

Addendum #1
Questions and Answers

Louisiana Department of Health and Hospitals

Office of Public Health

Bureau of Family Health-Partners for Healthy Babies

Health Communication and Media Campaign

RFP # 305PUR-DHHRFP-MEDIA-2015-OPH

Proposal Due Date/Time: June 25, 2015 4:00PM CT

Date: June 8, 2015

1. **Whether companies from Outside USA can apply for this? (From India or Canada)**

Response: Yes. There is no language in the RFP that precludes that.

2. **Whether we need to come over there for meetings?**

Response: See RFP page 7, Section II B 1a: The Contractor must meet with BFH staff in person at minimum monthly, and as required by activities and components of the project. Travel for these meetings is not reimbursed.

3. **Can we perform the tasks (related to RFP) outside USA? (From India or CANADA)**

Response: Yes, although some travel to Louisiana to adequately satisfy deliverables will be necessary.

4. **Can we submit our proposals via email?**

Response: Proposers shall submit an original hard copy, 8 hard copies, and one electronic copy. See RFP page 20, Section III L. 1-3.

5. **Is there preference to hire a Louisiana-based agency since this is a state governed contract?**

Response: No.

6. **Are the certain key markets/municipalities that have been identified for this campaign?**

Response: Not at this time. Markets will be identified via strategic planning. See RFP page 7, Section II B 1. ii.

7. **Also, is there a not to exceed budget that the Department has planned for the 3-year campaign? We did a similar campaign recently and they provided us with the budget upfront in the RFP process so that the agencies could submit their bids accordingly.**

Response: DHH has not set any predetermined budget. Proposer shall specify costs for performance of tasks. See RFP page 24, Section III P. 10 a.

- 8. Similarly, will the selected agency and the approved budget, regardless of the amount, be protected in the event the state needs to re-appropriate funds? In essence, will the selected agency be guaranteed of payment on work completed to date should the state/Department of Health need to go in another direction?**

Response: See RFP page 32, Section VI E 2.

- 9. In terms of social media, do you all envision the agency to help with strategy, timing and execution? Or, will the Department handle the execution based on the agency's recommendation?**

Response: This can be determined via strategic planning process. See RFP page 7, Section II B 1. ii.

- 10. Who would be the day to day contact for this effort?**

Response: No contract person has been designated yet. Appropriate staff from the Bureau of Family Health will be assigned to serve as point person to the contractor.

- 11. Yet you don't confirm there is a budget of any size to pay for those efforts. Or did I miss that somewhere?**

Response: Proposer shall specify costs for performance of tasks. See RFP page 24 Section III P. 10 a.

- 12. What is the annual budget (including media placement cost) for these initiatives?**

Response: Proposer shall specify costs for performance of tasks. See RFP page 24 Section III P. 10 a

- 13. Are there budget assignments for the seven components (Market Research; Media/Materials Production; Media Placement/Message Distributions; Website Development, Maintenance and Support; Provider Communications; Social Media Support and Consultation; Public Relations and Outreach)?**

Response: No

- 14. Does the response need to define our hourly rates based on staff level? Is there a current hourly compensation rate schedule in place?**

Response: Hourly rate is not a required format for the budget. There is no rate schedule in place.

- 15. Can you provide a more clearly defined list of deliverables for campaign production, i.e., how many TV/Radio/Outdoor, what kinds of printed promotional materials, etc.? Or is this based on need according to the strategic plan?**

Response: This will be based according to the strategic plan. See RFP page 7, Section II B 1 ii.

16. Will the proposer be responsible for coordinating printing for all produced items? How is printing budgeted?

Response: Yes, proposer will be responsible for coordinating the printing of items. Proposal shall include all anticipated costs of successful implementation of deliverables outlined. An item by item breakdown of costs shall be included in the proposal.

17. Do you have a standard media commission for media placement?

Response: No, we do not determine standard media commission for placement.

18. What percentage of MCH Block Grant is planned for this contract?

Response: Historically, this activity has comprised approximately 3% of the Louisiana's MCH Block Grant allotment pending DHH budget approval.

19. Will the new WIC and various BFH websites require being built on the ColdFusion platform?

Response: No, this is not set forth as a requirement in the RFP.

20. Will the DHH require a certain Service Level Agreement for website hosting and support?

Response: The final contract awarded by DHH to the successful Proposer will include a negotiated scope of work with all required deliverables and specifications.

21. Will the new WIC website require 508 compliance?

Response: No, this was not set forth as a requirement of the RFP.

22. Are there any social networks that are not allowed under the protocols established by BFH, DHH and BMAC?

Response: Social network utilization is evaluated on a case-by-case basis. There is not a blanket approval/denial for any medium. It is evaluated for why and how the medium will be used and if it is the best way to reach our audience in a meaningful way.

23. Will the BFH, DHH and/or BMAC need ongoing social monitoring in addition to management?

Response: The BFH requests that the proposer provide expert consultation in order to maintain the effectiveness of this strategy in reaching the intended audience. Monitoring and capturing social media metrics is therefore desirable.

24. Do all elements of the campaign and collateral require translation?

Response: There is no requirement for translation of all elements at this time.

25. Will social media management and content development need to be provided in multiple languages?

Response: No, there is no such requirement at this time.

26. Are there any existing data and/or market research materials that can aid in our research phase? If so, in what format and how recent is it?

Response: Please refer to the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

27. How frequently do the websites require updating and with what material? How is this material generated?

Response: Websites must be kept current and up-to date on an ongoing basis. Bureau of Family Health staff have a key role in providing and updating content. As per RFP page 10, Section II B. 2. d., the contractor will develop, update, and maintain BFH, PHB, and Louisiana WIC websites to keep them current, accurate, and relevant for consumers and providers.

28. Are there currently any ongoing efforts for search engine optimization? Should this RFP response include search engine optimization strategies and tactics to reach the various target audiences?

Response: Search engine optimization tactics have been employed to promote the Bureau of Family Health's Partnersforhealthybabies.org website. As an internet marketing strategy, search engine optimization may be considered. See RFP page 9, Section II B.2.c.ii

29. Are there any other components for the provider campaign aside from e-newsletters? Will the proposer be responsible for content development/production/distribution of the e-newsletters to providers?

Response: As per RFP page 10, Section II B.2.d, the contractor will be responsible for developing and implementing a plan to reach healthcare and social service providers and other BFH and Louisiana WIC stakeholders, etc. The contractor will conduct research into additional opportunities for provider engagement and communication and make strategic recommendations to BFH and Louisiana WIC. Content for the BFH E-newsletter is developed by Bureau of Family Health staff; the contractor will be responsible for implementation and distribution of the e-newsletter.

30. Will the proposer be the lead for public relations efforts, or will they be assisting an internal team?

Response: The contractor will be assisting the DHH- Bureau of Media and Communications (BMAC), which serves as the lead for all DHH program public relations efforts. All public relations tactics must be approved by DHH-BMAC.

31. Do you have PR-related staff or PIOs in each region?

Response: No.

32. On average, how many events/news conferences should we plan for within a year? What kinds of events are required?

Response: This will be based according to the strategic plan. See RFP page 7, Section II B 1. ii.

33. Will the DHH, BFH or BMAC need the contractor to provide any in-house staff such as designers, content managers or project managers to support the BMAC team not housed at the contractor's offices?

Response: No.

34. Is there a current contract in place for this account? Is there a current contractor?

Response: BFH currently has a contract with Trumpet, LLC to provide some website, provider outreach, social media, and related services for the PHB campaign. However, the current contract is much smaller and has a much more limited scope of services than the contract that will be awarded under this RFP.

35. Is there a transition plan in place from the current contractor to the new contractor? If so can that be shared?

Response: No.

36. If there is no transition plan from the current contractor, will one need to be scoped in the RFP, or is a transition plan in need of development for the end of the new contract?

Response: Please refer to RFP page 12, Section II.B.7. for information about the transition plan for the end of the new contract.

37. Can we have access to any past campaign initiatives and results?

Response: Please refer to the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

38. What are the key metrics for the campaign? What needles need to be moved and how are they tracked through your systems?

Response: As per RFP pages 7-8, Section B.1.a.i. and ix., the contractor will prepare a detailed methodology, including the setting and monitoring of measurable goals and objectives of the project. The contractor shall monitor, measure, and evaluate the effectiveness of goals and objectives and project tactics, including project website(s).

39. Can you provide an org chart or list of staff for the BMAC team?

Response: Please see <http://dhh.louisiana.gov/index.cfm/page/11/n/62> for a list of staff for the Bureau of Media and Communications.

40. Is there an incumbent organization? If so, how long have they been working on this account?

Response: No, this is a new RFP with updated/revised Scope of Work. The 2010-2013 Partners for Healthy Babies RFP was awarded to Trumpet.

41. Are you more apt to keep this business with a local firm?

Response: No. The proposal that scores the highest in the evaluation process outlined in the RFP will be awarded the contract, regardless of whether the proposer is a local firm.

42. The RFP references statistics relevant to this initiative. Can you confirm where we may access all of the latest research from BFH, PHB?

Response: Please refer to the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

43. Existing DHH, BFH, PHB and La WIC marketing materials must be incorporated into campaigns. Can you confirm where these materials may be accessed?

Response: Please refer to the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

44. The RFP states contractor shall incorporate and build on multimedia and communications outreach tactics initiated or accomplished by the PHB campaign and the BFH and by Louisiana WIC. Are we able to access latest media plans? Can you indicate what some of those tactics have been? Where have you had most success from a channel or campaign/tactical stand point?

Response: A basic overview of recent tactics can be found in the PHB Annual report at the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

45. The RFP states the plan should encompass all 7 designated market areas and all 9 regional areas of DHH with concentration on hot spots and areas identified by BFH and La WIC. A

Response: Attachment VI provides market areas, but can you indicate hot spots?
Markets will be identified via strategic planning. See RFP page 7, Section II B 1. ii.

46. The RFP states proposer shall continue to implement the existing e-newsletter strategy for Provider Communications. Can you confirm where we may access this e-newsletter example? How often is it sent?

Response: E newsletters are distributed bi-monthly. Sample e-newsletters can be viewed at the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

47. RFP states that contractor will continue to support the BFH's existing PHB social media outreach strategies. Are we able to access your current social media strategy?

Response: Please refer to the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

48. Are there any requirements or mandates to be aware of when choosing third-party vendors, should we need to?

Response: See RFP pages 14-15, Section II F.

49. Under PR outreach, there are references to collaboration and coordination with DHH-BMAC in regards to PR services provided by the contractor. Can you clarify any specific tasks you envision being handled by part time or full time employees with DHH-BMAC and BFH in regards to development and distribution of releases and other earned media outreach? Will the contractor be tasked with all aspects of release development and distribution, including writing, editing, deploying, monitoring/tracking, media follow up, etc.?

Response: The DHH- Bureau of Media and Communications (BMAC) serves as the lead for all DHH program public relations efforts. All public relations tactics must be approved by DHH-BMAC. The contractor will be tasked with writing, editing, participating in deployment as well as monitoring/tracking media follow-up.

50. How do you define "promotional materials" for special events? Are these backgrounder and collateral pieces developed as part of the overall campaign and subsequently used to support media and community relations efforts?

Response: "Promotional materials" for special events may include but are not limited to backgrounders, collateral pieces and other items to support campaign efforts.

51. Page 23 notes the ability to develop/implement an "All Hazards Response" plan. Is the purpose of this to demonstrate the contractor's ability to maintain and manage the scope of work involved in the campaign in the event of an unexpected emergency? Do you envision this involving the articulation of a crisis communications strategy?

Response: Yes, the proposer's plan should demonstrate its ability to manage the scope of work in case of an emergency, including a crisis communications strategy.

52. For assistance with special events, do you envision this assistance focusing primarily on strategy consultation and logistics for media-related events? Is it possible to clarify the level of involvement you envision needing from the contractor in terms of travel, frequency, etc. based on past initiatives or would this depend on the final overall marketing plan?

Response: This will depend on the final overall marketing plan.

53. What percentage of the overall annual budget has been allocated for PR services and earned media outreach historically?

Response: The scope of services for this RFP is new, and as such there is no historic precedence.

54. What is the annual budget for this campaign?

Response: DHH has not set any predetermined budget. Proposer shall specify costs for performance of tasks. See RFP page 24, Section III P. 10 a.

55. Can you clarify if you're asking for RFP responses to include actual recommendations regarding the scope of work, or how the proposer would approach putting recommendations together if awarded the account?

Response: Proposals should define proposer's functional approach to providing services as well as identify actual tasks to meet RFP requirements outlined in the scope of work section of the RFP. See RFP page 21, Section III 3.

56. page 10, D, iii A considerable amount of discovery and planning work is required in order to effectively estimate the cost of a new website. Are there any details regarding the scope of the Louisiana WIC website or "additional new BFH websites" that you can provide? Or at least clarify how many new BFH websites may need to be developed?

Response: The anticipated scope of the Louisiana WIC website will include multi -page content along with enhanced features and functionality, with specifics to be determined. It will not need to be as robust as the <http://www.partnersforhealthybabies.org> site, yet have greater content and functionality than current BFH mini-sites such as <http://lacchc.org>. Additional new BFH websites will be determined via the strategic planning process. See RFP page 7, Section II B. 1.a.ii.

57. page 10, D, vi Can you please provide more details regarding this database including the type of searchable content would be required for each entry and how many entries there would be?

Response: Please see <http://www.giveyourbabyspace.com/resourcedirectory.php> for a current BFH resource database.

58. page 10, f Can you provide a summary of the social media strategy that is currently in place? Can you clarify if the contractor will be expected to execute and monitor social media activity?

Response: Facebook and Twitter are the current social media strategies implemented by the Bureau of Family Health. BFH staff execute strategies and messaging according to written guidance approved by DHH, Bureau of Media and Communications (BMAC). As per the RFP, the primary role of the contractor will be to provide social media management tools and guidance and consultation to assist the BFH in effectively implementing social media strategies and reaching intended audiences.

59. Page 11, G Can you estimate the number of "special events" required per year? Can you estimate the number of press releases and news articles required per year?

Response: Estimates of numbers of events and PR will be determined via the strategic planning process. See RFP page 7, Section II B 1.a. ii.

60. Page 30, C What amount will need to be included on the letter of credit?

Response: The letter of credit should be in the amount of the total proposal cost.

61. The Sample Cost Template includes several production and “pass through” costs that are impossible to estimate without having some appreciation of total budget. Can you provide an expected budget range? If not, can you provide the budget for this program in previous years along with an indication on whether a similar budget can be expected?

Response: This RFP reflects an expanded and revised/new scope of work as compared to previous RFPs issued. The annual budget for the 2010-2013 Partners for Healthy Babies RFP was \$400,000 per year.

62. What is the budget?

Response: DHH has not set any predetermined budget. Proposer shall specify costs for performance of tasks. See RFP page 24, Section III P. 10 a

63. Is there an incumbent agency?

Response: BFH currently has a contract with Trumpet, LLC to provide some website, provider outreach, social media, and related services for the PHB campaign. However, the current contract is much smaller and has a much more limited scope of services than the contract that will be awarded under this RFP.

64. Are samples of past work available to give us an idea of what you’ve done and what you might be looking for?

Response: Please refer to the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

65. Can you provide information about what has worked best of your marketing efforts to date, and conversely, what has not worked?

Response: Being consumer oriented and using multi-channel approach has an impact on effectiveness of communications. A basic overview of recent tactics can be found in the PHB Annual report at the procurement library at <http://new.dhh.louisiana.gov/index.cfm/newsroom/detail/3397>

66. Who will be reviewing the agency proposals and making the decision regarding in-person presentations? We are interesting in finding out the roles of the decision-makers more than the names.

Response: The evaluation committee is comprised of members of the Office of Public Health who have expertise in various areas pertinent to the RFP project.