



**HOWARD COUNTY, MARYLAND
OFFICE OF PURCHASING**

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ADDENDUM NO. 2

April 27, 2016

Request for Proposal No. 23-2016

BRANDING AND PUBLIC HEALTH AWARENESS CAMPAIGN

REVISED Opening Date: May 4, 2016 Time: 1100 a.m.

This addendum is hereby made a part of this **Request for Proposal No. 23-2016**. Please note the following changes and attachments as a result of the pre-proposal conference on April 7, 2016 and questions received by the due date and time for questions. Submit the proposal accordingly.

Changes/Clarifications/Information

1. **Replace** original Price Proposal Page with the attached **REVISED** Price Proposal Page. Only the County's attached **REVISED** Price Proposal Page shall be accepted. RFP responses submitted with the original Price Proposal Page shall be considered unresponsive.
2. Refer to RFP Page 13, Section D 6.3, Contractor's Qualifications. This section is revised to read as follows:
 - 6.3 "The Contractor shall have experience developing outreach to minority and special populations that must include: African-Americans, Latinos and Asians."
3. Refer to RFP Page 15, Section D 14.2.3, Evaluation of Offers. This section is revised to read as follows:
 - 14.2.3 "Experience developing outreach to the general public, as well as minority and special populations that must include: African-Americans, Latinos and Asians."
4. Refer to RFP Page 12, Section D, 3.9, Contractor's Requirements. This section is revised to read as follows:
 - 3.9 "The Contractor shall develop an effective and cost efficient advertising campaign and a prioritized media buying strategy, that includes (but is not limited to) the use of radio, print, internet, mobile, direct mail and signage for transportation vehicles. This shall include the monitoring of media buys and metrics-based measurements of effectiveness. The Contractor shall not include the cost of purchasing media in the submitted proposal. However, the Contractor shall provide, for informational purposes only, the costs associated with purchasing media suggested in the submitted prioritized media buying strategy."
5. Refer to RFP Page 12, Section D 3.10.2, Contractor's Requirements. This section is revised to read as follows:

- 3.10.2 “Assessing the utility of creating mobile apps. The Contractor shall evaluate current electronic media usage and determine whether the creation of a mobile application would be of benefit to the HCHD. The assessment shall provide the costs associated with the development of app on multiple platforms and operating systems (Apple, Microsoft and Android mobile devices and OS) as well as recurring costs for long term hosting, operations and maintenance. The Contractor is not responsible for the costs associated with the **development** of a mobile application and those costs shall not be included in the Contractor’s proposal submission.”
6. Refer to RFP Page 19, Section E, 2.1.5.10, Technical Submittal. This section is revised to read as follows:
- 2.1.5.10 “Project description of sufficient detail to include, but not be limited to the following: the proposed project methodologies to be used by the Contractor to meet all RFP requirements in Section D - Contractor’s Requirements, project work schedule, work tasks and hours, deliverables and staffing plan for the project; description of the expected role of the County staff in the work.”
7. Refer to RFP Page 19, Section E, Technical Submittal. Add the following required submittal:
- 2.1.5.12 “Suggested variety of media advertising placements with recommendations for prioritizing buying these placements.”
8. Each line item of the price page requires submittal of an all-inclusive total for that task. In addition, Contractors shall submit, with their price response, a separate page which details a breakdown of how the total fee for each line item was calculated.

Questions/Responses

1. **Question:** Where, if at all, does public relations fit into this overall program?
Response: As a branding and marketing campaign, public relations are integral to determining the success of this campaign. Contractors shall include public relations in the marketing portion of their proposal.
2. **Question:** Does this contract need to include a research line item in the budget for creative testing and awareness measurement?
Response: No. All proposals submitted shall include budgeting for creative testing and measurement in one of the currently available line items. Ex.: Creative Materials Development, Development of Evaluation Tool, etc.
3. **Question:** Does this contract need to include budgetary line items for any printing or producing of promotional items?
Response: No. Budgetary line items do not need to be included for printing or producing promotional items. The development of promotional items (logos, flyers, palm cards, etc.) shall be included in the Contractor’s proposal. The printing and production of promotional items will be paid for by the County.
4. **Question:** Is this an extension of an existing contract? If so, what agency has the contract and will it be submitting a proposal?
Response: No, this is not an extension of an existing contract.
5. **Question:** Does this contract include advertising or promotion activity for targeted public health issues such as smoking cessation, underage drinking/binge drinking awareness, or other specific programs, measures or issues? Or is this contract for only the broader, general awareness of the HCHD and the services it provides?
Response: This contract is for the development and execution of a branding and public health awareness campaign for the Howard County Health Department (HCHD). It includes the

promotion of public health messages to all populations who live and visit the County as well as the available services offered by and available through the HCHD. Please see RFP Sections D 3.1-3.3.

6. **Question:** Refer to RFP Section D, 3.2. Are the program goals and objectives in this section the same as the ones mentioned Section 3.1?
Response: No, the goals and objectives are specific to the HCHD's 5 year Strategic Plan.
7. **Question:** Refer to RFP Section D, 3.3. What prior activities need to be taken into account? What prior relationships, collaborations and materials need to be considered in preparing our response to Section 2.1.5.10 of the Technical proposal?
Response: Current and previous promotion, marketing and branding activities need to be taken into account. The HCHD does not discard viable materials or messages that are still relevant. Prior relationships and collaborations with HCHD partners and entities as well as previous and current print, digital, broadcast and web-based promotional materials, activities, campaigns need to be considered.
8. **Question:** Refer to RFP Section D, 3.7. What social media strategies are in place now?
Response: HCHD currently uses its website, Facebook and Twitter as platforms for the promotion and marketing of activities for and associated with HCHD programs, activities, campaigns, etc.
9. **Question:** Refer to RFP Section D, 3.9. Do all of these media tactics listed have to be included? The media markets of DC and Baltimore are expensive. \$100,000 or less isn't enough money to do all of these tactics for a period of time long enough to meet the awareness objectives.
Response: Submitted proposals should include the development of an effective and cost efficient advertising campaign and media buying strategy including the use of the media tactics listed in RFP Section D, 3.9.
10. **Question:** Refer to RFP Section D, 3.9. Can you clarify what involvement you foresee the agency having with regard to media placement? Does the \$100,000 budget need to cover the media expense for the plan that is proposed in RFP Section E, 2.1.5.11?
Response: Media buys shall not be included in the submitted budget. However, within the proposal response, the Contractor shall develop a budget that includes a variety of media advertising placements with recommendations for prioritizing bought medial for the HCHD.
11. **Question:** Refer to RFP Section D, 3.10.2. Would the development of a mobile app come out of this same \$100,000 budget?
Response: No. The costs associated with development of a mobile application shall not be included in Contractor's proposal. RFP Section D. 3.10.2 requires the assessment of the utility of creating mobile apps.
12. **Question:** Refer to RFP Section D, 3.11. What tracking methods are in place now? What metrics will be used to measure success? Awareness levels? Positive perceptions? Or, some kind of response to the marketing activity?
Response: Please submit proposal response with the assumption that no methods are currently in place. Contractors shall include a plan to develop metrics with the input of the HCHD.
13. **Question:** Refer to RFP Section D, 3.12. What does this mean? "sustain communication strategies beyond the contract."
Response: The Contractor is expected, during the course of the contract term, to identify and deliver methods and/or processes that will allow the HCHD to maintain effective and lasting

communication processes, strategies, etc. that can be that extend and can be utilized past the contract end date.

14. **Question:** Refer to RFP Section E, 2.1.5.10. Elaborate on what you would like to see here. Are you looking for a skeleton project plan that outlines each phase of the project and what activities are being performed in each phase or are you looking for an actual project plan with agency recommendation for media mix, a rough idea of how budget should be allocated to media tactics in the recommendation and the timing and staff required to deliver those tactics and the corresponding creative?

Response: The Contractor shall submit an example project plan that details how the Contractor shall approach planning and delivering the project. The plan shall include proposed methods and recommendations to best achieve requirements listed in RFP Section D 4, phases, deliverables, milestones, suggested budget and resource allocation as well as any and all additional components the Contractor deems necessary for successful completion of the project.

15. **Question:** Refer to RFP Section E, 2.1.5.11. Can you provide a few examples of the types of risks you think could occur? Are these risks related to the agency's fulfillment of the contract deliverables (things like typographical errors) or risks outside the contract?

Response: Provide risks and a risk mitigation plan (or strategies) using your professional expertise as a guide for the types of risks, conditions or events anticipated that could hinder the successful fulfillment of this campaign's objectives. The Contractor shall include specific responsibilities and parties involved (Contractor, HCHD, vendors, partners, etc.) necessary to minimize the impact of those risks on the project.

16. **Question:** Can the EBO goal be satisfied by the prime contractor's EBO status in whole or part?

Response: Refer to RFP Section J, Page 25, Paragraph 2.

17. **Question:** Refer to RFP Page 23, Price Page, Item No. 6. Can you clarify details on how we should estimate the cost for Evaluation and Enhancement of Electronic Media? Specifically, the cost for development of a mobile app can vary widely and costs/functions would be directly tied to the results of the evaluation process and the recommendations that follow. Is it acceptable to provide estimates for the assessment and recommendation processes, and leave the costs of a mobile app development as to be determined?

Response: The Contractor shall submit an estimate of the costs associated with evaluating the current electronic media used by the HCHD as well as estimate of the costs associated with enhancing electronic medial currently and potentially used by the HCHD. The Contractor shall not include the cost of developing a mobile application in their proposal submission.

18. **Question:** Refer to RFP Page 23, Price Page, Item No. 2. Can you clarify details on how we should estimate the cost for Creative Materials Development? Specifically, should the line item that asks for material that is research-driven and "tested" include the cost for focus group testing? Or should the cost simply include the process of evaluating and revising material as necessary, and leave related testing processes as potential, additional ODC's for a future discussion?

Response: Estimate the costs associated with the functions and processes for development of the creative materials for this project. Should the materials proposed not have previously research-driven or tested foundation, the Contractor shall include costs associated with ensuring that the materials meet the specified requirements.

19. **Question:** Who will be approving deliverables including campaign materials and user research?

Response: All deliverables, campaign materials and user research shall be approved by the HCHD leadership.

20. **Question:** Refer to RFP Section D, 3.8. Can you outline which logos will need to be reviewed beyond the HCHD logo?
Response: All logos used and created by HCHD, its bureaus and programs shall need review. There are currently seven bureaus and each bureau delivers specific programs, services and/or materials. Some, but not all have developed unique logos specific to their bureau/program.
21. **Question:** At the pre-proposal conference it was mentioned that the HCHD is utilizing a current campaign and that the elements were on the website. Can you direct us to these materials?
Response: Current marketing and promotion of programs, activities and events can be found at: <https://www.howardcountymd.gov/Departments/Health>
22. **Question:** Is the budget allocated to be used through calendar year 2016 or fiscal year (June, 2017)?
Response: The budget is using Fiscal Year 2016 funds which will be encumbered and used through Fiscal Year 2017.
23. **Question:** Does the HCHD have predetermined success metrics for the campaign beyond those listed in RFP Section D, 3.1? Do you capture the number of phone calls to the office? Do you track website visitors? Do you capture email addresses or mobile phone numbers?
Response: Full and complete metrics for the success of the campaign shall be developed by the Contractor and HCHD upon award. There are tracking mechanisms in place to capture most, but not all HCHD media interactions.
24. **Question:** Do you utilize a website statistics software like Google Analytics or Adobe Analytics?
Response: Google Analytics is utilized by the HCHD.
25. **Question:** Other than the December date for a draft of campaign materials, is there a date in 2017 when you would suggest launching the campaign? Do you have a major Health Department event, etc. that we could suggest working around?
Response: The date for launch will be determined after contract award and project specifications, plans, milestones, deliverables, etc. have been established.
26. **Question:** How much is the media budget that we should plan a campaign for?
Response: The Contractor shall determine their media budget or suggested media budget and include in their submitted proposals.
27. **Question:** Refer to RFP Section D, 3.10. Will the specific improvements suggested need to come out of this existing budget and statement of work or will they be for future development? We can provide an estimate to review and make suggestions but it will be impossible to estimate accurately future changes that will need to be made at this time.
Response: No. The County is interested in a 3rd party assessment. The County will review recommendations and determine if implementing recommendations is feasible and desired.
28. **Question:** Do you know the public health messages that you want to promote with these campaigns? Do you know what public health concerns there are in the County? If no, should a public survey be conducted prior to this contract or as part of this contract?
Response: Specific promotional messaging shall be agreed upon by the HCHD and the Contractor. HCHD utilizes various data sources to assess the health status of the County. Depending on the messaging selected, the Contractor shall provide recommendations for utilizing surveys, focus groups, etc., in their proposed work schedule

29. **Question:** Is there an image library available for the HCHD or will custom photography need to be sourced as part of this contract?
Response: Some stock imagery and photographs are available for use. Contractors shall include the cost of additional imaging and photography necessary for a successful branding and marketing campaign. The cost for stock imagery shall be included on Section F, Price Proposal Cover Page, Line Item No. 2, Creative Materials Development.
30. **Question:** Are enhancements to the existing HCHD website part of this scope of work (i.e. campaign landing pages)?
Response: The HCHD website, <https://www.howardcountymd.gov/Departments/Health>, can be included as a social media platform. Enhancements to the existing website/webpages are included in the scope of work (Section D 3.7).
31. **Question:** Is this campaign focused on the strategic side of a marketing plan or will the Contractor also be expected to provide the content they suggest within the budget?
Response: This campaign is intended to be strategic in nature. The Contractor shall include content suggested within the budget submitted.
32. **Question:** We need to understand the expectation for the creation of the “tool for marketing, advertising and social media effectiveness? Is the expectation that we are to build this application from the ground up? Or, are we to strategically recommend tools that can work for you and this campaign?
Response: The Contractor can choose to use previously available evaluation tools, create customized evaluation tools or a combination of both to ensure that HCHD will be able to effectively evaluate the effectiveness of the campaign.
33. **Question:** Refer to RFP Page 12, Section D 3.9. Are actual media advertising placements included in the \$100K budget?
Response: See response to question No. 10 above.
34. **Question:** Refer to RFP Page 13, Section D, 6.3. Is it required that the Contractor have past experience developing outreach specifically to the Korean population or is experience with other minority populations sufficient if it includes African Americans and Latinos?
Response: The Contractor shall have previous experience developing outreach to minority populations. If the Contractor does not have sufficient experience with the three populations listed, the Contractor shall include a strategy to engage populations that they do not have experience with.
35. **Question:** Refer to RFP Page 13, Section D, 6.3. Can part of the EBO 10% be used to fulfill the Korean experience requirement?
Response: If the prime Contractor is not able to fulfill the Asian experience requirement, then they may subcontract with a certified EBO vendor to satisfy the minority population requirement.
36. **Question:** Refer to RFP Page 13, Section D, 6.6. The RFP states, “The Contractor shall have knowledge of and or experience working in the State of Maryland.” Is this intended to mean experience or knowledge of working on Maryland government contracts or with businesses located in the state of Maryland?
Response: The Contractor should have knowledge of and experience working in the geographical State of Maryland.
37. **Question:** Refer to RFP Page 13, Section D, 6.7. The RFP states, “The Contractor shall have experience working with public health agencies.” Does experience with public/commercial health agencies apply or does experience have to be with government agencies?

Response: The Contractor shall have experience working with public health agencies, be they governmental, private, and public, etc.

38. **Question:** Refer to RFP Page 16, Section D, 14.2.10. Does the Contractor have to be a Howard County business? Can a Harford County business submit a proposal?

Response: The Contractor does not have to be a Howard County business.

39. **Question:** Should Contractors provide specific media buy recommendations based on the budget?

Response: See response to question No. 10 above.

40. **Question:** How will the department determine whether the following option years are granted? Is this based solely on budget?

Response: The County will determine subsequent options based upon the budget and the effectiveness of the campaign.

41. **Question:** What is the contract year of the RFP?

Response: Fiscal Year 2016-2017

42. **Question:** What is the definition of the EBO Participation %? Is it the percentage of the contract amount?

Response: The EBO Program sets a subcontracting goal of 10% when a contract value is \$50,000 or more annually. This requirement is applicable to bidders who are themselves MBE/WBE/DBE owned firms. The EBO goal can be met by utilizing subcontractors, sub consultants or material suppliers that are certified as Minority-owned Business Enterprises (MBE), Woman-owned Business Enterprises (WBE) or Disabled-owned Business Enterprises (DBE). The EBO goal is a percentage of the contract amount.

43. **Question:** Will communication strategies be implemented before the contract year ends, or will that be done in the next year?

Response: Communication strategies will be implemented before the contract (not calendar) year ends. However, some strategies that may be developed and finalized may be able to be implemented before the calendar year.

All other specifications, terms and conditions remain the same.

Please acknowledge addenda by signing below and returning with the bid. Failure to acknowledge this addendum may be cause for rejection of the bid.

ADDENDUM RECEIVED BY:

Signature

Company Name

Title

IBC

SECTION H**REVISED PRICE PROPOSAL COVER PAGE**

(Must be submitted separately from the Technical portion of the proposal)

COMPANY NAME: _____

TITLE: Branding and Public Health Awareness CampaignNIGP CODE/PRODUCT CODE: 96153- Miscellaneous Professional Services, Marketing Services**SECTION A** NOTE: Pricing for each line item shall be an all-inclusive fee.

ITEM NO.	COMMODITY/SERVICE DESCRIPTION	QUANTITY	U/M	TOTAL PRICE
1	Strategic Communications Plan	1	EA	\$ _____ . ____
2	Creative Materials Development	1	EA	\$ _____ . ____
3	Social Media Strategy Development and Execution	1	EA	\$ _____ . ____
4	Logo and Theme Evaluation and Recommendations	1	EA	\$ _____ . ____
5	Advertising Campaign and Media Buying Strategy Development	1	EA	\$ _____ . ____
6	Evaluation and Enhancement of electronic media	1	EA	\$ _____ . ____
7	Development of Evaluation Tool for marketing, advertising and social media effectiveness	1	EA	\$ _____ . ____
8	Written sustainable communication strategies and methods for HCHD marketing/branding	1	EA	\$ _____ . ____
<u>TOTAL PRICE FOR SECTION A (Items 1-8)</u>				\$ _____ . ____

SECTION B

The Contractor shall provide the actual cost below for a variety of media advertising placements based on recommendations of the Contractor for prioritizing these placements. This will be for information purposes only and will not be used in the evaluation of the proposal.

\$ _____ . ____

* Please note that prices shall only have **TWO DECIMAL PLACES**. The County's financial system will not allow more than two decimal places, adjust responses accordingly.

INVOICE PROCEDURE FOR SUCCESSFUL CONTRACTORS:

In order to facilitate prompt payment, invoices must contain the above commodity and/or service descriptions and pricing. Invoices failing to contain the required line item detail, including contract line number and unit pricing, may be returned for correction. Please submit a sample invoice with the response.

SIGNATURE: _____ DATE: _____

PRINTED NAME: _____ TITLE: _____