**COUNTY OF ALAMEDA**

**HEALTH CARE SERVICES AGENCY (HCSA)**

QUESTIONS & ANSWERS

**to  
IRFP No. HCSA-0220**

**for**

**Social Marketing Campaign for HCSA**

**Summary of Q&A Submitted**

**Questions received via Email from June 23 to June 30, 2020**

**Notice to Bidders**

This County of Alameda, HCSA Questions & Answers (Q&A) Document has been electronically issued to potential bidders via e-mail based on the Questions received via email or from other sources. This Q&A Document will also be posted on the General Services Agency (GSA) Contracting Opportunities website located at <https://www.acgov.org/gsa_app/gsa/purchasing/bid_content/contractopportunities.jsp>

**Qualification Questions**

**Q1. How flexible can you be regarding the 3-year deadline for recent relevant experience and projects? What about projects that began more than 3 years ago but are still underway?**

*A1: As indicated on page 3 of the IRFP under Section 3, the County expects a qualified Bidder to have at least 3 years of regular and continuous experience in strategic communications and related work. The County also expects that qualified a Bidder have completed at least 3 relevant campaigns. See the IRFP for complete details on Bidder Minimum Qualifications.*

**Q2: How flexible can you be to extending the three-year project time limit considering the COVID crisis affected many projects this year? How flexible can you be to the fact that the quality of the idea is independent from when the campaign was run?**

*A2: See A1 above. Bidder shall use their discretion in presenting to the County examples that best demonstrate their experience as required in the IRFP.*

**Bid/Contract Questions**

**Q3: FYI Bid for Social Media Marketing Campaign IRFP is OPEN AND AVAILABLE. Seems like range is $25K- $100K? (please clarify).**

*A3: The contract award amount is amended through Addendum 1. The maximum amount of the contract shall not exceed $100,000 for the contract term, inclusive of services and any other costs associated with service provision.*

**Q4: Should media placement costs and printing estimates be included in the budget proposed?**

*A4: See Addendum 1 modifications, including Bid Form. Yes, Bidder shall include in their Bid Response media placement costs and printing estimates within the available $100,000 contract award amount to support the launch of the social marketing campaign. As required, the County intends to identify additional funding or other resources to support the campaign beyond the initial launch and situation with COVID-19 (i.e., disease presence, availability of vaccine, etc).*

**Q5: Can we assume printing costs will not be included in our budget?**

*A5: See A4 above. Bidders are expected to include printing estimates in their Bid Responses.*

**Q6: Can we assume it will be our responsibility to provide translations, or will we be working with your staff to translate?**

*A6: In alignment with media placement and printing costs, Bidder shall also include in their Bid Response translation costs within the available $100,000 contract award amount to support the launch of the social marketing campaign. As required, the County intends to identify additional funding or other resources to support the campaign beyond the initial launch and situation with COVID-19 (i.e., disease presence, availability of vaccine, etc).*

**Q7: Should we incorporate translation of materials into our budget or do you already have a translator on staff?**

*A7: See A6 above.*

**Q8: FYI - Cover sheet of the IRFP says responses are due July 14, but on page 8 it says responses are due July 10.**

*A8: The Bid Response due date listed on page 8 of the IRFP has been updated through the Addendum 1. The due date for Bid Responses is July 14, 2020 at 2:00 pm.*

**Q9: The cover letter indicates that the due date is July 14, 2020, by 2:00pm.  However, Section 5, Part A indicates that no response will be considered for award if it is not submitted by July 10, 2020.  Can you please clarify?**

*A9: See A8 above.*

**Q10: There is a discrepancy between the 7/14/2020 due date on the website (**[**https://www.acgov.org/gsa\_app/gsa/purchasing/bid\_content/contractingdetail.jsp?BID\_ID=2271**](https://www.acgov.org/gsa_app/gsa/purchasing/bid_content/contractingdetail.jsp?BID_ID=2271)**) and the 7/10/2020 due date within the IRFP, Section 5: Additional Information. Which deadline is correct?**

*A10: See A8 above.*

**Q11: Is a Small Local Emerging Business (SLEB) certification required prior to bidding on the project?  We have reviewed and submitted the paperwork as we meet the criteria to qualify as a SLEB, but are unsure that our application will be reviewed prior to the deadline.  We spoke with a representative from the SLEB office and their current timeline for review is 30-45 days.**

*A11: SLEB certifications must be valid at the time of bid submission to meet the SLEB requirement and for SLEB preference points to apply. Bidders who are not certified SLEBs or who not exempt, must subcontract at least 20 percent of the total bid amount to a certified SLEB. Please visit the following link for more information on the SLEB program:* [*http://acgov.org/auditor/sleb/overview.htm*](http://acgov.org/auditor/sleb/overview.htm)

**Q12: Similar to the question above, are bids automatically disqualified for not meeting the SLEB requirement?**

*A12: See A11 above.*

**Q13. What is an “unfair advantage” and what is a “discrepancy” as described in Part C of Section 5 of the Additional Information Section of the IRFP?**

*A13: The term in the IRFP refers to any condition or circumstance that may affect the competitive nature of the procurement process. These bid response situations that may arise are addressed on a case by case basis.*

**Scope Questions**

**Q14: I understand that the campaign will be directed at various communities with Covid19 prevention education messaging. Is it safe to assume this and that the focus is community behavior change, such as promoting hand washing, mask wearing and social distancing? Aside from promoting prevention practices/safe behavior, will there be other primary marketing objectives to address?**

*A14: Please refer to the services and deliverables items, numbers 2 and 3 under Section 2: Scope of Work and Deliverables on page 3 of the IRFP, highlighted here for emphasis:*

*2) Facilitation and refinement of methods to expand current communications efforts to reach community organizations and outlets (large and small), policy makers, and residents with messaging that promotes adoption of prevention and health promotion measures (e.g., stay in place, maintain space, cover face, wash hands, cover mouth) and sustained behavior change*

*3) Creation of messaging that is empathetic, culturally relevant (including language specific needs), inclusive, and balances the Health Officer orders with consideration of the social determinants of health;*

**Q15: The proposal refers to a broad range health equity issues, but it is not clear on how those issues fit into the campaign. It is important to better understand this in order to envision and accurately quote the cost of social market collateral and campaign materials.**

*A15: See A14 above. Bidder shall use a health equity lens in designing the services and content proposed to the County.*

**Q16:** **Besides reaching the African American/Black and Latino communities, will any other ethnic communities or language speakers be targeted?  If so, which languages and ethnic groups do you anticipate being required?**

*A16: The County also expects to reach the Asian Pacific Islander (API) community, as well as have messaging in simplified Chinese, in addition to Spanish.*

**Q17. What are the target languages for the social media campaign? (eg. Spanish, Mandarin, Vietnamese?) (Oakland has over 200 language groups)**

*A17: See A16 above.*

**Q18: What specific consumer populations are to be targeted by this social media campaign?**

1. **Which at-risk communities should we be targeting from a health perspective (i.e. congregant shelters, immunocompromised)?**
2. **Which racial or ethnic groups? (African American, Latinx, People of Color)**
3. **Which age groups? (youth, elders, etc.)**
4. **Which geographic parameters should be targeted?**
   1. **Oakland vs. Greater Alameda County?**
   2. **Hills vs. Flatlands?**
   3. **Suburban vs. Unincorporated Areas?**
   4. **Neighborhood vs. ZIP code?**
5. **Which socio-economic status groups (eg. low income communities, homeless populations, etc.)?**

*A18: See IRFP Background on page 2 under Section 1, referencing case rates among Latinx and African Americans in Alameda County. The highest case rates of COVID-19 are reported in zip codes in East Oakland, the unincorporated areas of Ashland, Cherryland, and Fairview, as well as in Hayward. For more detailed information, see the Public Health Department’s dashboard on COVID-19 at* <https://ac-hcsa.maps.arcgis.com/apps/MapSeries/index.html?appid=9ffe210ccdee469ab693fdd30ece152c>

**Q19:** **It appears that there will be a need for several different qualitative research and listening sessions. It would be good to get an idea of how many different subgroups or sessions we might need to have?**

*A19: At this time, the County estimates the need for three listening sessions (or related approaches) representing the following key populations: Latinx, African-American, and Asian Pacific Islander (API).*

**Q20: How will the success of the campaign be measured? Are there any metrics that have already been identified?**

*A20: As stated on page 3 of the IRFP, the awarded Bidder may be expected to use a Results-Based Accountability (RBA) Framework to communicate data and impact via campaign projects. The County’s goal is to improve community health, and specific to COVID-19, the aim is to* *lower overall cases, hospitalization (total beds and ICU), and death rates, particularly in the communities most impacted by the virus. The County will determine the specific RBA metrics with the contractor during contract negotiations and expects to revisit these measures throughout the contract term.*  *The metrics will center on outcomes from messaging that promotes adoption of prevention and health promotion measures (e.g., stay in place, maintain space, cover face, wash hands, cover mouth) and sustained behavior change (highlight added here for emphasis).*

**Q21. What metrics for measuring effectiveness are expected or preferred? (eg. measuring click throughs to surfacing of local health department Facebook or web pages offering testing, clinics, etc.) when a hashtag is selected? Improved wearing of masks? Lower infection rates?**

*A21: While click throughs or hashtags sometimes serve as a proxy for engagement, the goal is to reduce and prevent the spread of COVID-19 and metrics will center on outcomes from messaging as noted in A20 above.*

**Q22:** **Do you already have established social media channels, know which ones you’d like to prioritize, or are you looking for us to make that recommendation? Do you have an existing blog or newsletter?**

*A22: The Public Health Department’s Twitter platform (@Dare2BWell) is HCSA’s primary social media channel. HCSA also welcomes other recommendations by the Bidder. HCSA has an existing agency level newsletter that may be considered as an additional outlet by the awarded Bidder.*

**Q23. What are the current communications channels utilized by agencies in Alameda County, and what access will we have to those channels? What communications resources within Alameda County and ACHCSA are at our disposal?**

*A23: See A above. The County also utilizes the Public Health Department’s website and is currently developing a new COVID-19 website forthcoming in August. These may also be available for use.*

**Q24: The most-used social media channels in 2020 are Facebook, Instagram, Twitter, and YouTube. Are there any social media platforms that should be added to this list?**

*A24: See A22 and 23 above. Apart from those mentioned, there are no other social media platforms required at this time, although HCSA welcomes recommendations for discussion and possible adoption.*

**Q25: In section 2, Scope of Work & Deliverables, point 5, when you talk about the “development of print, TV, web, and social media campaigns and strategies”…**

1. **Is this about driving earned media coverage or developing content that can be pushed out on your social channels or both?**

*A25.a: HCSA is expecting to do both, with weight towards content that may be pushed through various channels.**As stated on page 3 of the IRFP, the Bidder shall employ design that is durable for the long-term, supporting agency brand management and direction long after the current pandemic.*

1. **What do you mean by print (e.g., print media earned coverage or a newsletter for the community?)**

*A25.b: The campaign may involve a variety of tactics including toolkits for trusted community messengers and influencers. The County will determine this with the contractor during contract negotiations and throughout the contract term, using market research to identify optimal means to reach each of the key populations identified in the IRFP.*

1. **What do you mean by TV? (e.g., earned media coverage, PSAs, or videos we produce for social channels?)**

*A25.c: HCSA will consider the Bidder’s Response to this area of work. It is anticipated that PSAs and videos are more likely to meet the requirements of the IRFP due to limited funding. However, as stated on page 3 of the IRFP, the Bidder shall employ design that is durable for the long-term, supporting agency brand management and direction long after the current pandemic.*

1. **Would paid support for these initiatives come out of the $75K budget or is the expectation that this would all be earned (PR coverage) and owned media (website, social channels) that is discovered organically?**

*A25.d: See A4 above.*

**Q26: Is there an existing county image database that we can use for imagery since photo/video sessions will be difficult with social distancing? Or should we rely on stock images, motion graphics, and stock video?**

*A26: HCSA does not have an image assets library at this time.*

**Q27: In section 2, Scope of Work & Deliverables, point 2, you are asking us to facilitate and refine methods to expand current communications efforts to reach the community. What are you currently doing that you think is working?**

*A27: Please see the Public Health Department COVID-19 website and Twitter channel discussed in A18 and A22 above. One identified area of success is partnering with Community Based Organizations (CBOs) to inform development of, and provide feedback to messaging that improves reach and influences behavior change with key populations.*

**Q28: Do you have a preferred list of CBOs/database you can share or is the expectation that we would suggest the organizations with which you should partner?**

*A28: HCSA expects to put together a list of CBOs and subject matter experts for the awarded Bidder to partner with for the purpose of informing the social marketing campaign. This list will become available during contract negotiations or upon commencement of the contract term.*

**Q29: Are there any parameters around who can be a partner for the campaign? Entities that are not employees of contract awardee? Please describe any parameters or restrictions on corporate or educational partners.**

* 1. **Can we include youth voices (minors), incarcerated, or on probation voices?**
  2. **Are we restricted to media partners in Alameda County, or can we have partners based in other places, such as NYC?**
  3. **What are guidelines or restrictions for media product development, research and dissemination? (Eg.TikTok Covid promotions?)**

*A29: See A28 above. The County intends to assign to the campaign project the local partners that will be involved in the campaign. The Bidder may propose other partnerships in their bid response for the County to consider.*

**Q30: Can we raise additional funding from business partners, other non-profits, and philanthropic entities such as foundations, as well as education institutions for this campaign?**

*A30: Bidders may propose additional funding from other sources that will support or expand the intended campaign within Alameda County. As described on page 3 of the IRFP, HCSA shall have full ownership rights for any materials produced.*

**Q31: Who will be involved in reviewing early drafts and approving the campaign strategy and messaging?**

*A31: HCSA staff, leadership, as well as any CBOs or subject matter experts that HCSA will engage for this project may be involved in reviewing and approving campaign strategy and messaging.*

**Q32: Who will this position report to?**

*A32: The campaign will be under the purview of the Director of Strategic Initiatives and Public Affairs.*

**Q33. Who are the “Public Affairs Director” and ``Public Information Director” as presented in the IRFP, that we will be responsible to?**

*A33: The Public Information Director oversees communications across HCSA and reports to the Director of Strategic Initiatives and Public Affairs, who oversees agency-wide work on policy, advocacy, communications and collaborations.*

**Q34: Is ACHCSA already working with a consultant to manage your communications and/or social marketing needs?**

*A34: HCSA is not working with a vendor on agency-wide social marketing at this time. Within the Agency, some departments are working with media and marketing vendors on specific programs and scope projects (e.g., Alameda County Behavioral Health COVID-19 health prevention messaging to key populations, Public Health Department Mask On Campaign).*