



**Methodist Healthcare Ministries**  
SERVING HUMANITY TO HONOR GOD

# Digital Equity RFP Information Session

June 28, 2023 | 10am-11am CST

# Welcome Remarks

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**CHARITO LINCOLN, VP OF COMMUNITY INVESTMENTS**

# Health Equity

Methodist Healthcare Ministries believes that to improve the wellness of the least served and fully live out its mission of “Serving Humanity to Honor God,” it must recognize the inequities inherent in its communities that contribute to poor health outcomes.

Health Equity is both the process and goal by which Methodist Healthcare Ministries seeks to carry out that purpose. Health Equity is a framework of thought and action that strives to reduce racial and socio-economic disparities and create fair and just opportunity for every person to reach their full potential for health and life and contribute to that of others.

# Digital Equity Strategy & RFP Overview

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**MONICA GONZALEZ, DIGITAL EQUITY SUPERVISOR**

# MHM Digital Equity Strategy

MHM Broadband Feasibility Study

FCC research has found nationally that internet adoption is a **super social determinant of health**.

The State of Texas will receive **\$3.3B in Federal funding** for broadband access.

MHM has identified **three pillars** that it will address through strategic funding and internal operations to support growing the digital equity ecosystem within the 74-county service region

**I. Device Access**

**II. Digital Skills**

**III. Public Benefit Adoption**

# Digital Equity RFP Overview

## Importance of Digital Connectors

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MHM’s Digital Equity strategy focuses on training and deploying **Digital Connectors**—community technology ambassadors who apply a lens of health and wellbeing to bringing needed digital services to communities.

I. Device Access	II. Digital Skills	III. Public Benefit Adoption
<i>Potential Digital Connector Services</i>		
<p>A Digital Connector may conduct outreach and awareness to increase use of computer centers.</p> <p>They may also promote device public benefit adoption.</p>	<p>A Digital Connector may act as a Digital Navigator and provide individualized or small group training on digital skills.</p> <p>They may also host focus groups to understand the digital skills gaps within their community.</p>	<p>A Digital Connector may create public benefit adoption materials tailored to barriers faced by local residents.</p> <p>They may also promote public benefit adoption through local outreach efforts including events, home visits, and partnerships with community institutions.</p>

# Digital Equity RFP Overview

## Funding Opportunities

This RFP is structured around **three funding opportunities** intended to increase the capacity of community-based organizations (CBOs) and community anchor institutions in South Texas to provide critical digital resources, services, and support.

I. Device Access	II. Digital Skills	III. Public Benefit Adoption
<i>Potential Services</i>		
<ul style="list-style-type: none"><li>- Source and refurbish devices</li><li>- Facilitate device administration, delivery &amp; ongoing support</li><li>- Promote ACP device public benefit adoption</li><li>- Develop community spaces that can be used for computer centers</li><li>- Provide device storage space</li></ul>	<ul style="list-style-type: none"><li>- Hire &amp; oversee a Digital Connector cohort for digital skills program delivery</li><li>- Incorporate Digital Connectors into existing community institutions and spaces</li><li>- Develop digital skills program standards and metrics, and disseminate to Digital Connector host organizations</li></ul>	<ul style="list-style-type: none"><li>- Hire &amp; train Digital Connectors to facilitate focus groups to understand local barriers to adoption</li><li>- Hire &amp; train Digital Connectors to promote public benefit adoption through local outreach efforts</li></ul>

# Digital Equity RFP Overview

## Funding Opportunities

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I. Device Access	II. Digital Skills	III. Public Benefit Adoption
<ul style="list-style-type: none"><li>- <b>Maximum Grant Amount:</b> \$3,000,000 (over 3 years)</li><li>- <b>Grant term:</b> Grants will begin January 1, 2024</li></ul>	<ul style="list-style-type: none"><li>- <b>Maximum Grant Amount:</b> \$500,000 (over 3 years)</li><li>- <b>Grant term:</b> Grants will begin January 1, 2024</li></ul>	<ul style="list-style-type: none"><li>- <b>Maximum Grant Amount:</b> \$500,000 (over 3 years)</li><li>- <b>Grant term:</b> Grants will begin January 1, 2024</li></ul>

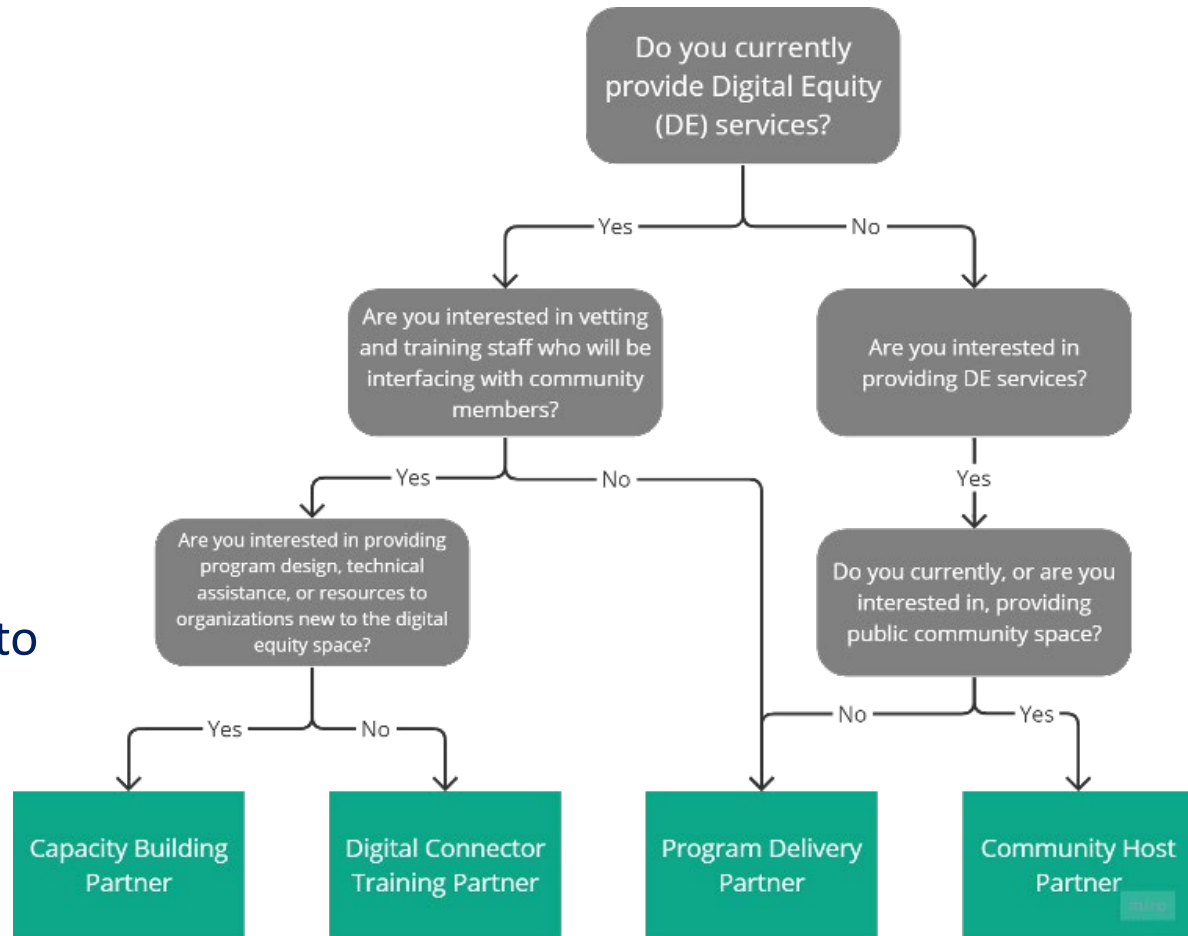


# Digital Equity RFP Overview

## Respondent Types

MHM invites responses from both:

1. Organizations that already provide digital support services and device distribution programs; and
2. Organizations that provide other services in their communities and are interested in expanding their capacity to provide digital equity support.





Address one or more funding opportunity



Serve one or more counties in MHM's 74-county service area



Must be a 501(c)3 or tax-exempt entity



Organization or its fiscal sponsor must have had its 501(c)3 or tax-exempt status for at least one year

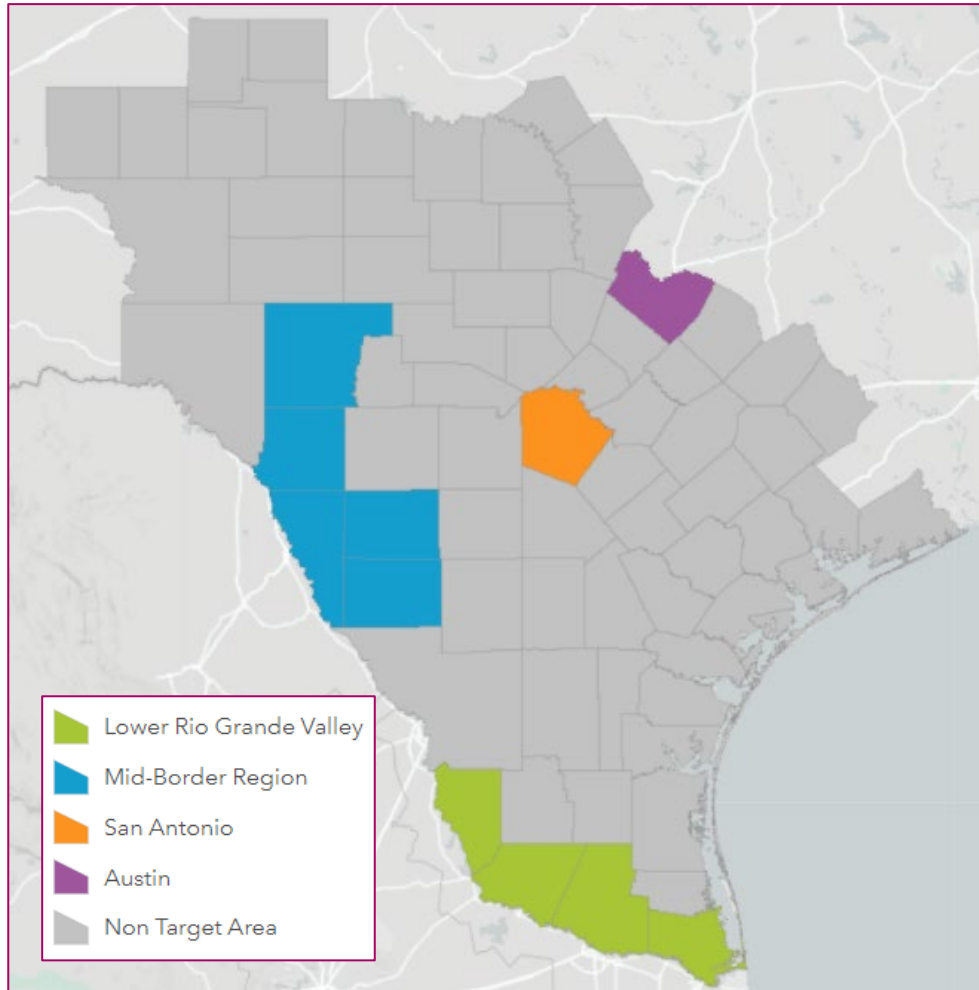


Must not be requesting ineligible funds (e.g., land, legal fees)

# Eligibility Criteria

# Digital Equity RFP Overview

## Digital Equity Target Areas & Populations



MHM has identified **four Digital Equity Target Areas** that will be prioritized for investment:

- 1. Lower Rio Grande Valley:** Zapata County, Starr County, Hidalgo County, Cameron County
- 2. Mid-Border Region:** Dimmit County, Maverick County, Kinney County, Edwards County, Zavala County
- 3. San Antonio:** Bexar County
- 4. Austin:** Travis County

Proposals delivering services to these **eight “covered populations”** will also be prioritized:

- Aging Individuals (60yo+)
- Racial/Ethnic Minorities
- Incarcerated Individuals
- Rural Residents
- Veterans
- Individuals w/ a Language Barrier
- Persons w/ Disabilities
- Low-Income Households

# Submission Requirements Overview

# RFP Submissions Process

Exit

## Please Sign In

Welcome to our Online Grant Request and Reporting System.

If you have an established account on this system:

- Enter your e-mail address
- Enter your password
- Click the "Login" button

If you are a FIRST-TIME user of our system:

- Enter your e-mail address
- Select "New User" below in order to create a password
- Once you establish the account, enter your e-mail address and password below
- Click the "Login" button

E-mail

New User?

Password

Forgot Password?

Login

## INITIAL LINK:

<https://us.grantrequest.com/application.aspx?sid=1143&fid=35336>

## SAVED FORM:

[https://www.grantrequest.com/SID\\_1143/?SA=AM](https://www.grantrequest.com/SID_1143/?SA=AM)

**NOTE FOR ALL:** Once you use the initial link and have access to the form, do not use the link again. Each time you click on the initial link, the system will create a completely new form and save it on your online account.

# Submission Requirements Overview

## Proposal Narrative Requirements

Proposal Narrative Section	Submission Format	Required Attachments
1. Grant Purpose	Online Response Field	None
2. Project Overview	Online Response Field	None
3. Grant Location and Population Served	Online Response Field and Multiple Selection	None
4. Request Amount and Budget	Online Response Field and Numeric Input	Upload Completed Budget Workbook
5. Program Goals and KPIs	Online Response Field	None
6. Organization Summary	Online Response Field and Numeric Input	Upload Organizational Budget, IRS Determination Letter, W9
7. Funding Opportunity Specific Questions		
8. Partnership Strategy	Maximum 4-page written narrative	Upload PDF Document
9. Digital Connector Strategy		

# Submission Requirements Overview

## Budget Workbook

### Annual Budgeting Workbook

Device Access Funding Opportunity

Proposer:

*Respondent Name*

Style Guide

Date:

*Date of Submission*

Respondent Inputs

Calculations

**Instructions:** Please indicate the type of expenses within each category and the cost associated with each expense type. If you are not requesting funding for Year 2 or Year 3, you may leave those sections blank. You may add as many line items as necessary. An example row is included in italics for each column. These examples are starting points for your budget -- please be creative and comprehensive in the line items you include.

Salaries & Wages										
Year 1				Year 2			Year 3			
Personnel Type	FTE	Salary	Total YR1	Personnel Type	FTE Salary	Total YR2	Personnel Type	FTE	Salary	Total YR3
<i>Digital Connector</i>	<i>10.0</i>	<i>\$40,000</i>	<i>\$400,000</i>							
			\$0			\$0				\$0
			\$0			\$0				\$0
			\$0			\$0				\$0
			\$0			\$0				\$0
<b>Y1 TOTAL</b>			<b>\$0</b>	<b>Y2 TOTAL</b>		<b>\$0</b>	<b>Y3 TOTAL</b>			<b>\$0</b>
<b>Benefits (FICA and Other Benefits)</b>	<b>% of Total Salary:</b>		<b>\$0</b>	<b>Benefits (FICA and Other Salary):</b>		<b>\$0</b>	<b>Benefits (FICA and Other Benefits)</b>	<b>Salary:</b>		<b>\$0</b>

Equipment Costs										
Year 1				Year 2			Year 3			
Device Type	Number of Device	Cost Per Device	Total YR1	Device Type	Num Cost Per Device	Total YR2	Device Type	Number Cost Pe	Total YR3	
<i>Chromebook</i>	<i>500</i>	<i>\$145</i>	<i>\$72,500</i>							
			\$0			\$0			\$0	
<b>Y1 TOTAL</b>			<b>\$0</b>	<b>Y2 TOTAL</b>		<b>\$0</b>	<b>Y3 TOTAL</b>		<b>\$0</b>	

Other Direct Costs										
Year 1				Year 2			Year 3			
Expense Name	Quantity	Cost per Unit	Total	Expense Name	Quant Cost per Unit	Total	Expense Name	Quantit Cost pe	Total	
<i>Stipends</i>	<i>200</i>	<i>\$112.50</i>	<i>\$22,500</i>							
			\$0			\$0			\$0	
			\$0			\$0			\$0	
			\$0			\$0			\$0	
			\$0			\$0			\$0	
<b>Y1 TOTAL</b>			<b>\$0</b>	<b>Y2 TOTAL</b>		<b>\$0</b>	<b>Y3 TOTAL</b>		<b>\$0</b>	
<b>Y1 Total Direct Costs</b>			<b>\$0</b>	<b>Y2 Total Direct Costs</b>		<b>\$0</b>	<b>Y3 Total Direct Costs</b>		<b>\$0</b>	
<b>Y1 Total Indirect Costs (Not to Exceed 15% of Dire % of Direct Costs:</b>			<b>\$0.00</b>	<b>Y2 Total Indirect Costs (Not to Exceed 15% of Direct Costs:</b>		<b>\$0.00</b>	<b>Y3 Total Indirect Costs (Not to Exceed 15% of Direct Costs:</b>		<b>\$0.00</b>	
<b>YR1 TOTAL</b>			<b>\$0.00</b>	<b>YR2 TOTAL</b>		<b>\$0.00</b>	<b>YR3 TOTAL</b>		<b>\$0.00</b>	

<b>GRAND TOTAL</b>			<b>\$0.00</b>							
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Cover Sheet

Device Access

Digital Skills

Public Benefit Adoption



# Submission Requirements Overview

## Evaluation Criteria

Category	Criteria	Percentile
<b>Respondent Profile</b>	<ul style="list-style-type: none"><li>• Demonstrated experience serving identified Target Populations and conducting outreach</li><li>• Staff qualifications and experience delivery relevant scope of work activities</li></ul>	10%
<b>Funding Opportunity Outcome Alignment</b>	<ul style="list-style-type: none"><li>• Clarity of how the proposed project will support relevant Funding Opportunity outcomes</li><li>• Clarity of respondent interest in relevant Funding Opportunities</li><li>• Alignment of proposed services with Target Areas and Priority Populations</li></ul>	25%
<b>Partnership Strategy</b>	<ul style="list-style-type: none"><li>• Demonstrated ability to collaborate with local CBOs and partner organizations</li><li>• Robustness of partnership strategy presented, including diversity of community partners and level of direct constituency relationships among partner organizations</li></ul>	20%
<b>Digital Connector Strategy</b>	<ul style="list-style-type: none"><li>• Robustness of strategy for leveraging Digital Connectors in relevant funding opportunity proposal</li></ul>	20%
<b>Budget</b>	<ul style="list-style-type: none"><li>• Clear and logical budget is presented in Excel format</li><li>• Budget is reasonable and comprehensive for project</li></ul>	15%
<b>KPIs and Reporting</b>	<ul style="list-style-type: none"><li>• Clarity and effectiveness of program goals and KPIs identified for evaluating project performance and success over the lifetime of the project</li></ul>	10%
<b>TOTAL</b>		<b>100%</b>



# Submission Requirements Overview

## Submission Assistance

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It is MHM's intent to provide a mode of applying for funding that is equitable to all interested organizations that strategically align.

We value working with all organizational capacity types. If a section of the application process is challenging, we can offer support for a successful submission.

For technical assistance support, please email the team at: [CommInvestments@mhm.org](mailto:CommInvestments@mhm.org).

# Digital Equity RFP Key Dates

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Date	Event
6/21/23	RFP Released
TODAY	RFP Information Session
7/7/23	Q&A Submission Deadline
7/12/23	Q&A Release
<b>7/26/23</b>	<b>Proposal Submission Deadline</b>
October 2023	Awards/Declinations Announced

# Post-Award Expectations

# Post-Award Expectations

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Reporting



Disbursements



Subject to Audits

# Instructions for Q&A Submittal

# Instructions for Q&A Submittal

## Written Questions

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Questions should be submitted via email to [comminvestments@mhmm.org](mailto:comminvestments@mhmm.org) by 11:59pm on **July 7, 2023** with the subject heading “MHM Digital Equity RFP– [Respondent Name] –Questions”.

MHM will release responses on its website on **July 12, 2023**. To ensure fair and consistent distribution of information, no individual responses will be provided.



# Resources

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- [2024 Digital Equity RFP](#)
- [2024 Digital Equity RFP: Budget Workbook](#)
- [2024 Digital Equity RFP – FAQs](#)
- [2024 Digital Equity RFP Application Template](#)
- [MHM Community Investment – Glossary of Terms](#)
- [Developing SMART Objectives](#)
- [How to Write Effective SMART Goals and Objectives for a Grant Proposal](#)

# Texas Broadband Development Office

## Texas Digital Opportunity Surveys

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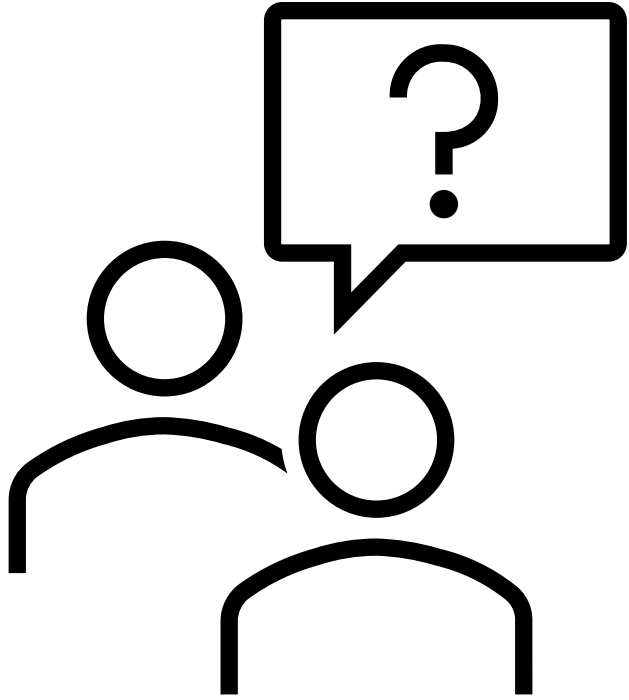
Public Survey for  
Community Members:  
<http://qrco.de/txpublicsurvey>



Digital Resources Survey for  
Organizations and Local  
Governments:  
<http://qrco.de/txpublicsurvey>







# Questions

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SERVING HUMANITY TO HONOR GOD

"Do all the good you can, by all the means you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can."

*Attributed to John Wesley*