

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 1 of 11

TO: Vendor Listing
FROM: Arkansas Department of Health
DATE: June 28, 2016

SUBJECT: **DH-16-0003 Social Marketing Initiatives to address Tobacco Use among Country Youth and Young Adults**

The following change(s) to the above-referenced Request for Proposal for Arkansas Department of Health has been made as designated below:

- ☒ Change of specification(s)
- ☐ Additional specification(s)
- ☐ Change of bid opening time and date
- ☐ Cancellation of bid
- ☒ Other

Remove section 4.2.7 on page 14 in its entirety.

See attached second page for the beginning of vendor questions submitted, and agency responses.

The bid opening time and date will remain the same.

The specifications by virtue of this addendum become a permanent addition to the above-referenced Invitation for Bid. **FAILURE TO RETURN THIS SIGNED ADDENDUM WILL RESULT IN REJECTION OF YOUR BID.**

BIDS WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED. THE BID ENVELOPE MUST BE SEALED AND SHOULD BE PROPERLY MARKED WITH THE BID NUMBER, DATE AND HOUR OF BID OPENING AND BIDDER'S RETURN ADDRESS. IT IS NOT NECESSARY TO RETURN "NO BIDS" TO THE ARKANSAS DEPARTMENT OF HEALTH.

If you have questions, please contact the Issuing Officer at 501-280-4573.

VENDOR SIGNATURE

DATE

COMPANY

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 2 of 11

DH-16-0003 - Questions and Answers

Question #1:

Section 1.4.1 states, "As part of this brand, the vendor should consider all campaign components to ensure a successful implementation, including website, social media channels, paid digital media, local events, etc." Are you looking for a recommended paid digital media strategy (separate from sponsored, boosted posts, etc., within social media platforms) in our RFP response?

Answer #1:

The vendor should consider the use of website, social media channels, paid digital media, local events, etc. as they see fit in order to support their recommended strategy and approach.

Question #2:

Is there a desired percentage of the total budget that should be allocated to paid media efforts inclusive of paid social media boosting, etc.?

Answer #2:

No, the media buy should support the strategies and tactics proposed by the vendor.

Question #3:

Section 4.1 General Proposal Requirements states "In addition, the respondent shall include an electronic copy on a CD in Microsoft readable format with the original and each copy of the proposal." May a flash- or thumb-drive be submitted in lieu of a CD?

Answer #3:

Yes, a flash or thumb drive will be acceptable.

Question #4:

Section 4.2.13 Technical Approach and Solutions to Scope of Work number 3 states "Vendor must provide a disc or flash drive with relevant case studies and work samples that support the scope of work. For each creative sample, include campaign name, objective, target audience, creative strategy, evaluation conducted, results, and creative team." What is minimum number of desired case studies?

Answer #4:

Thank you for pointing out this oversight. The ADH is seeking a minimum of two (2) case studies.

Question #5:

Is TPCP open to conducting outreach programs/event sponsorships at events that are not currently smoke-free?

Answer #5:

Yes, however TPCP will review and approve these events.

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 3 of 11

DH-16-0003 - Questions and Answers

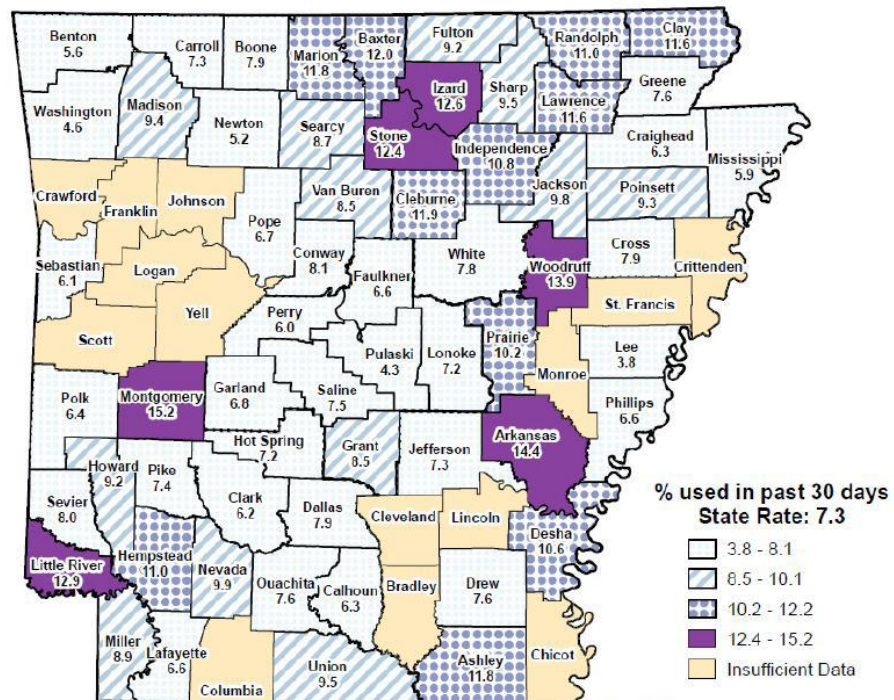
Question #6:

Which three counties are to be targeted? (Section 1.1.1)

Answer #6:

Please see data below to assist vendor in the identification of three counties.

**Current Cigarette Use among Youth
Arkansas 2014**

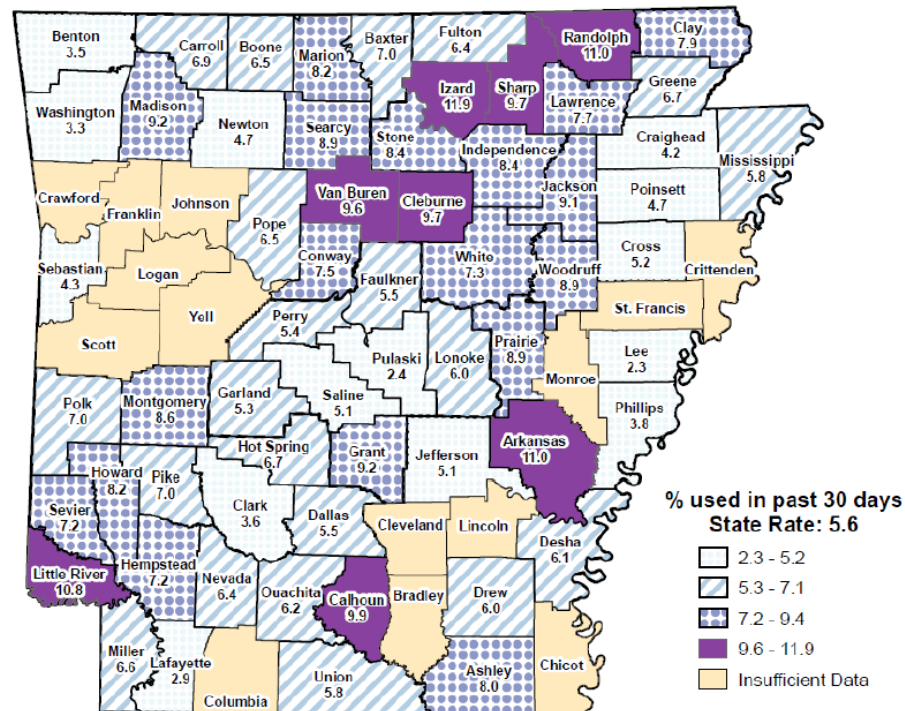


State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 4 of 11

DH-16-0003 - Questions and Answers

**Current Smokeless Tobacco Use among Youth
Arkansas 2014**



Date: July 10, 2015
Source: Arkansas Prevention Needs Assessment Survey (APNA)
Map created by: Wanda Simon, Epidemiologist

Note: The counties marked "insufficient data" either had less than a 40% overall valid participation rate or less than a 25% valid participation rate for one or more of the four grades surveyed (6th, 8th, 10th, or 12th).

Question #7:

Is it required to have specific experience with social marketing in tobacco control targeting youth and young adults or will similar experience be sufficient for qualification? (Section 4.2.17 F)

Answer #7:

Yes, specific experience with social marketing in tobacco control targeting youth and young adults is required.

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 5 of 11

DH-16-0003 - Questions and Answers

Question #8:

What are the names of the agencies/firms that have submitted questions for this RFP?

Answer #8:

The Arkansas Department of Health chooses not to provide the names of those asking questions. It should be noted that those asking questions are not obligated to provide a response; nor are those who do not ask questions prohibited from providing a response.

Question #9:

What are the hourly rates and media commission (or mark-up) in FY15-16 Contract for the firm/agency who works with the PPYC and/or SOS Program(s)?

Answer #9:

This information has no bearing on the contract being solicited.

Question #10:

○ Are these the correct target age demographics for “youth and young adults?”

- Youth – (13-17)
- Young Adults – (18-26)

Answer #10:

Primary target age is 13-17 and secondary target age is 18-24.

Question #11:

What specific “three (3) rural counties” are in the target geography referred to in this RFP that this project should focus on?

Answer #11:

Please see answer to questions #6.

Question #12 :

Has TPCP previously conducted initiatives targeting youth and young adults in these three (3) rural counties? If so, what results have been achieved?

Answer #12:

TPCP has not conducted any social branding activities targeting youth who identify with Country culture.

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 6 of 11

DH-16-0003 - Questions and Answers

Question #13:

On Attachment B (page #31 of the RFP), about half-way down in the area regarding Subcontractors, it reads, "If so, indicate in the space provided the percentages of work that will be done by the primary contractor and the subcontractors?" But there is no space provided. Is it acceptable to include this information on the following page of the Proposal in the section with Attachment B?

Answer #13:

If you intend to use subcontractors, please include a reference to the percentage in your executive summary statement.

Question #14:

On Attachment B (page #31 of the RFP), about half-way down in the area regarding Subcontractors, it reads, "If so, have you attached the required statements from the subcontractors?" What are the "required statements"?

Answer #14:

4.2.11 describes disclosure of litigation. 4.2.16 addresses letters of recommendation.

Question #15:

Is the Cost Proposal Worksheet and Budget Narrative (page #39 of the RFP) expected to provide a definitive breakdown of all expenses for the \$300,000 per year budget, as we estimate it based on what we foresee at this point?

Answer #15:

Yes.

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 7 of 11

DH-16-0003 - Questions and Answers

Question #16:

What is meant by “shared savings” referred to in the Cost/Budget Narrative section (Page #39, Section B. in the sentence below the chart)?

Answer #16

Shared savings refers to activity costs allocated among various programs/organizations who are utilizing some of the same materials therefore savings are passed on to each program/organization.

Question #17:

- On page #39 of the RFP, Section A. – it asks for the “...total salary requested for each staff person that will work on the project.”
 - If we are not proposing any total salaries be funded for any staff person in this RFP Proposal, should we just enter \$0.00 for this item?

Or, does this blurb just mean the same thing as the “Total Compensation” column in the first chart on this page?

Answer #17:

Any billing of time assigned to this contract must be included in table A of the cost proposal worksheet found on page 39 of the RFP, by including the hourly rate.

Question #18:

What are the expectation for the content of the “Budget Narrative” requested on Page #40 of the RFP, last sentence on the bottom of the page, which reads “Note: Include Budget Narrative”?

Answer #18:

Page 17 of the RFP states “A fully disclosed and detail budget narrative must be included with the cost proposal to support the reasonableness of the proposal. Budget narrative should explain how costs were determined.”

Question #19:

How will cost bids be scored? Are there a certain number of points available for cost bid? How will the different cost bids be scored against each other? Also, how many points are possible for the cost bid, and how is it figured into the overall points available in scoring?

Answer #19:

5.2 Explains the scoring for this RFP. Budget information will be scored in section 2, which is worth 350 points for the entire section. In 1.2.5 the agency announced a budget of \$300,000 for FY17.

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 8 of 11

DH-16-0003 - Questions and Answers

Question #20:

Are there any research reports available on this specific target audience?

Answer #20:

The Arkansas Department of Health is not supplying research materials; therefore, applicant is responsible for conducting literature review on their own.

Question #21:

Are there any recent strategy, messaging, media documents or creative examples, plans, calendars or reports available for reference? If so, how/where can we obtain them?

Answer #21:

TPCP has not conducted any social branding activities targeting youth who identify with Country culture.

Question #22:

Are there any analytics or reports that measure the performance of specific Project Prevent and/or SOS programs or initiatives in the past, including social media analytics, web analytics, and earned media activities? If so, how/where can we obtain them?

Answer #22:

This information has no bearing on the contract solicited as it is for a different target population.

Question #23:

Are there grantees/contractors (Adult Advisors) actively working in the local communities that make up this target geographical area and, if so, where are they located and what type of work are they responsible for annually?

Answer #23:

Community sub-grantee activities may change from year to year and there is no requirement for youth community work. There are some community sub-grantees who may choose to engage youth. However, at this time that information cannot be shared as contracts are still under negotiation.

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 9 of 11

DH-16-0003 - Questions and Answers

Question #24:

How many PPYC groups are there within the (3) target counties? Roughly how many kids are in each of these groups?

Answer #24:

PPYC currently has approximately 90 youth statewide. However, PPYC is not currently engaged in social branding reaching youth who identify with Country culture. The services solicited in this RFP are for a separate brand from PPYC.

Question #25:

For the “electronic copy” of the proposal mentioned on page 13 (Section 4.1 General Proposal Requirements), can this be submitted on USB Drives (with Microsoft readable format document(s)) instead of on CD?

Answer #25:

Yes, USB will be acceptable.

Question #26:

On page 14 (Section 4.2.1), it indicates that #7 in proposal arrangement is for “Financial Documentation (May only be required of the apparent winning vendor at the conclusion of the evaluation process).”

Then on page 17 (Section 4.3), it reads “Upon request, the bidder must provide evidence of financial stability and ability to fulfill contract obligations through the contract period. The financial statements must include the following for the period of five (5) years”

- “Summary of financial standing, balance sheets, statement of income, statements of change in financial position and notes to financial statements;”
- “Auditor’s reports”

“Failure to comply with this request shall result in disqualification of response.”

Does this mean that nothing is required in section #7 of the proposal submission except a statement that “all financial disclosure documentation will be provided upon request?”

Answer #26:

Vendors will not be required to submit financial documents unless they are the highest scoring company, and at that time they will be asked for financial documents. Failure to provide the financial documents will be grounds for disqualification.

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 10 of 11

DH-16-0003 - Questions and Answers

Question #27:

On page 5, Section 1.4.1, it reads "TPCP will give preference to vendors leveraging existing efforts in order to provide services at a reduced cost. For example, social brands with components available through a non-exclusive license such as shared media costs."

- Can you further explain what is meant by "social brands with components available through a non-exclusive license such as shared media costs"?

Can you provide a couple examples of the social brands (with components available through non-exclusive license) it refers to?

Answer #27:

Shared media costs refer to activity costs allocated among various programs/organizations who are utilizing some of the same materials therefore savings are passed on to each program/organization.

Question #28:

Will TPCP identify the three rural counties the prospective vendor should focus on?

Answer #28:

Please see answer to question #6.

Question #29:

Should the prospective vendor's proposal include promotion of TPCP's annual youth prevention activity (The Big Pitch Film Festival) that would potentially receive submissions from the targeted age group in the three rural counties?

Answer #29:

No. This RFP is soliciting services in order to implement evidence-based or best practice-based social branding model that targets youth and young adults who identify with Country culture. This brand is separate from PPYC.

Question #30:

Under 1.4.1, 'website' is mentioned as a possible inclusion in the prospective vendor's social branding model. Could a landing page be added to the current SOS Project Prevent website?

Answer #30:

No. The SOS Project Prevent website serves a different target. This brand is separate from PPYC.

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 11 of 11

DH-16-0003 - Questions and Answers

Question #31:

Can TPCP identify who is handling the current SOS Project Prevent social media channels? And is the prospective vendor permitted access to these channels to share content targeted to the cities within the identified rural counties?

Answer #31:

TPCP manages the PPYC social media channels. No, as the brand being solicited through this RFP is separate from PPYC.

Question #32:

Does TPCP have any teens registered in PPYC within the three designated rural counties?

Answer #32:

Please see answer to question #24.

Question #33:

Does TPCP have any existing partnerships with teen/young adult groups or organizations in the 3 rural counties being targeted?

Answer #33:

TPCP has local and statewide partners including local schools.

Question #34:

What are the current evaluation/measurement processes in place for TPCP marketing efforts?

Answer #34:

Please see attachment G of RFP.

Question #35:

How do you currently measure the success of social media and public relations campaigns?

Answer #35:

Please see attachment G of RFP.

THIS CONCLUDES THE QUESTION AND ANSWER PERIOD FOR RFP DH-16-0003.