity, between themselves Resident Producer/Broker/Agent entity shall be solely responsible for, and the State shall have no obligation to Resident Producer/Broker/Agent entity with respect to: (1) withholding of income taxes, FICA or any other taxes or fees; (2) industrial insurance coverage; (3) participation in any group insurance plans available to employees of the State; (4) participation or contributions by either Contractor or the State to the Public Employees Retirement System; (5) accumulation of vacation leave or sick leave; or (6) unemployment compensation coverage provided by the State, and Resident

Producer/Broker/Agent entity shall indemnify and hold State harmless from, and defend State against,

any and all losses, damages, claims, costs, penalties, liabilities, and expenses arising or incurred because of, incident to, or otherwise with respect to any such taxes or fees. Neither Resident Producer/Broker/Agent entity nor its employees, agents, nor representatives shall be considered employees, agents, or representatives of the State. The State and Resident Producer/Broker/Agent entity shall evaluate the nature of services and the term of the Contract negotiated in order to determine "independent contractor" status, and shall monitor the work relationship throughout the term of the Contract to ensure that the independent contractor relationship remains as such.

- Acknowledge that a Resident Producer/Broker/Agent entity will, as a precondition for receiving any funds, enter into an independent services contract or award agreement that, among other things, will set forth terms concerning confidentiality and indemnification obligations and terms for cancelling, terminating or withdrawing the grants, for cause or for unavailability of funding as applicable.
- Demonstrate that the entity has processes in place that comply with the privacy and security standards adopted by the Exchange as required in accordance with 45 CFR § 155.220;
- Demonstrate how the organization’s business model, service area and clientele will be leveraged to support the Resident Producer/Broker/Agent mission and show how Resident Producer/Broker/Agent funds will support the Resident Producer/Broker/Agent mission and ancillary functions of the entity.

The Exchange will review the competitive applications and award to qualified Resident Producer/Broker/Agent entities throughout the state of Nevada.

RESIDENT PRODUCER/BROKER/AGENT QUALITY STANDARDS

The Exchange will monitor and will require the Resident Producer/Broker/Agent entities to comply with monitoring and evaluation requirements established by the Exchange.

Resident Producer/Broker/Agent(s) will enter their National Producer Number (NPN) web portal when assisting a consumer with enrollment. Enrollment trends can be analyzed to determine if certain Resident Producer/Broker/Agent(s) are steering business in a manner that is statistically significant when compared to other Resident Producer/Broker/Agent(s). Post transaction surveys will be available to the consumer so that they may provide feedback on the enrollment experience.

Performance of Resident Producer/Broker/Agent entities will be closely monitored. Resident Producer/Broker/Agent entities must comply with monitoring and evaluation requirements established by the Exchange. This includes, but is not limited to, completing required reports on a monthly basis, as described in the subsequent section, cooperating with all mandated monitoring and evaluation activities, including potential site visits by the Broker Liaison providing requested data to the Exchange in a timely matter, and participating in research projects related to the effectiveness of the Exchange's statewide campaign. Resident Producer/Broker/Agent(s) entities must submit performance and fiscal reports to the Exchange documenting their progress towards the completion of agreed upon deliverables, and established program outcomes, according to agreed timelines. Resident Producer/Broker/Agent(s) entities must maintain comprehensive records of program expenditures and activities throughout the period of the grant and provide them to the Exchange upon request.

At the sole discretion of the Exchange, Resident Producer/Broker/Agent entities that are not performing their scope of work, or meeting pre-established goals and deliverables, may be terminated, or the award level may be reduced. Resident Producer/Broker/Agent entities will be provided re-training and asked to correct the deficiency within 30 days, or risk grant termination.

Resident Producer/Broker/Agent entities must also establish and provide to the Exchange an internal system for overseeing and managing program quality, including evaluating the performance of Resident Producer/Broker/Agent responsible for conducting grant-funded outreach and education activities. This includes verifying that: outreach and education activities are delivered as planned, accurate messages and information are provided to consumers and small businesses, and overall compliance with program standards and guidelines are maintained. Resident Producer/Broker/Agent entities must immediately report instances of non-compliance and specify their plans for corrective action to the Exchange.

The Exchange seeks to use monitoring and evaluation data to learn what strategies and approaches most effectively increase awareness amongst Nevada's uninsured consumers and motivate them to enroll in coverage.

ELIGIBLE ENTITIES

Applications will be accepted from applicants who meet the organizational eligibility requirements and minimum qualifications. The Exchange encourages applications from organizations and entities with established relationships and access to the target uninsured and underinsured populations. Organizations are further encouraged to target populations who are vulnerable or underserved, and are disproportionately without access to coverage or care, or at a greater risk of poor health outcomes. Applicants should propose to target consumers eligible for affordable health insurance programs through the Exchange.

The Exchange encourages applications from organizations and entities with established relationships and access to target uninsured consumers - specifically, those eligible for enrollment into the health care programs available through the Exchange, including subsidized and non-subsidized programs for individuals. Only organizations who conduct Resident

Producer/Broker/Agent activities targeting populations who are eligible for programs offered through the Exchange will be considered for grant funding.

Resident Producer/Broker/Agent must have a brick-and-mortar enrollment center which will be your place of business.

MINIMUM QUALIFICATIONS

- Prior experience and demonstrated success with providing in-person outreach and education activities that serve similar target populations who will be newly eligible for coverage through the Exchange;
- An established presence and demonstrated trusted source for information to the target populations and communities;
- Established relationships with the target populations and a demonstrated capacity to leverage these existing relationships;
- Knowledge of the cultural, linguistic and other preferences of the target populations and communities that the Applicant proposes to reach through this Grant; prior experience and success developing and implementing outreach and education programs; https://d1q4hslcl8rmbx.cloudfront.net/assets/uploads/2017/05/Nondiscrimination-and-Accessibility-Requirements-and-Nondiscrimination-Statement.V2.pdf
- Staffing which reflects the cultural and linguistic background(s) of the target uninsured population(s) the Applicant proposes to serve through this Grant;
- Demonstrated ability to deliver cost-effective grant activities which are in line with the purpose of the Grant Program and established goals, objectives and guiding principles;
- Demonstrated management, administrative and fiscal infrastructure to implement a complex, federally funded project as planned;
- Basic knowledge of the Affordable Care Act and the new health care coverage options that will be available to Nevadans; and
- Knowledge and experience with measuring the impact and success of outreach and education campaigns;
- Ability to comply with all applicable federal and state codes, rules, and regulation.

DESIRED QUALIFICATIONS

- Direct experience in prior projects involving successful outreach, education and enrollment efforts for public and private health insurance programs;
- Direct experience in prior projects that resulted in increased awareness of a new program, a change of attitudes and behaviors, and motivated consumers to act;
- Prior experience and success developing and implementing outreach and education programs for other public or private programs for target populations;
- Direct experience with public information and outreach campaigns tailored to Nevada's diverse populations;
- Knowledge of and experience with conducting outreach and education and enrollment activities to Nevada's diverse populations, with an emphasis on reducing and removing

barriers to enrollment;
- Direct experience conducting outreach and education activities to limited English proficient populations whose primary language is Spanish;
- Established relationship with businesses or consumers in employment sectors with high rates of uninsured individuals (e.g., truckers, construction, service, hospitality etc.);
- Knowledge of the barriers that prevent consumers from enrolling in or purchasing health coverage.

AVAILABLE FUNDING

Projected available funding for Resident Producer/Broker/Agent grant is not to exceed $10,000 per awarded grantee entity for the full grant period. This projection is approximate and is subject to change based on available funding.

REQUEST FOR FUNDING

A Request for Funds (RFF) will be submitted per calendar month per grantee and is inclusive of all costs associated with the Resident Producer/Broker/Agent program. The Exchange expects grant dollars to be used for enrollment and outreach for QHPs.

The intent of this funding mechanism is to streamline the reimbursement process. It is not intended to dictate an organization's overhead process.

GRANT PERIOD

The grant period for this RFA begins July 1, 2021 and ends January 31, 2022.

APPLICATION AND AWARD PROCESS

Applicants must attend at least one of the following orientation sessions to be conducted via videoconference and via teleconference. Due to limited virtual seating, please RSVP to Kaitlyn Blagen at Kblagen@exchange.nv.gov.

Orientation information is provided in the section entitled "Timetable". Application Questions and Answers.

RFA questions may be submitted via e-mail to kblagen@exchange.nv.gov with the subject line BROKER RFA QUESTIONS through April 19, 2021, and will be posted to the Nevada Health Link website, with responses, by April 23, 2021. The Q&A will remain on the website through the end of the application period. In addition, answers to some questions may be available at NevadaHealthLink.com.

After April 19, 2021 no substantive questions about the application will be answered. Technical questions regarding formatting and submission may be directed to Kaitlyn Blagen via e-mail at kblagen@exchange.nv.gov .

SUBMISSION OF APPLICATIONS

Details concerning the submission of applications are outlined in subsequent sections titled Application Instructions, Budget Instructions and Submission Instructions.

AWARD PROCESS

Proposals will be reviewed in a four-step process:

1. Staff from the Exchange will review proposals to ensure that minimum standards are met.
   Submissions must include applicant information, an executive summary, and answers to all RFA questions, and responses to the Fiscal Management Checklist (Appendix D). Proposals **will** be disqualified if they are received after the stated deadline and may be disqualified if they:
   - are missing any of the required elements;
   - do not conform to standards for page limits, type size, margins and the prohibition on attachments, or
   - are submitted by an entity that is financially unstable as evidenced by information gleaned from the Fiscal Management Checklist and accompanying fiscal documents.

2. Proposals that meet minimum standards will be to the Exchange Application Committee. The Committee will review the proposals for strengths and weaknesses and will score them appropriately.

3. The Exchange Application Committee will review and score the proposals in accordance with the Scoring Matrix in Appendix B.

4. Final funding decisions will be made by the Exchange Application Committee based on the following factors:
   - Reasonable statewide distribution of the recommended grant awards among north, south and rural parts of the state;
   - Conflicts or redundancy with other federal, state or locally funded programs, or supplanting (substitution) of existing funding;
   - Availability of funding.

Exchange staff will conduct negotiations with the applicants recommended for funding to address any specific issues identified by the Exchange Application Committee. Adjustment of budget, goals, and grantee classification Resident Producer/Broker/Agent may be required at that time.

Not all applicants who submit a qualifying proposal or who are contacted for final negotiation will necessarily receive an award. All questions and concerns must be resolved before a grant will be awarded. Upon successful conclusion of negotiations, Exchange staff will complete and distribute to grantees notices of grant award, general conditions, grant assurances and grant instructions.

Funding decisions made by the Exchange Application Committee are final and there is no appeal process.

REIMBURSEMENT METHOD

Payments to applicants whose proposals are funded through the Resident Producer/Broker/Agent program will be based on the achievement of mutually agreed upon deliverables between the entity and the Exchange. Deliverables and timelines for completion will be incorporated into a Scope of Work document and used as basis for the Monthly progress reports. Monthly progress reports, including outcome measures and metrics, must be reported each month to be eligible for reimbursement.

REIMBURSEMENT REQUESTS

In order to be reimbursed for their services, Resident Producer/Broker/Agent entities will submit a Request for Funds within 30 days of the calendar month end for reimbursement of the prior month. Monthly progress reports, as provided by the Exchange, including outcome measures and metrics, must be reported each month to be eligible for reimbursement. If monthly progress reports are not submitted, are incomplete, or do not reflect thoughtful and meaningful program data or progress, reimbursement will be withheld until any issues identified and the monthly report are corrected.

Exchange staff will review the documentation and process payment within 30 days.

The Resident Producer/Broker/Agent Entity will be required to become a vendor with the State of Nevada and demonstrate compliance with operating a business in the state of Nevada prior to receiving payment.

REPORTING REQUIREMENTS

Resident Producer/Broker/Agent entities must maintain compliance with established reporting requirements. At a minimum, Resident Producer/Broker/Agent entities will be required to submit monthly reports on their activities, progress towards deliverables and program outcomes to the Exchange. If project benchmarks are not met, the Exchange will provide technical assistance to assist with a resolution. Grantees will also be required to report any proposed adjustments to their approved scopes of work and seek Exchange approval prior to implementation.

TIMETABLE

Friday, April 2, 2021	RFA is published
Tuesday, April 13, 2021	Broker orientation is scheduled. Attendance is mandatory
Monday, April 19, 2021	Deadline for applicants to submit substantive questions about application to the Exchange by 5pm.
Friday, April 23, 2021	Exchange posts final Questions and Answers to website.
Friday, April 30, 2021	Applications are due by close of business day, 5pm. Attendance at the April 13, 2020 orientation is mandatory for applications to be accepted.
Monday, May 3 through Friday, May 7, 2021	Applications are reviewed by the Exchange Application Committee and recommendations are provided to the Exchange.
Monday, May 10, 2021 through Thursday, May 28 , 2021	Grant Selection Committee meets and makes final selections.
Monday, June 7, 2021	Grant Negotiations Conclude

Applicants must attend the following orientation session to be conducted via videoconference/teleconference. Please RSVP to Kaitlyn Blagen at kblagen@exchange.nv.gov. Exchange staff will be present via ZOOM in Las Vegas and Carson City.

ORIENTATION SESSION

DATE/TIME	LOCATION	VIDEOCONFERENCE	TELECONFERENCE
Tuesday, April 13, 2021 **11:30 am – 12:00 pm**	Virtual Meeting	ZOOM Meeting https://nevadahealthlink.zoom.us/j/82323638255	Phone #: (888) 204-5984 Access code: 762545

The Exchange is not responsible for any costs incurred in the preparation of the proposal. All proposals become the property of the Exchange. The Exchange reserves the right to accept or reject any or all proposals. Resident Producer/Broker/Agent entities awarded funding are those deemed to be in the best interest of the people of the State of Nevada.

APPLICATION INSTRUCTIONS

NOTE: Failure to follow these instructions may result in disqualification of the application.

General Formatting

- This is a paper application process.
- Applicants must include and use Appendix B, D, and F as a template for their proposal. **For the convenience of reviewers, applicants must retain the questions and insert a response after each question.** When multiple questions are listed in a section, applicants should respond to each question separately.
- Applicants **must** provide an answer for each question in each section of the proposal.
  Failure to do so may result in disqualification. If a question does not apply to your organization or your proposal, you must at least respond "Not applicable."
- There is no specific word limit associated with each question. However, the executive summary should not exceed one page and the complete narrative portion of the application (excluding the applicant information page but including the executive summary) **must not exceed 15 pages**. The amount of space required to retain the questions has already been factored in to this page limit and no additional allowances will be made.
- Font must be Times New Roman or Arial in 12 point size. Margins must match that of the template. Responses may be single-spaced, but double-spacing should be used between questions for ease of reading.
- Unsolicited materials will **not** be accepted. This includes support letters, cover pages, cover letters, brochures, newspaper clippings, photographs, media materials, etc.
- Applicants will be asked to attach specific documents and forms to the application.
  Refer to the checklist at the end of the application template (Appendix C). These documents will not be counted as part of the 15-page application limit and are the only documents that may be submitted with the application.
- Attachments must be typed or computer generated and formatted similar to the application (refer to the fifth bullet in this section).

BUDGET INSTRUCTIONS

Applicants **must** use the budget form in Appendix F: Budget Narrative Form.

Budget Narrative Form

The Budget Narrative Form must include an explanation of estimated costs by line item, or category, and a brief explanation of how costs relate to the implementation of the proposal submitted. While brief, the explanation of costs MUST provide enough detail to understand how funds will be spent with specificity and timelines. As an example, an explanation consisting of just "Marketing Costs" will not be accepted due to lack of detail. Program costs per Resident Producer/Broker/Agent award can total no more than $10,000.00.

SUBMISSION INSTRUCTIONS

An electronic copy attached to an e-mail is preferred and may be sent to:
kblagen@exchange.nv.gov

If it is not possible to submit an electronic copy, a hard copy of the application may be mailed to:

Kaitlyn Blagen
Silver State Health Insurance Exchange
2310 S Carson Street
Carson City, NV 89701

Applicants should choose only one submission method to avoid duplication. Regardless of the submission method selected, applications **must** be received no later than 5 p.m. on Friday, April 30, 2021, 2021. **A notice of receipt will be issued via email.** Late submissions **will** be disqualified. The Exchange is not responsible for lost or late mail or e-mail delivery.

APPENDIX A – PROJECT REQUIREMENTS

COMMUNITY FOCUS

Every applicant must demonstrate that it has already established or is actively establishing
working relationships with a population or a community organization that serve populations that are uninsured or underinsured such as but not limited to Mesquite, Pahrump, Laughlin, Tonopah, Winnemucca, Ely, Caliente, Fallon, Lovelock and Hawthorne. These relationships should relate directly to the proposed program activities. Applicants may be asked to provide evidence of these relationships during the grant award process, the grant negotiation process, and/or during program monitoring over the course of the grant period.

TARGET POPULATIONS

The target population of the Producer/Broker/Agents grant process is the uninsured and underinsured population in the state of Nevada with incomes in the 138% to 400% range of the Federal Poverty Level.

OUTCOME MEASURES

- Every proposal must include Enrollment and Outreach outcome measures in Appendix F as described previously in the Budget Instructions. Please include at least two, but no more than five, outcomes that measure the project's success in reducing the number of uninsured individuals and families in the state of Nevada. A description of how each outcome will be measured is also an essential element. Measures must be more than simply "Increase Enrollment." A measurement worded this simply will not be accepted. Measures must be worded so that they are specific, measurable, achievable, relevant, and time-bound. Explain the process to increase enrollment of underinsured or uninsured in Nevada during the eight (8) weeks of open enrollment. What types of services will be used to target the underinsured or uninsured populations?

- How will storefront traffic be increased during the eight (8) weeks of open enrollment?

APPENDIX B – PROPOSAL CONTENT

I. APPLICANT INFORMATION

Entity Name	
Legal Name	
Also Known As	
Physical Business Address	
City, State, Zip Code	
Main Entity Phone	
Main Entity Fax	
Email Address	
Website Address	
Tax Identification Number	
Primary Contact, Land and Cell Phone Numbers, Email	
Primary Contact, Land and Cell Phone Numbers, Email	
Amount of Funding Requested	

II. EXECUTIVE SUMMARY

Provide an overview of the proposed program or project. Limit to one page.

III. OUTCOME MEASURES

a. State the amount of funding requested. This should match the total on the required budget form (Appendix F) and on the Applicant Information page.

b. Are you pursuing or have you secured any other funding that relates to the proposal?
Identify the funding sources, indicate the amount requested or secured, and explain how the funding will be used. For any funding sources that are pending, indicate when you expect to be notified whether your agency will receive an award.

c. How will the project maximize grant funds to meet the proposed goals? Explain how the proposal goals were developed and how they will reduce the number of uninsured or underinsured Nevadans?

d. How will the project maximize grant funds to meet the projected outreach goal? Explain how the outreach goal was reached and how this will be documented as proof of outreach to the Exchange?

IV. SERVICES TO BE PROVIDED

a. Provide a detailed description of the services your project provides or will provide.
Include a description of your service delivery method, including any citations for evidence-based or evidence-informed practices.

b. Describe your current marketing and outreach activities. How many marketing/outreach events do you attend outside your office monthly?

V. COMMUNITY FOCUS

a. Define your community. Is it a district within a city, a city, a county, a group of counties or region, or the state as a whole? Be specific. Name the area or areas you consider to be your community.

VI. POPULATION TO BE SERVED

a. What populations will you serve? Include any plans you have to target persons with disabilities or any other special populations (e.g., traditionally under-served ethnic populations, youth).
b. To the extent practicable, the funding associated with this RFA should be targeted to populations with incomes in the 138% to 400% FPL range. How will your project address this objective?
c. If you included a target population in part (a), describe the steps you will take to identify and verify the target population. List any partners or resources that will assist in your efforts.

VII. ORGANIZATION, STAFF AND FISCAL CONTROLS

a. Provide an overview of your organization. How long have you been in business?
b. How long have you provided the type of services for which you are requesting funds? How has the organization grown through the years? Is there a strategic plan in place and, if so, what are the short-term and long-term goals for the organization?
c. Provide a list of key staff members working on this project. Indicate the length of time each has worked in this field and for the organization.
d. How will your organization ensure that it is in compliance with all laws, regulations, Grant Instructions and Requirements, and other ruling documents that are associated with these funds?

VIII. ADDITIONAL INFORMATION

Provide any additional information about your organization, services, staff or plans that you deem important to this application.

APPENDIX C – SCORING MATRIX

The following sections in the required grant narrative will be scored as indicated.

1 PERFORMANCE MEASURES (up to 20 points)

• Performance measures are not adequately defined, not included	1-5
• Performance measures are defined, but description on how goal will be attained is inadequate.	6-10
• Performance measures defined, but did not demonstrate what documentation will be provided.	11-15
• Performance measures adequately defined, description and documentation are well thought out.	16-20

2. SERVICES TO BE PROVIDED (up to 10 points)

• Services and/or methods of delivery unclear	1 - 3
• Services clear; methods of delivery not adequately addressed	4 - 8
• Services and methods clear, impact on uninsured effectively addressed, and (if applicable) waitlist and need for multiple providers discussed	9 - 10

3. COMMUNITY FOCUS (up to 20 points)

• Community and education/enrollment network not adequately defined, no strategic plan	1-5
• Community defined, education/enrollment network not adequately defined, no strategic plan	6-10
• Community and education/enrollment network defined but strategic plan absent or inadequate	11-15

- Community and education/enrollment network well defined, effective strategic plan in place — 16 - 20

4. **POPULATION TO BE SERVED (up to 20 points)**

- Unclear, minimal or inappropriate target population — 1 - 6
- Target population clear and appropriate — 7 - 13
- Target population clear and appropriate, and effective methods in place to identify special populations — 14-20

5. **ORGANIZATION, STAFF AND FISCAL CONTROLS (up to 10 points)**

- Capacity of organization and staff to accomplish goals not established — 1 – 3
- Organization, staff able to accomplish goals but fiscal controls not adequate — 4 – 8
- Organization, staff able to accomplish goals and effective fiscal controls established — 9 - 10

APPENDIX D – FISCAL MANAGEMENT CHECKLIST

Answer “Yes” or “No” to the following questions. Provide an explanation for all "No" answers.

Items will be verified during program or fiscal monitoring visits, which may include a random sampling of transactions.

Personnel and Fiscal Management

1. __ Yes __No

   Does the agency have written personnel policies covering at a minimum: job descriptions, leave policies, recruitment and selection, evaluation, travel, salary ranges, fringe benefits, grievance procedures, disciplinary procedures, termination procedures, conflict of interest, sexual harassment, substance abuse, lobbying, confidentiality, and equal employment policies?

2. __ Yes __No

   Does the agency have an accounting manual covering all of the following: separation of duties, accounts payable, accounts receivable, internal control, purchasing, check signing policies, payroll, cash receipts, procurements, property management, time sheets, travel, conflict of interest, nepotism?

3. __ Yes __No

   Are procedures in place to minimize elapsed time between receipt and expenditure of funds and for determining allowability and allocation of costs?

4. __ Yes __No

   Are accounting records supported by source documents?

5. __ Yes __No

   Are records adequate to identify the source and use of funds?

6. __ Yes __No

   Does the agency have a process for reconciling project expenses with revenues?

7. __ Yes __No

   Fiscal and program records are retained for at least 4 years after the end of the grant period?

APPENDIX E– SIGNED GRANT CONDITIONS AND ASSURANCES

Verify that your organization has read, understands, and agrees to the Grant Conditions, Assurances, and the Grant Instructions and Requirements. An authorized staff person from the applicant organization must sign and date below.

Signature, Title____Date_________________