

Request for Proposals Olympic Connect Outreach Olympic Community of Health

Funding Purpose & Overview

Olympic Community of Health (OCH) seeks to contract with one qualified entity to (1) update and refine key messages, (2) identify improved methods to reach the Prime Age Employment Group (PAEG)* population, (3) create and place outreach materials, and (4) create and place outreach materials to promote specific resources and services for [Olympic Connect](#), a Community Care Hub of Washington.

The successful contractor will have access to a recent report with findings and recommendations from focus groups conducted with the PAEG population in the Olympic region. These focus groups provided key insights in understanding how current messages are being received by the PAEG population, how they seek to learn about services such as Olympic Connect, and who they see as trusted messengers.

This outreach project aims to specifically improve engagement with the PAEG population and Olympic Connect. The intention is to reach more PAEGs and ideally connect them to Olympic Connect and to help them to understand available services tailored to them. The broad goal is to support the PAEG population in removing barriers to good job attainment in the Olympic region.

OCH is accepting proposals from entities from both within and external to the Olympic region of Clallam, Jefferson, and Kitsap counties in Washington state. Applicants are encouraged to submit proposals that align with their skills, strengths, and capacity in outreach, communication, and marketing.

** The Prime Age Employment Group or PAEG is a term used to define those in the 25–54-year-old age group that are un- or underemployed. This population is a key audience for Olympic Connect.*

What is Olympic Community of Health?

Olympic Community of Health (OCH) is a non-profit organization serving the three-county region of Clallam, Jefferson, and Kitsap counties with partnerships with seven sovereign Tribal nations.

OCH's goal is to improve individual and population health and advance equity by addressing the determinants of health.

Olympic Community of Health OlympicCH.org		
Purpose	Vision	Mission
To tackle health issues that no single sector or Tribe can tackle alone	Healthy people, thriving communities	To solve health problems through collaborative action

What is Olympic Connect?

Olympic Connect is a Community Care Hub of Washington that connects people on the Olympic and Kitsap Peninsulas to the services they need to thrive. Through *Olympic Connect*, community-based workers (trusted helpers) provide clients with the one-on-one support they need to achieve their health and life goals. *Olympic Connect* is a community-driven network of partners that supports care coordination to local resources like health care, job training, food assistance, child care, housing, and more.

Olympic Connect strengthens the regional network of partners and coordinates between health care and social service providers, addressing health issues no organization or Tribe can tackle alone. *Olympic Connect* supports the community-based workforce by providing training and technical assistance, addressing service gaps, and collecting centralized data. By removing barriers and helping community members access services, we can create a region of healthy people and thriving communities. [Learn more about Olympic Connect.](#)

Project Details

Project Name: Olympic Connect Outreach

Funding Amount: Up to \$700,000

Overview: Olympic Community of Health (OCH) seeks to contract with one qualified entity to (1) update and refine key messages, (2) identify improved methods to reach the Prime Age Employment Group (PAEG)* population, (3) create and place outreach materials, and (4) create and place outreach materials to promote specific resources and services for [Olympic Connect](#), a Community Care Hub of Washington.

The primary objectives of the PAEG Focus Group project are to:

- Update and refine key messages for Olympic Connect. Current messages are tailored for 3 distinct audiences – Olympic Connect partners, Olympic Connect community-based workers (aka trusted helpers), and potential clients of Olympic Connect.
- Identify outreach activities and strategies to better reach and engage with the Prime Age Employment Group.
- Create and place outreach materials in Clallam, Jefferson, and Kitsap counties to reach and recruit PAEGs into the service of Olympic Connect to support barrier removal to good job attainment.
- Create and place outreach materials in Clallam and Jefferson counties to promote specific resources and services tailored to the PAEG population. These include vouchers for basic needs, childcare, short-term training, etc.
- Increase the number of PAEGs engaged with Olympic Connect with the broad goal of removing barriers to good job attainment.

Scope of Work:

The contractor would be responsible for the following tasks:

1. Understand Olympic Connect
 - a. Gain a comprehensive understanding of the program's goals, messaging, and target audience (this will be facilitated by OCH staff).
2. Understand insights and recommendations from a recent report based on focus groups conducted with the PAEG population.
 - a. OCH collaborated with a vendor to create and implement focus groups in early 2026. That vendor analyzed focus groups and created a robust and comprehensive report including key findings and recommendations.
 - b. OCH will share the full report with the successful contractor upon contract execution.
3. Visioning
 - a. In collaboration with OCH staff, conduct 1-2 visioning sessions based on the information gleaned from understanding Olympic Connect and the recent focus group report.
 - b. Finalize a detailed project plan to be approved by OCH.
4. Update and refine current key messages and talking points tailored for three different audiences – Olympic Connect partners, Olympic Connect community-based workers (aka trusted helpers), and potential Olympic Connect clients.
 - a. OCH staff will provide the current key messages to the successful contractor upon contract execution.
 - b. Utilize lessons learned from the focus group report and other insights to update key messages to better reach PAEGs and to better articulate the service of Olympic Connect.
 - c. Final key messages to be approved by OCH.
5. Create and place outreach materials across the Olympic region to better reach and engage with potential Olympic Connect clients.
 - a. OCH staff will provide a summary of current outreach efforts and activities to the contractor upon contract execution.
 - b. Based on the insights from the focus groups and other input from OCH and the contractor, create new outreach materials to promote Olympic Connect.
 - c. Place materials across the Olympic region based on focus group insights.
 - d. OCH to approve materials and a placement strategy.
6. Create and place outreach materials to promote specific voucher programs tailored to the PAEG population in Jefferson and Clallam counties.
 - a. OCH will provide a summary of voucher programs tailored to PAEGs in Jefferson and Clallam counties upon contract execution.
 - b. Based on partner and OCH insights, create updated outreach materials to promote and encourage engagement with voucher programs.
 - c. Place materials based on focus group and partner lessons learned.
 - d. OCH to approve materials and a placement strategy.
7. Continuous improvement, refinement, adaptation.
 - a. Create and deploy transparent systems for tracking how updated messages and outreach materials are resonating with intended audiences.

- b. Update, refine, and adapt messages, materials, and placement strategies accordingly.
8. Provide all files in accessible formats to OCH staff.
9. Provide a final report summarizing work accomplished, lessons learned, and recommendations for the future to OCH.

The ideal contractor will:

- Ideally possess knowledge of the region (Clallam, Jefferson, and Kitsap counties) or have experience conducting outreach activities in the region.
- Provide a portfolio of qualifications, highlighting examples of previous work that demonstrate success in successful outreach activities for specific populations and services such as Olympic Connect.
- Have a willingness and excitement to collaborate with OCH staff and partners. We are looking for a contractor that understands that Olympic Connect is a relatively new service that is constantly evolving and who is enthusiastic about continuous improvement.

Eligibility

To ensure compliance with 2 CFR 200.317–200.326, potential contractors must meet the following eligibility requirements:

1. Legal Entity Status

Contractor must be a legally registered entity authorized to conduct business within the United States. Eligible entities may include corporations, partnerships, sole proprietors, or non-profit organizations.

2. Procurement Compliance

Contractor must adhere to federal procurement standards outlined in 2 CFR 200.320, ensuring appropriate procurement methods such as micro-purchases and small purchases that meet the simplified acquisition framework.

3. Competitive Procurement Practices

While formal bidding processes may not be required, contractor must participate in a fair and competitive procurement process, with pricing and qualifications evaluated for reasonableness and compliance.

4. Financial and Administrative Capacity

Contractor must demonstrate the ability to manage federal funds responsibly, maintain financial accountability, and comply with record-keeping requirements. Documentation must show price reasonableness and equitable contracting practices.

4. Experience and Qualifications

Contractor must possess relevant experience, qualifications, and capacity to perform the required services in accordance with federal procurement regulations.

5. Ethical Standards and Transparency

Contractor must certify compliance with federal ethical standards, including avoiding conflicts of interest and ensuring transparency in all procurement-related activities (2 CFR 200.318).

6. Small and Minority-Owned Business Considerations

Preference may be given to small businesses, minority-owned firms, and women-owned enterprises in accordance with 2 CFR 200.321, encouraging diverse participation in federally funded projects.

7. Subcontracting and Oversight

If subcontracting is involved, contractor must ensure compliance with procurement regulations, maintaining oversight and accountability in agreements.

8. Federal Debarment and Suspension

Contractor must certify that they are not debarred or suspended from federal contracting as outlined in 2 CFR 200.214, which prohibits engagement with entities barred from receiving federal funds.

Role of Olympic Community of Health

OCH will provide the following roles and functions to support the selected contractor under this request for proposals:

- Regular communication with relevant OCH staff to ensure alignment with the project scope of work.
- Context and background information of Olympic Connect and recent focus groups.
- Collaboration to implement the scope of work.
- Access to key partners as needed.
- Access to data dashboards and other insights.

Funding Model & Budget

OCH has provided an “up to” amount of \$700k to fund the scope of work. Applicants must submit a detailed budget that reflects their strengths, skills, and capacity to successfully implement the project.

- Budgets must be submitted in Microsoft Excel and should clearly delineate costs, demonstrating their direct connection to the project’s overall scope of work.
- While applicants have flexibility in determining the format of their budget submission, they should ensure clarity, transparency, and accuracy in cost breakdowns.

Funding Sources

This project is supported by two distinct funding sources:

- \$600,000 in federal funds awarded to OCH as a prime recipient of a federal award.
- \$100,000 from a contract with a Washington State agency.

OCH's braided funding model enables an expanded geographic reach, ensuring that Olympic Connect services and resources are accessible, where eligible, across all three counties within the Olympic Region—Clallam, Jefferson and Kitsap Counties.

The contract for this scope of work is expected to start January 1, 2027 and will end on September 30, 2029.

Timeline

Timeframe	Step	Notes
October 8	Funding opportunity released	
October 19, 11:00am-12:00pm (Pacific time)	Optional virtual information session	Zoom registration
October 20	Frequently asked questions (FAQ) and responses available online	FAQ Document
November 5 by 5pm	Proposals due	Submit to: OCH@OlympicCH.org
November 10 - 18	Proposal review and scoring	
November 30	Notification of proposal status	Applicants will be notified via email
December 7	Submit selected proposal to OCH's federal funder, for approval	
January 1 (anticipated start date)	Contracting will begin once federal funder approves the selected proposal	Start date is dependent on funder approval

The contract for this scope of work is expected to start January 1, 2027 and will end on September 30, 2029.

Proposal Overview, Scoring, and Evaluation Criteria

Proposals: Interested applicants will create a project proposal for Olympic Connect PAEG focus groups. The proposal narrative should be provided as a single PDF attachment, and the budget/budget narrative as an Excel attachment, then emailed to OCH@OlympicCH.org.

Proposals must align with the scoring information below and will include relevant contact information. Applicants may provide additional supplemental materials within the single PDF attachment.

OCH staff will conduct a technical review to ensure proposals include all required information. Applicants will receive notification of receipt of complete proposals or requests for additional information. Incomplete proposals will not be reviewed or scored.

Each proposal will be reviewed by a minimum of two OCH staff members and scored based on the following criteria:

Element	Top scoring responses will demonstrate:	Points Available
Qualifications	• Have extensive experience in successful outreach activities for services like Olympic Connect. • Provide qualifications, including examples of previous work and demonstrated success in similar projects.	10
Content/ Subject Matter Expertise	• Demonstrated subject matter expertise in alignment with the identified project. • Ideally possess knowledge of the region (Clallam, Jefferson and Kitsap Counties) or have experience conducting such research in rural or suburban setting.	10
Approach	• An approach that demonstrates a clear understanding of the scope of work and that will be successful in a mostly rural region. • A reasonable approach that values the work done to date including the recent focus group report.	10
Collaboration	• Excitement and commitment to partner with Olympic Community of Health and its partners. • Commitment to learning about Olympic Connect and the Olympic region and what makes it unique.	10
Equity & Innovation	• An understanding of equity and inclusion in the approach and outcomes. • A commitment to simplicity and plain language so the information can be understood by lay and diverse audiences.	10
Budget	• A detailed budget inclusive of all costs in alignment with the “up-to” amounts identified in the above project scope. • A reasonable fiscal approach that demonstrates strong fiscal stewardship of public funds. • Alignment between the budget and proposal narrative.	10
Total points available		60

Decision Making: OCH staff will make decisions based on the written proposal and budget along with organizational and regional needs.

Reviewers may reach out to applicants for clarifying or additional information.

Proposal Technical Assistance

- **Information session:** Join OCH for an optional information session via Zoom on Monday, October 19 from 11:00 a.m.-12:00 p.m. [Register here](#). A recording of the information session will be available on [OCH’s YouTube Channel](#) on October 20.
- **FAQ:** A [Frequently Asked Questions document](#) will be updated regularly throughout the process.

- **Email:** OCH@OlympicCH.org– send us any questions and we will respond within 1-2 business days and will update the FAQ document accordingly.

Contract Requirements

In an effort to aid in transparency and clarity, applicants should be aware of the following elements that will be required as a part of contracting with OCH for this work:

- Prior to contracting, OCH will certify that the applicant is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded in any Federal department or agency from participating in contract procurement. Prior to contracting, OCH must provide documentation satisfactory to the federal funder that the proposed contractor and any additional contractor identified subrecipient(s) are eligible to receive Federal assistance/funding.
- Contractors must provide proof of insurance coverage including commercial general liability insurance. Auto coverage will be required if the applicant proposes any travel related to the proposal.
- Contractors must provide OCH with a current, completed W-9.
- OCH processes payments electronically. Contractors will be required to provide banking information for payments.
- Contractors must submit invoices to OCH based on a cost-reimbursement model.

Proposal Process

Complete proposals include the following elements:

- Completed written proposal (submit as a single PDF attachment)
- Detailed budget submitted in Microsoft Excel (applicant to determine format)

Submit no later than 5 p.m. on Thursday, November 5 to OCH@OlympicCH.org

Applicants will be notified of final decisions by November 30.