



Request for Applications (RFA) Title: Strategic Communications Grant Program

Due Date and Time: Monday, March 7, 2022 @ 5:00pm

Submit Application Questions To: OESJgrants@kingcounty.gov

Submit Application at: https://gn.ecivis.com/GO/gn_redir/T/q52gzciyz53c

**DEFINITION OF WORDS AND TERMS
APPLICABLE ONLY TO INSTRUCTION OF THE RFA**

Words and terms shall be given their ordinary and usual meanings. Where used in the Agreement documents, the following words and terms shall have the meanings indicated. The meanings shall be applicable to the singular, plural, masculine, feminine and neuter of the words and terms.

- Addendum/Addenda:** Written additions, deletions, clarification, interpretations, modifications or corrections to the solicitation documents issued by PSB during the Application period and prior to award.
- Applicant:** Individual, association, partnership, firm, company, corporation or a combination thereof, including joint ventures, submitting an Application to perform the Work.
- Application Evaluators:** Team of people appointed by the County to evaluate the Applications, conduct discussions, score the Applications and make recommendations.
- Competitive Range:** The Competitive Range consists of the Applicants that have a reasonable chance of selection for award. The Application Evaluators (AE) shall conduct the initial evaluation of the Applications considering price and Evaluation Factors established in the RFA. The Buyer and Project Manager/AE together shall compare the evaluations and determine the Competitive Range. The Competitive Range may be reduced after the evaluation of additional information, and negotiations.
- Criteria, Evaluation Criteria or Evaluation Factors:** The elements cited in the RFA that the County shall examine to determine the Applicants understanding of the requirements; technical, business and management approach; key personnel; qualification and experience of the Applicant; potential for successfully accomplishing the Agreement; risk allocation and the probable cost to the County.
- Days:** Calendar days.
- RFA:** Request for Applications, also known as the solicitation document.

SECTION 1: GRANT PROGRAM SCOPE OF WORK

1.1 INTRODUCTION

On March 11, 2021, President Biden signed the American Rescue Plan Act (ARPA) into law. Section 9901 of ARPA amended Title VI of the Social Security Act to add section 603, which establishes the Coronavirus Local Fiscal Recovery Fund (CLFR). King County, Washington was provided a CLFR distribution directly by the U.S. Treasury and is empowered to utilize this funding for costs associated with responding to the COVID-19 public health emergency and its negative economic impacts.

With the passage of ARPA, the county moved decisively to initiate its recovery plan. King County Executive Dow Constantine and the King County Council enacted an emergency supplemental budget to launch a portfolio of programs designed to continue funding the COVID response and make equitable economic recovery investments in the community, with a focus on the people and places disproportionately impacted by the pandemic. Under the banner “Revive and Thrive Together,” these programs are designed to create a permanent and positive difference for all people in the county.

Ordinance 19289 passed by King County Council on May 25, 2021, adds \$1,750,000 for the Office Equity and Social Justice (OESJ) for administrative costs to equitably increase awareness of and access to the broad spectrum of King County CLFR-related programs, grants, and contracts. The intent of this particular funding is to provide support for more accessible and effective communications strategies within communities and sectors experiencing the most negative economic impacts combined from systemic racism and COVID-19.

The early months of the COVID-19 pandemic further cemented the intersectional impacts of two crises: systemic racism and COVID-19. On June 11, 2020, the Executive along with King County Public Health declared that racism is a public health crisis, citing “all of King County government are committed to implementing a racially equitable response to this crisis, centering on community...Using the current pandemic as an example, we see how COVID-19 is a new crisis on top of the existing crisis of racism, and we see how racism – despite amazing community resiliency – is an underlying root cause of the disproportionate impacts on communities of color.” The combination of these two crises continues to have disproportionately large and cumulative ramifications for Black, Indigenous, and other People of Color (BIPOC) communities, immigrants, refugees, people with language access needs, cultural communities, low-income people, and sectors such as creative economy and essential workforce (i.e., social, health and other services sectors).

1.2 OBJECTIVES

The Strategic Communications Campaign Program intends to contract with eligible and qualified organizations to assist King County in the conceptualization, planning, organization, and implementation of a mixed media, multi-tiered campaign. The campaign is intended to leverage earned, owned, and paid media and community communications channels to equitably increase awareness of and access to information about King County Revive & Thrive programs, grants, contracts, and support services available to individuals, communities, and sectors. Often the communities who are most in need, are least aware of the investments directed to help them recover, because the County often has insufficient strategic communications specifically focused on this purpose.

The specific objectives sought by the program are two-fold:

- Expand equitable access to information about grant opportunities and support services available to King County residents negatively impacted by the pandemic

- Increase awareness among the broader King County population about how King County is using CLFR funding to support equitable recovery of King County communities

By pursuing these objectives, King County wishes to create a feedback loop between King County and residents so King County better understands how its Revive & Thrive efforts are impacting the lives of communities, families, and individuals; encourage greater transparency in how King County is spending COVID funds and applies its anti-racist and pro-equity approaches to the allocation of these resources; and ultimately increase King County’s accountability to county residents. King County hopes that this program will further strengthen the capacity of the contracted entities to mobilize public awareness and seek greater government transparency and accountability to the public.

1.3 PROGRAM DESCRIPTION

The Strategic Communications Campaign Program responds to an urgent need for more concerted, strategic communications between King County and communities focused on ensuring equitable and effective distribution of public resources to mitigate the negative impacts of the COVID-19 pandemic on King County communities and aid their recovery from the pandemic. King County’s Office of Equity and Social Justice (OESJ) views this need as an opportunity for a strategic communications partnership, a new kind of partnership grounded on purposeful exchange of information between King County and the public through community partners. To better explain the partnership and the envisioned information exchange, OESJ has created the following Visual Program Map.



The services sought through the Strategic Communications Campaign Program include:

- Production of articles or storytelling series aligned with the program objectives, such as:
 - Stories and reports capturing the on-the-ground impact of CLFR programs,
 - Materials to broadcast grant opportunities and support services through King County and other funding sources
- Media buys (e.g., a paid social media advertising campaign)
- Design and production of materials (e.g., video, graphics, artwork, print, newsletters, distribution text messages, flyers)
- Recurrent event series (e.g., a recurring Facebook Live forum that lets community ask questions)
- Landscape analysis/research of COVID-19 resources and spending (e.g., data journalism)
- Translation of communication materials in tandem with other activities on this list
- Development of culturally relevant messaging for a social media and newsletter campaign

- Additional communication materials/channels that would be effective in reaching communities served by an organization or media outlet

All communications services must be delivered in a culturally and linguistically appropriate manner and must cater to sectors or groups most negatively impacted by both systemic racism and the COVID-19 pandemic. For the purposes of this program, “most negatively impacted by both systemic racism and COVID-19” include BIPOC individuals and communities, immigrants, refugees, low-income, unstably housed, small businesses, un/underemployed, artists, service industry essential workers, and others who have otherwise been disproportionately impacted by the pandemic.

The County and its partners will have a shared interest in accountability and transparency. Partners may find King County’s allocation of its federal resources may raise issues that require a critique of the County. King County expects its partners to maintain independence and journalistic integrity, while providing King County the opportunity to adjust and correct issues raised for the good of the community.

Applicants should specify what services from the above they will provide, their approach to delivering these services, frequency and volume of deliverables, and an estimated budget to carry out this work. Awardees will share with King County the communication “products” as their deliverables. During the award process, King County will work with each organization/media outlet to determine the best reporting format for their campaign. This could include, for example, links to stories, videos, podcasts produced, a report on social media advertising campaign engagement, etc.

Eligible entities:

- Community-based news outlets
 - Newspapers
 - News website
 - Radio stations (traditional broadcast or digital)
 - Digital media
 - Podcast
- Communications firms with demonstrated ability and experience to reach communities most impacted by both systemic racism and COVID-19
 - Community-based organizations (for-profit or non-profit) providing communication services within normal business operations and with demonstrated relationships with communities most impacted by both systemic racism and COVID-19
- Artists and creators with proven community reach and communication channels

1.4 PERFORMANCE INDICATORS

Awardees will be expected to track and report (as part of quarterly progress and final reports) on the following indicators:

- Number of communications or stories delivered to an intended audience
- Number of interviews conducted to produce a story or a report capturing King County’s impact on communities.
- Measures of reach or engagement (e.g., number of people who viewed a story posted on each social media channel, shared the story, commented on the story, took part in the Facebook Live forum, etc.)

1.5 PROGRAM PERIOD

Program period is from signing through December 31, 2022, consistent with King County’s current budgetary appropriation period. Applicants who are interested in a longer program period (extending into 2023) should clearly differentiate a two-part plan: one for spending all funds through December 31, 2022, and the second for

spending the funds over a longer period of time extending into 2023. Activities extending into 2023 will require re-appropriation by King County Council and amendments to contract agreements. At this time, there is no certainty that this grant program would be extended into 2023.

1.6 KEY MILESTONES AND DELIVERABLES

Milestone/deliverable	Timeline
Application form	Monday, March 7 at 5pm
Workplan	2 weeks following award signing
Monitoring calls	Monthly
Invoices	Monthly (template attached)
Quarterly progress reports	<ul style="list-style-type: none"> - 2 weeks following end of the calendar quarter (e.g., April 15, 2022, for Q1.2022) - Summary of the work in the reporting period (template attached) - List of communication products delivered in the reporting quarter to be provided as an addendum - Compilation of communication products delivered in the reporting quarter to be provided as an addendum
Final report	<ul style="list-style-type: none"> - 30 days following the end of the period of performance - Summary of the work for the entire period of performance (template attached) - List of all communication products delivered over the course of the contract, to be provided as an addendum - Compilation of communication products not previously provided

1.7 PROGRAM BUDGET

The total budget for this program is \$1,750,000. Maximum awards are \$150,000 per organization and may be adjusted to achieve equitable allocation and opportunities for community capacity-building where needs are greatest. King County will evaluate all submitted proposals and award as many contracts as qualified up to the total amount with attention to communities reached.

Funds will be disbursed to recipients through a *reimbursement process* based on monthly invoices and supporting documentation. Advance payments can be made available for specific needs, on request and are subject to approval prior to agreement signing.

Recipients are responsible for meeting the administrative, financial record keeping, and programmatic reporting requirements as outlined in the final contract and consistent with 2 CFR 200. Please refer to the *Documentation Requirement Checklist*.

SECTION 2: APPLICATION INSTRUCTIONS

2.1 Application Submission

Applicants must use the application form available on the county's website at https://gn.ecivis.com/GO/gn_redir/T/q52gzciiz53c. Applications must be filled out fully and completely including all required document uploads.

Applications will only be accepted from Applicants able to complete the delivery of goods or services described in the specifications. Joint ventures shall submit one Application for the team, with accompanying proof of the joint venture agreement.

2.2 Late Applications

Applications and modifications of Applications received after the exact hour and date specified for receipt will not be considered.

2.3 Cancellation of RFA or Postponement of Application Opening

The County reserves the right to cancel this RFA at any time. The County may change the date and time for submitting Applications prior to the date and time established for submittal.

2.4 Addenda

If at any time, the County changes, revises, deletes, clarifies, increases, or otherwise modifies the RFA, the County will issue a written Addendum to the RFA.

2.5 Questions and Interpretation of the RFA

No oral interpretations of the RFA will be made to any Applicant. All questions and any explanations must be requested in writing and directed to the Contract Specialist identified on page 1. Oral explanations or instructions are not binding. Any information modifying a solicitation will be furnished to all Applicants by addendum. Communications concerning this Application, with other than the listed Contract Specialist may cause the Applicant to be disqualified.

2.6 Examination of Application and Agreement Documents

The submission of an Application shall constitute an acknowledgement upon which the County may rely that the Applicant has thoroughly examined and is familiar with all requirements and documents pursuant with the RFA, including any addenda and has reviewed and inspected all applicable statutes, regulations, ordinances and resolutions addressing or relating to the goods or services to be provided hereunder.

The failure of an Applicant to comply with the above requirement shall in no way relieve the Applicant from any obligations with respect to its Application or to any Agreement awarded pursuant to this RFA. No claim for additional compensation shall be allowed which is based upon a lack of knowledge or misunderstanding of this RFA.

2.7 Cost of Applications

The County is not liable for any costs incurred by Applicant in the preparation and evaluation of Applications submitted. Samples of items required must be submitted to location and at time specified.

2.8 Modifications of Application or Withdrawal of Application Prior to Application Due Date

At any time before the time and date set for submittal of Applications, an Applicant may submit a modification of an Application previously submitted to the County. All Application modifications shall be made in writing, executed and submitted in the same form and manner as the original Application.

Applications may be withdrawn by written notice received prior to the exact hour and date specified for receipt of Applications. An Application also may be withdrawn in person by an Applicant or authorized

representative provided their identity is made known and they sign a receipt for the Application, but only if the withdrawal is made prior to the exact hour and date set for receipt of Applications. All requests for modification or withdrawal of Applications, whether in person or written, shall not reveal the amount of the original Application.

2.9 Application Withdrawal after Public Opening

Except for claims of error granted by the County, no Applicant may withdraw an Application after the date and time established for submitting Applications, or before the award and execution of an Agreement pursuant to this RFA, unless the award is delayed for a period exceeding the period for Application effectiveness.

Requests to withdraw an Application due to error must be submitted in writing along with supporting evidence for such claim for review by the County. Evidence must be delivered to the County within two (2) Days after request to withdraw. The County reserves the right to require additional records or information to evaluate the request. Any review by the County of an Application and/or any review of such a claim of error, including supporting evidence, creates no duty or liability on the County to discover any other Application error or mistake, and the sole liability for any Application error or mistake rests with the Applicant.

2.10 Error and Administrative Corrections

The County shall not be responsible for any errors in Applications. Applicants shall only be allowed to alter Applications after the submittal deadline in response to requests for clarifications or Best and Final Offers by the County. The County reserves the right to allow corrections or amendments to be made that are due to minor administrative errors or irregularities, such as errors in typing, transposition or similar administrative errors.

2.11 Application Content Requirements

- A. Responses to application questions
- B. Completed OESJ Budget Template

2.12 Budget Proposal/Request Instructions

The *Budget* must be submitted with visible formulas and references, including itemization of the requested ARPA CLFR PSB grant award and other funding sources for the program amounts. Files must not contain any hidden or otherwise inaccessible cells. The Budget must include the following, at a minimum:

- Summary Budget, inclusive of all program costs (federal and non-federal), broken out by specified major budget category for activities implemented by the Applicant and any potential sub-applicants for the entire period of the program.
- Detailed Budget, including a breakdown by provided grant period, sufficient to allow King County to determine that the costs represent a realistic and efficient use of funding to implement the applicant's program and are allowable in accordance with the cost principles found in 2 CFR 200 Subpart E.

Instructions for filling out the OESJ Budget Template are included on the "Instruction" tab within the Budget file.

2.13 Compliance with RFA Terms, Attachments and Addenda

The County intends to award an Agreement based on the terms, conditions, attachments and addenda contained in this RFA. Applicants shall submit Applications, which respond to the requirements of the RFA.

Applicants are strongly advised not to take exceptions to the terms and conditions, attachments and addenda; exceptions may result in rejection of the Application. An exception is not a response to an Application requirement. If an exception is taken, a "Notice of Exception" must be submitted with the Application. The "Notice of Exception" must identify the specific point or points of exception and provide an alternative.

The County reserves the right to reject any Application for any reason including, but not limited to, the following:

- An Application is incomplete, obscure, irregular or lacking necessary detail and specificity;
- An Application has qualifications, limitations, exceptions, or provisions attached to it;
- An Applicant (in the sole judgment of the County) lacks the qualifications or responsibility necessary to perform the Work;
- An Applicant is not registered or licensed as may be required by the laws of the state of Washington or local government agencies;
- An Applicant is not approved as being compliant with the requirements for equal employment opportunity;
- An Application for which an Applicant fails or neglects to complete and submit any qualifications information within the time specified by the County.

The County may, at its sole discretion, determine that an Application with a "Notice of Exception" merits evaluation. An Application with a "Notice of Exception" not immediately rejected may be evaluated, but its competitive scoring shall be reduced to reflect the importance of the exception. Evaluation and negotiation shall only continue with the Applicant if the County determines that the Application continues to be advantageous to the County.

In consideration for the County's review and evaluation of its Application, the Applicant waives and releases any claims against the County arising from any rejection of any or all Applications, including any claim for costs incurred by Applicants in the preparation and presentation of Applications submitted in response to this RFA.

Applications shall address all requirements identified in this RFA. In addition, the County may consider Application alternatives submitted by Applicants that provide cost savings or enhancements beyond the RFA requirements. Application alternatives may be considered if deemed to be in the County's best interests. Application alternatives shall be clearly identified.

2.14 Insurance Requirements for Selected Applicant

If an Applicant is selected for an agreement with King County, the subsequent agreement will include insurance requirements. Selected agencies shall furnish, at a minimum, Commercial General Liability, to include Products and Completed Operations, in the amount of \$1,000,000 combined single limit; \$2,000,000 aggregate. In addition, evidence of Workers' Compensation and Stop-Gap Employer's Liability for a limit of \$1,000,000.

Such liability policy/policies (except workers' compensation) shall be endorsed to include King County, and its appointed and elected officials, officers, agents and employees as additional insureds, for full policy limits.

King County reserves the right to approve deductible/self-insured retention levels and the acceptability of insurers. All deductibles/self-insured retentions are the sole responsibility of the Applicant. An insurance certificate and additional insured endorsement(s) will be required prior to signature of the agreement by King County.

2.15 Collusion

If the County determines that collusion has occurred among Applicants, none of the Applications from the participants in such collusion shall be considered. The County's determination shall be final.

2.16 Procedure When Only One Application Is Received

If the County receives a single responsive, responsible Application, the County may request an extension of the Application acceptance period and/or conduct a price or cost analysis on such Application. The Applicant shall promptly provide all cost or pricing data, documentation and explanation requested by the County to assist in such analysis. By conducting such analysis, the County shall not be obligated to accept the single Application; the County reserves the right to reject such Application or any portion thereof.

2.17 Appeal Procedures

PSB will notify all respondents in writing of the acceptance or rejection of the response or Application and, if appropriate, the level of funding to be allocated. Written notification will be via email to the email address submitted on the Application response form. Any applicant wishing to appeal the decision must do so in writing within four (4) working days of the email notification of PSB's decision. An appeal must clearly state a rationale based on one or more of the following criteria:

- Violation of policies or guidelines established in this RFA.
- Failure to adhere to published criteria and/or procedures in carrying out the RFA process.

Appeals must be sent by email to the Contract Specialist indicated on the cover page. PSB will review the written appeal and may request additional oral or written information from the appellant organization. PSB will send a written decision to the email address submitted on the Application response form. This decision is final.

2.18 Inclusion of Federal Funds

- All recipients must be eligible to receive federal funds and must not appear on suspension and debarment/excluded parties lists.
- The Agreement awarded via this RFA will include Federal funding as noted in the Sample Grant Agreement/Contract Package (Appendix B).
- All recipients receiving, in aggregate, federal awards equal to or greater than \$30,000 (contractor or subrecipient) must obtain a Universal Identifier from the System for Award Management (SAM) by registering with SAM.gov.
- Registration with SAM.gov is not required for recipients of awards or subawards who are receiving assistance as a natural person, or those with a special exemption from a federal awarding agency.
- For contracts, grants, transfers made to other government entities, loans, direct payments, and payments to individuals that are *below \$50,000*, aggregate reporting is required.
- For each Contract, Grant, Loan, Transfer, or Direct Payment *greater than or equal to \$50,000*, King County is required to report following information to the U.S. Treasury:
 - Subrecipient identifying and demographic information (e.g., DUNS number and location),
 - Award number (e.g., Award number, Contract number, Loan number),
 - Award date, type, amount, and description,
 - Award payment method (reimbursable or lump sum payment(s)),
 - For loans, expiration date (date when loan expected to be paid in full),
 - Primary place of performance,
 - Related project name(s),
 - Related project identification number(s) (created by the recipient),
 - Period of performance start and end dates,

- Quarterly obligation amount,
- Quarterly expenditure amount,
- Additional programmatic performance indicators (see Section 1 Grant Program Scope of Work).

SECTION 3: APPLICATION EVALUATION AND AGREEMENT AWARD

3.1 Application Evaluation

- A. The County will evaluate Applications using the criteria set forth in this RFA. If deemed necessary, written and/or oral discussions, site visits or any other type of clarification of Application information may be conducted with those Applicants whose Applications are found to be potentially acceptable. Identified deficiencies, technical requirements, terms and conditions of the RFA, costs or prices, and clarifications may be included among the items for discussion. The discussions are intended to give Applicants a reasonable opportunity to resolve deficiencies, uncertainties and clarifications as requested by the County and to make the cost, pricing or technical revisions required by the resulting changes. In addition, the County may request additional business and administrative information.
- B. The County may find that an Applicant appears fully qualified to perform the Agreement or it may require additional information or actions from an Applicant. In the event the County determines that the Application is not within the Competitive Range the County shall eliminate the Application from further consideration.
- C. The evaluation of Applicants' Applications and additional information may result in successive reductions of the number of Applications that remain in the Competitive Range. If applicable to the solicitation, the firms remaining in the Competitive Range may be invited to continue in the Application evaluation process, and negotiations.
- D. The County may enter negotiations with one or more Applicants to finalize Agreement terms and conditions. Negotiation of an Agreement shall be in conformance with applicable federal, state and local laws, regulations and procedures. The objective of the negotiations shall be to reach agreement on all provisions of the proposed Agreement. In the event negotiations are not successful, the County may reject Applications.
- E. Agreement award, if any, shall be made by the County to the responsible Applicant whose Application best meets the requirements of the RFA, and is most advantageous to the County, taking into consideration all established evaluation factors. The County shall have no obligations until an Agreement is signed between the Applicant and the County. The County reserves the right to award one or more agreements as it determines to be in its best interest.

3.2 Responsive and Responsible

Responsive: The County will consider all the material submitted by the Applicant, and other evidence it may obtain otherwise, to determine whether the Applicant is in compliance with the terms and conditions set forth in this RFA.

Responsible: In determining the responsibility of the Applicant, the County may consider:

- the ability, capacity and skill to perform the Agreement and provide the service required;
- the character, integrity, reputation, judgment and efficiency;
- financial resources to perform the Agreement properly and within the times proposed;
- the quality and timeliness of performance on previous agreements with the County and other agencies, including, but not limited to, the effort necessarily expended by the County and other agencies in securing satisfactory performance and resolving claims;
- compliance with federal, state and local laws and ordinances relating to public contracts;
- other information having a bearing on the decision to award the Agreement.

Failure of an Applicant to be deemed responsible or responsive may result in the rejection of an Application.

3.3 Financial Resources and Auditing

If requested by the County, prior to the award of an Agreement, the Applicant shall submit proof of adequate financial resources available to carry out the execution and completion of work required by this Agreement.

King County reserves the right to audit the Recipient throughout the term of this Agreement to assure the Recipient’s financial fitness to perform and comply with all terms and conditions contained within this Agreement. King County will be the sole judge in determining the Recipient’s financial fitness in carrying out the terms of this Agreement.

3.4 Evaluation Criteria and Application Scoring

Applications will be reviewed and evaluated by a committee of Application Evaluators. The process for choosing projects will include evaluation of the narrative and accompanying documents. Below are the criteria that will be used by the review committee during the evaluation/review process.

Criterion	Criterion Description	Points
Organizational history, values alignment	<ul style="list-style-type: none"> Ability of the organization to carry out the proposed scope of work and produce intended outcomes (e.g., experience serving intended beneficiary groups, experience delivering similar programs, implementation plan, experience with qualitative and quantitative data collection and reporting. Organization reaches communities most impacted by racism, the pandemic, and its intersectionalities, including BIPOC communities, immigrants, refugees, people with language access needs, cultural communities, low-income people, and sectors such as creative economy and essential workforce (e.g., social, health and other services sectors). Existing engaged audience and their previous work with the audience Their equity, racial and social justice values are clearly reflected in their organization’s mission, vision and values, and equity and social justice is mirrored in its programming and leadership. 	25
Audience and Communications Strategy	<ul style="list-style-type: none"> Clearly demonstrates extensive reach and trusted relationships across King County within audience(s)/communities most impacted by both racism and the negative impacts of the pandemic. Clearly demonstrates an understanding of their audience(s)/communities, including unique and nuanced communication needs and strategies that are most effective. Clearly demonstrates applying targeted universalism in their communication methods and strategies as it related to their segmented and diverse audience(s)/communities’ needs. Clearly demonstrates why they are seen as the trusted communication channel(s) to their audience(s)/communities. Clearly demonstrates a strong understanding of their audience(s)/communities’ variable trust in government, including King County 	30
Timeline and Deliverables	<ul style="list-style-type: none"> The organization is proposing and has the capacity to deliver the services requested by King County Feasibility of the approach to delivering the services and achieving the intended outcomes Capacity of the organization to adequately meet federal funding reporting requirements OR Expresses an interest/commitment in receiving technical assistance and capacity building support from the County. 	30

Budget and Operations	<ul style="list-style-type: none"> Budget is complete, aligns with proposed activities and considers the expenses allowed within ARPA funds, has clearly outlined assumptions. Indirect rate/costs are substantiated. Demonstrates an ability to do grant or fiscal administration, including hiring and payroll, subcontracting; or provides fiscal sponsor information. 	15
Total		100

King County will evaluate the budget/grant amount requested by the applicant to determine:

- whether the costs included in the application are allowable in accordance with the cost principles found in 2 CFR 200 Subpart E;
- whether the applicant's plans will achieve the program objectives with reasonable economy and efficiency; and
- the applicant's ability to perform the activities within the requested amount.

3.5 Public Disclosure of Applications

This procurement is subject to the Washington Public Records Act, RCW (Revised Code of Washington) 42.56 et seq. Applications submitted under this RFA shall be considered public documents unless the documents are exempt under the public disclosure laws. After a decision to award the agreement has been made, the Applications shall be available for inspection and copying by the public.

If an Applicant considers any portion of its Application to be protected under the law, the Applicant shall clearly identify each such portion with words such as "CONFIDENTIAL," "PROPRIETARY" or "BUSINESS SECRET." If the County determines that the material is not exempt from public disclosure law, the County will notify the Applicant of the request and allow the Applicant ten (10) Days to take whatever action it deems necessary to protect its interests. If the Applicant does not take such action within said period, the County will release the portions of the Application deemed subject to disclosure. By submitting an Application, the Applicant assents to the procedure outlined in this subsection and shall have no claim against the County on account taken under such procedure.

APPENDIX A – APPLICATION QUESTIONS

1. Specify what services from the program description you will provide, your approach to delivering on these services, and the frequency and volume of specific deliverables.
2. Describe your organization’s communications strategies. What do you do well and why?
3. Describe your organization and how equity, racial and social justice is reflected in its vision, mission, values, and your approach to promoting equity and social justice internally and externally through programs and services. Please be specific about how your organization represents the communities you serve in all aspects of leadership.
4. Describe your intended audiences/communities. Specifically:
 - a. What are the racial, ethnic and cultural identities, geographic areas, language, and other accessibility needs of the audiences/communities you serve?
 - b. Which audiences/communities trust you to be the storytellers and communication channels, and how do you know this level of trust exists?
 - c. What do you know about the current level of trust between your audiences/communities and King County government?
 - d. If applicable, please describe any formal or informal partnerships that could help us better understand additional audiences/communities you are able to reach.
5. How do your audiences/communities most effectively receive communication? And can you explain why that is? Please be specific about the most effective methods and strategies for *each* of the communities you reach.
 - a. How do you quantify your reach (e.g., subscribers, views, email open rates, click through)
6. What is your experience with the public sector? Either working directly with a government or public agency, or covering/reporting on a government or public agency?
 - a. The County desires a shared commitment with its partners to accountability and transparency and maintaining independence and journalist integrity is important to building community trust. How would you approach providing King County an opportunity to adjust and correct issues raised for the good of the community?
7. Describe your organization’s existing capacity to do communications work. What kinds of communication materials do you currently produce, at what volume, and at what scale would this funding increase those communication products?
8. Please describe your timeline to start fulfilling the contract deliverables (producing the communications content, such as your first article, newsletter, video, etc.)
9. Please describe your organization’s current capacity to administer and manage funding, such as compiling invoices, tracking and reporting on expenditures, and maintaining receipts.
10. What is the total amount of funding requested? (Please also fill out the budget worksheet).
11. Please provide your organization’s legal status, through your EIN (Employer Identification Number) or 501c status.
 - a. Or, do you have a fiscal sponsor? If so, please provide the following information:

- i. Why does the organization need a fiscal sponsor?
- ii. How was the fiscal sponsor chosen?
- iii. What will the relationship be between King County and the fiscal sponsor (subrecipient, contractor, etc.)?
- iv. What are the fiscal sponsor's costs to the program?
- v. How were those costs determined? How was cost reasonableness conducted?

12. Are you receiving any other federal funding?

- a. If yes, is it for a similar body of work? Describe how your organization was successful meeting federal funding reporting requirements.

APPENDIX B – SAMPLE GRANT AGREEMENT/CONTRACT PACKAGE

The following draft documents are attached to this RFA for reference/information purposes. King County will use this set of documents to enter into a grant agreement/contract with each successful applicant upon completing evaluation of applications in response to this RFA. Award recipients will be subject to the terms and conditions of the Subrecipient Grant Agreement and its associated certifications and assurances.

1. Sample Grant Agreement/Contract and Award Terms
2. Sample Grant Pre-Award Forms and Certifications
 - Civil Rights Certification
 - Cost Certification
 - Lobbying Certification
 - CLFR Data Collection
 - King County W-9
 - Automated Clearing House (ACH) Authorization
3. Sample Grant Reporting Forms
 - ARPA CLFR PSB Invoice (includes an invoice summary and an expense detail)
 - ARPA CLFR PSB Program Narrative Progress Report
 - ARPA CLFR PSB Program Narrative Final Report