**COUNTY OF ALAMEDA**

**HEALTH CARE SERVICES AGENCY (HCSA)**

QUESTIONS & ANSWERS

**to  
RFP No. HCSA-900722**

**for**

**Strategic Communications and Public Information**

**Consulting Services**

**Summary of Q&A Submitted**

**Networking/Bidders Conferences held on March 30 and March 31, 2022**

**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 bidders conference sign-in sheets 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>

**Background Questions**

**Q1. How many firms will you be selecting?**

*A1. At least one, but not more than three.*

**Q2. If you are selecting multiple firms, how will you assign task orders?**

*A2. This RFP includes three service categories. A bidder may bid on one or more of the categories. County Selection Committee (CSC) will evaluate bids by service category. The bidder ranked highest in one service category will be recommended for contract award in that service category*.

**Bid Submission & Requirements Questions**

**Q3. Is it necessary to provide a hardcopy? It’s expensive to produce hard copy. Most agencies allow for electronic copies only.**

*A3. Yes. Bidders are required to submit one original hardcopy bid with original ink signatures, three copies of the original hardcopy, and an electronic copy on disk or USB flash drive. All bids, whether delivered by an employee of Bidder, U.S. Postal Service, courier, or package delivery service, must be received and time stamped at the stated address by 2 pm on April 25, 2022. Please refer to Section IV.S of the RFP, SUBMITTAL OF BIDS and Section IV.T of the RFP, RESPONSE FORMAT for instructions regarding bid submission.*

**Q4. With the hard copies and given that many agencies are still work virtually, does it need to have original ink as stated in the RFP?**

*A4. Yes, original hardcopy bid must be signed with ink. Please see A3 above.*

**Q5. RFP states “Bidder shall possess a minimum of 1 year of experience in providing services related to the scope category to a government entity with demonstrated cultural and linguistic competency.” Can you explain what is meant by demonstrated cultural and linguistic competency as it relates to the bidder’s organization or its staff?**

*A5. It is the organization named as the prime bidder in Exhibit A of Bid Package that shall possess a minimum of one (1) year of experience in providing services with demonstrated cultural and linguistic competency.*

**Q6. RFP states “24/7 availability for crisis situations.” Is that availability in-person, virtual online or by phone?**

*A6. More than likely phone or virtual.*

**Scope of Work Questions**

**Q7. Can you clarify which services might include COVID-19 related communications needs? The media campaign notes that service areas might include COVID-19 recovery. Is it expected that the communications strategy and videography services would address that as well?**

*A7. Yes, as Health Care Service Agency (HCSA)’s COVID-19 response work continues, services in all three service categories will address COVID-19 related communications.*