

Request for Proposal No. 08-85554

(Questions Submitted by Potential Respondents to the RFP)

The California Department of Public Health's Network for a Healthy California (Network) is responding to the 95 questions submitted on or before November 24, 2008, as specified in the Request for Proposal (RFP) 08-85554. Some answers refer to an addendum to this RFP. This addendum will be posted at www.networkforahealthycalifornia.net at a later date.

Section I: Questions about the RFP Instructions

- 1) RFP page 22, Operating expenses, Appendix 1c, State Standard Support Costs. Page 22: iii.D. Indicates that *Telecommunications should be included at \$2,500 per FTE per year*. However, Appendix 1c lists these costs at \$1,500.

Q. Please clarify which amount should be used for budgeting telecommunications.

A. *Telecommunications is the sum of communications and consolidated data center from Appendix 1 c and should be budgeted at \$2,400 per FTE. An addendum will be generated to correct page 22, iii. D.*

- 2) Attachment 28, Duty Statement.

<i>Percent of Time</i>	<i>Essential Functions</i>
<i>Percent of Time</i>	<i>Marginal Functions</i>

Q. Please provide the State's definition of what constitutes "essential" and "marginal" functions.

A. *Essential functions are the major job duties that an employee must be able to perform. Marginal functions are minor job duties, less than 5% time.*

- 3) RFP Page 34: Cost Section Rating Factors (the last Cost Section Rating Factor). The last Cost Section Rating Factor asks if the proposed salaries are within USDA's minimum/maximum range.

Q. This RFP has provided comparable state classifications, but did not provide USDA salary ranges. Please provide USDA salary ranges or provide other guidance about meeting this scoring requirement.

A. *USDA does not have required salary ranges in their Guidance. CDPH has placed a salary cap of \$93,600 for project positions and \$114,400 for Director/CEO/administrator positions. The only other guidance from USDA regarding salaries is that the range be reasonable for the duties of the position. Aligning salaries with the comparable state title and pay would ensure that USDA requirements are met. Please see addendum regarding Cost Section rating Factors.*

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Section II. Questions about the Work Plan and Scope of Work:

- 4) SOW page 7, Goal 1, Activity 3, Recruitment and hiring. Page 7: *Provide a full range of personnel services not to exceed 65 on-site contract staff.*

Q. Does the 65 on-site staff refer to the maximum number of employees or the maximum total of FTEs allowed? Clarify how the state considered part-time staff positions, i.e., two staff at 50% FTE is 2 on-site staff, and yet only one FTE.

A. *This refers to the maximum amount of FTE allowed for the contract. Please refer to addendum #2 which reflects an increase from 65 on-site staff to 70 on-site staff.*

- 5) SOW page 27, Goal 2, Activity 2, SOW page 117, Goal 10. There are new ways that staff are required to be deployed above the requirements of the previous contract, e.g. SOW page 27, 2) *Food Stamp Office Nutrition Education. Establish a FSNE Team of one supervising Health Educator IV Nutrition Specialist, one Health Educator III and one Grants and Contract Specialist II that will work with County Welfare Departments (CWD).* Also, the number of activities has increased over the previous funding period. For example in Goal 10, several activities have been added:

- The writing of an annual comprehensive Evaluation Plan
- An annual media benchmark study
- The addition of a channel to CX3
- Ongoing evaluation of Harvest of the Month
- 5 impact evaluation studies of FVPA Campaigns over a 3-year period
- Provide a plan to make the *Network's* current databases available to contractors and other users

Q. Will bidder be deemed responsive if staff are proposed in addition to the 65 listed in bidder's question 1 above to do the additional work? Please clarify.

A. *The proposer will be deemed nonresponsive if they propose over the 65 FTE. Please refer to addendum #2 which reflects an increase from 65 on-site staff to 70 on-site staff.*

- 6) SOW page 107, Goal 9b, Activity 1. Page 107: *Provide specialized staff in disciplines... to liaise between Network and CDSS State Staff, the WRO, and local counterparts for the purpose of planning, implementing and evaluating the Network Food Stamp Program Access Improvement Plan (AIP).*

Q. Since AIP is funded separately by USDA, is this activity to be budgeted and invoiced separately from other activities in the scope of work. If so, please provide guidance on the budget.

A. *AIP needs to be budgeted and tracked separately as its own fund code. The invoices for AIP need to be separate from the other work in the contract. However, the budget and invoices are part of this solicitation and therefore should cover the staff, their standard support costs, and the consultant costs as described in the Scope of Work, 9b.*

- 7) Exhibit A, Scope of Work, Attachment 13, page 2, Work Plan. The Work Plan format in RFP Exhibit A shows one format and Attachment 13 p.2 shows a different format. The bottom of Attachment 13 states *"like or similar versions may be developed for submission."*

Q. What format is being requested?

A. *Both formats are acceptable.*

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8) SOW page 28, Goal 2, Special Community Grants. Page 28: *Develop and implement a Request for Applications (RFA) to award ten (10) to twelve (12) two-year local assistance contracts.*

Q. Will the 10-12 LFNE local assistance contracts be funded through this contract or will they be funded through separate state contracts?

A. LFNE contracts are funded as separate state contracts. For budget purposes, include the staff time for development of the RFA and contract and programmatic management of the channel.

9) SOW page 27, Goal 2, Activity 2, Food Stamp Office Nutrition Education. Page 27: *Establish a FSNE Team of one supervising Health Educator IV Nutrition Specialist, one Health Educator III and one Grants and Contract Specialist II that will work with County Welfare Departments (CWD) to develop and implement nutrition education and physical activity promotion projects for their Food Stamp recipients with supervision from State Staff.*

Q. What percent time will the FSNE team staff be required to dedicate to this project? Will any funds be provided to the CWD's to conduct the nutrition education activities? Will the FSNE team be expected to implement the social marketing projects or just develop and evaluate them? Or will the CWD agency staff conduct the implementation? Will the FSNE team be expected to implement the protocols for minimal and optimal activities at the CWDs or just develop them?

A. The FSNE Team that was proposed to work with county social services offices is deleted from the required SOW in this RFP. Activities of the Network's state plan for Food Stamp Access Improvement will continue.

10) SOW page 33 and 36, Goal 3, Page 33: *FRUIT AND VEGETABLE & PHYSICAL ACTIVITY CAMPAIGNS AND PROGRAMS: 1. i) Oversee the convening of task-oriented workgroups of community coalition members (including providing logistics) to promote the Campaign messages and activities throughout each region as needed; Page 36: CHILDREN'S POWER PLAY! CAMPAIGN: 1.b) Oversee the convening of task-oriented workgroups of community coalition members (including providing logistics) to promote the Campaign messages and activities throughout each region as needed;*

Q. Are these meetings to be convened within each of the 11 regions or a statewide convening? How many workgroups are there and how often should they be convened? How are these separate from the collaboratives and advisory committees included in the Regional Network Scopes of Work? Are the workgroups described under Fruit, Vegetable, and Physical Activity Campaigns and Programs 1)i) different than those described under Children's Power Play! Campaign 1)b)?

A. The Physical Activity (PA) Campaign requirement is to convene statewide meetings, while the Power Play! requirement is to convene the meetings in each of the 11 Regions. The work groups are defined in each section of the SOW under each objective and PA conducts a total of one - two sessions annually, where as Power Play! Meeting frequency should be monthly by region. (11 total) Yes, these are separate from collaborative and advisory committees. Yes, work groups described under Fruit, Vegetable, PA are different.

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11) SOW page 46, Goal 3. Page 46: *RETAIL PROGRAM INFRASTRUCTURE: Where: The Retail Program operates in all Community Channels: 1,000 food outlets in low-income communities, including qualifying farmers' markets, qualifying food stores, retail stores, food banks and pantries.*

Q. Community channels lists qualifying food stores as well as retail stores. Is there a difference between the two and do "retail stores" include non-food supply businesses?

A. No. This category includes all types of food outlets located in qualifying low-income census tracts or serving large proportions of low-income shoppers, especially those currently or potentially certified to participate in the federal Supplemental Food Assistance Program (known in California as the Food Stamp Program).

12) SOW page 52-53, Goal 4. The timeframe for needs assessment for training listed is "biannually" meaning twice a year. Did the writer mean "biennially", every other year?

Q. The timeframe for needs assessment for training listed is "biannually" meaning twice a year. Did the writer mean "biennially", every other year?

A. Biennially. An addendum will correct SOW pages 52 – 53 under timeframe to read "biennially" which is every two years.

13) SOW page 71, Goal 6, Activity 1. Page 71: 1) Hire up to two (2) 100% FTE Health Educator to coordinate the PA integration social marketing activities.

Q. Please clarify if these positions are State positions or staff hired by the contractor under this RFP. If the staff are to be hired by the contractor, will the bidder be deemed responsive if these staff are in addition to the 65 listed in bidder's Question 1 above.

A. These position(s) must be included as part of the contract positions. Please refer to addendum #2 which reflects an increase from 65 on-site staff to 70 on-site staff.

14) SOW page 123, Goal 10, Activity 8.f. Page 123: requests *Methodology Identifiers* as the deliverable for 8.f) *Determine method for and apply the utilization of CX3 benchmarks as part of the Statewide surveillance systems.*

Q. We are unfamiliar with the term "Methodology Identifiers." Please clarify what is meant by the term.

A. This was a typographical error. The term "indicators" will replace "identifiers", and a comma will be inserted between the terms, methodology and indicators.

15) SOW page 124, Goal 10, Activity 10. Page 124: *Annual Evaluation Studies. From the Evaluation Plan described in number 1 activity of this goal, conduct two (2) to three (3) process and outcome/impact objectives per year to assess the utilization and/or effectiveness of intervention strategies in a variety of the following existing channels and pilot programs.*

Q. Please clarify if this means two to three each process and outcome/impact objectives or two to three total?

A. Two (2) to three (3) total.

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16) SOW page 125, Goal 10, Activity 11. Page 125: 11) *FVPA State-directed Campaigns and Programs: Impact Evaluation. Conceptualize and prepare a plan to conduct outcome or impact evaluation studies of the various FVPA Campaigns and Programs in the context of the Network's infrastructure.* Timeframes indicated September of years 2009, 2010, and 2011.

Q. Please clarify if the timeframes indicated are the date by which a proposal for evaluation is presented to CPNS for approval or the date by which an evaluation study is supposed to have been completed?

A. *The deliverable is the proposed plan for evaluation, presented to the Network for review and approval. The timeline will be updated to September of 2010, 2011 and 2012.*

17) SOW page 130, Goal 10, Activity 19, and other locations. Page 130: 19) *Local Information Systems/GIS and Websites. Maintain and enhance the Network Geographic Information System (GIS) ...*

Q. If it is known that a required activity/task will be done by State staff or by a subcontractor, should that be specified in our response?

A. *The GIS is handled through a subcontract, and the current subcontractor is the University of California San Francisco (UCSF). Proposer should budget for software updates, purchase of data layers and staff time to supervise the GIS subcontract.*

18) SOW page 118 - 122, Goal 10, Activities 2b, 4, 5, 6 Attachment 12. Page 118: *Formative Research Development Efforts includes 2.b) For development efforts, possible efforts include those that relate to new channels (e.g., labor unions, entertainment, sports, health plans, restaurants, beauty salons, Latino places of worship, etc.) and new target audiences, such as middle-income children, youth, or adults. Pages 119-122: Analyze and make available trends ...on FSNE-eligible population segments, (e.g., three (3) subgroups with $\leq 185\%$ FPL ...).*

Q. These items appear to be unallowable under the Allowable and Unallowable Costs provided in Attachment 12 – “middle income children” and survey respondents from “household incomes greater than 130% of poverty.” How is this work to be funded?

A. *Please budget for the FSNE-allowable population segment of the development efforts you feel would best meet the needs of the Network. The unallowable portion of the survey will be funded through other funding mechanisms.*

19) With regard to timelines and deliverables, there are discrepancies between the State Plans that have been developed and what is described in the RFP.

Q. How do we respond to the RFP knowing that the timelines are out of synch in the State plans?

A. *The timeframes in the scope of work in most cases refer to ongoing, as-needed, quarterly and annual deliverables that are not time-specific. The work plan response should be more specific. When preparing the work plan, the responding agency needs to set the timeline based on its best projections. These projections should factor in the FFY 09 State Plan.*

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20) RFP page 1.

Q. Please define what the RFP means by providing administrative services – does this refer to coordination of multiple parties involved in the campaign or is it more specific to operations?

A. The RFP requires both coordination of staff and operations of the Network as described throughout the text, such as personnel, fiscal, contracts, and so forth.

21) RFP page 1.

Q. The RFP states that mass media is funded through a separate RFP – does that mean media buying only or does it include creative and execution? Does it also include mass media campaigns targeted to the diverse, multicultural audiences? When the RFP states that mass media is funded through a separate RFP, does that mean there should be no mass media advertising included in this proposal at all?

A. There should be no mass media, advertising included in the proposal. The proposal should include the cost of expert on-site contract staff to assist State staff with the oversight and activities in the separate state media contract. This RFP is for a master services contract. An RFP for a three-year media contract will be released later in 2009.

22) RFP page 4.

Q. Do direct services mean direct mail?

A. No. Direct services are those interventions that are delivered directly to the target audience and not through intermediaries.

23) RFP page 6.

Q. What contractor is currently working on, or has most recently completed work for, the Network for a Healthy California/Champions for Change campaign?

A. YELLOWBRICKROAD, of New York City, led development of the re-branding effort under subcontract with Runyon, Saltzman and Einhorn, Inc., of Sacramento which has provided creative execution of the Champions for Change Campaign under the media contract, #07-65671.

24) RFP page 6.

Q. What contractor(s) have worked on the California 5 a Day campaign within the last 5 years?

A. The Public Health Institute of Oakland has held the master services contract that provides expert, specialized communications personnel for the past five years, and Runyon, Saltzman & Einhorn, Inc. of Sacramento has held two three-year contracts for media, advertising and public relations over the past five years. Hill & Knowlton, Irvine; Jim Hill & Company, Oakland; Marguerite Cueto, Sacramento; Paine Public Relations, Los Angeles; Field Research, San Francisco, and Brown Miller Communications. Martinez, are among the businesses for which specific communications deliverables have been subcontracted.

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25) RFP page 6.

Q. What contractor(s) have worked on the *California Nutrition Network for Healthy, Active Families* campaign within the last 5 years?

A. *The Public Health Institute of Oakland has held the master services contract that provides expert, specialized communications personnel for the past five years, and Runyon, Saltzman & Einhorn, Inc. of Sacramento has held two, three-year contracts for media, advertising and public relations over the past five years. Hill & Knowlton, Irvine; Jim Hill & Company, Oakland; Marguerite Cueto, Sacramento; Paine Public Relations, Los Angeles; Field Research, San Francisco, and Brown Miller Communications. Martinez, are among the businesses for which specific communications deliverables were subcontracted.*

26) RFP page 7.

Q. Should the RFP address a stakeholder management/advisory board management? (Steering Committee)

A. *Yes.*

27) RFP page 7.

Q. What has the role of the Steering Committees been?

A. *The role of the Steering Committee is to bring together and provide a forum for stakeholders to keep updated on current issues and trends, to provide recommendations on a variety of policy issues that impact the Network, to provide feedback on emerging issues, and to create statewide synergy around nutrition, physical activity, food security and diet-related disease issues.*

28) RFP page 7.

Q. Should the RFP budget account for production costs of online materials distributed to partners?

A. *Yes, the RFP budget should cover production costs for materials for partnering agencies.*

29) RFP pages 11 - 12 Qualification Requirements.

Q. The RFP outlines some very specific prior working requirements in order to qualify as a bidder for the RFP. Given the limited universe created by these requirements, is CDPH looking for a very specific vendor to potentially work with the existing contractor based on the specific requirements as outlined, or is a vendor with similar experience in similar categories acceptable to CDPH?

A. *The RFP is open to any organization that has relevant experience and can provide the specified services. CDPH is looking for a prime contractor, that can coordinate the services and scope of work required under RFP 08-85554 including the hiring of contract staff, consultant and subcontractor experts.*

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30) RFP Exhibits/SOW

Q. The SOW includes a lot of administrative and operational functions that go beyond the work offered traditionally offered by communications and marketing consultants. How does CDPH anticipate on-site employee recruitment, payroll, benefits, etc. be handled? Are these employees expected to be part of the vendor's company, or sub-contracted vendors to the primary vendor? Also, please confirm that CDPH is in fact looking for the communications vendor to handle all of these operational/personnel activities?

A. *CDPH expects the proposer to act as a fiscal intermediary and handle employee recruitment, payroll, benefits, training. CDPH will house the employees at the East End facility but the contract will pay facilities costs, see page 22 for standard costs for supporting contract staff. The employees are to be contract employees, so they would be the employee of the vendor. CDPH traditionally does not utilize communications vendor to provide the services and scope of work in this RFP. Communications vendors are better aligned with the media, advertising and public relations RFP/ contract that will be issued later in 2009.*

31) RFP Exhibits/SOW

Q. Can the California DPH provide some guidance about audience segmentation and priorities?

A. *The Network audiences parallel demographics of California's Food Stamp population as outlined in the annual State Plan:*

Ethnicity: *Multi-ethnic populations including African American, Caucasian, Latino, Asian-American.*

Languages: *English, Spanish*

Gender: *Women with children; single Caucasian and African American women, married Latinas.*

Ages: *18-54 adults and their school-aged children*

Income: *Priorities for the Network are current and likely food stamp households with annual household incomes at or below 130% of Federal Poverty Level (FPL) and those potentially-eligible for the Food Stamp Program (FSP) because their incomes are at or below 185% FPL*

Priorities: *Changes would be increasing fruits and vegetables in their daily diet, doing daily physical activity, applying for federal nutrition assistance programs where applicable (Food Stamps and school meals); the long-term goal is to reduce diet- and physical activity-related health disparities including obesity.*

32) RFP Exhibits/SOW

Q. Which audiences should be considered the primary audience?

A. *Current and likely food stamp-eligible mothers and their school-aged children.*

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33) RFP Exhibits/SOW

Q. Are there existing benchmarks that must be targeted for outreach in the four pillar areas? (In other words, media impressions, materials distribution, new enrollees, market penetration, etc.?)

A. *Please see Communications Project Summary from FFY 2009 Food Stamp Nutrition Educaiton Annual Plan. These figures relate to communications metrics such as direct and indirect contacts. Please note that for the Network, outreach has a specific, separate definition with the goal of enrolling potentially-eligible individuals in nutrition assistance programs that provide cash benefits or food.*

34) Miscellaneous.

Q. Who won the RFP in 2004-2007, DHS CPNS RFP #03-75061, for California 5-A-Day?

A. *Runyon, Saltzman & Elnhorn, Inc..*

35) Miscellaneous.

Q. Is there any existing market research that we can have access to as we prepare? Possibly any findings on what various audiences see as barriers to healthier eating, etc.?

A. *Please see website at www.networkforahealthycalifornia.net Resource link. Also, please see #33.*

36) Given the broad-ranging scope of work, we are seeking to understand if you will award specific sections and activities to agencies/proposers with specific skill sets. For example, our agency is most interested in submit a response to the proposal to submit the achievement of Goals, 2, 7 and 8.

Q. Will the Network for a Healthy California consider awarding multiple vendors based on qualifications?

A. *The contract resulting from this RFP may include multiple vendors brought together under the auspices of the single prime contractor who submits the winning award.*

37) **Q) Is there an incumbent? If so, who?**

A. *Yes. Public Health Institute (PHI) headquartered in Oakland.*

38) **Q) May we see examples of previous marketing materials?**

A. *Please see website at www.networkforahealthycalifornia.net under online ordering for materials.*

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- 39) Q) Has there been any marketing research or will there need to be any marketing research included as part of the SOW?
- A. Formative research which includes marketplace research is a standard, ongoing activity in developing and revising social marketing campaigns and programs, so such activities are included throughout the SOW. This RFP covers on-site contract staff and subcontractors to assist State staff in conducting such activities. Market research, including communications research, also is included under the separate state media contract.*
- 40) Q Has this work been conducted by PHI in the past? If so, did they conduct public relations/social marketing efforts internally or did they subcontract out those tasks?
- A. The Network defines social marketing as including but not limited to communications activities (see page 5 of the RFP); please see responses to questions starting with 21, above, for further clarification. PHI has conducted this work in the past, but for the past 12 years, there has been a separate State contract for media, advertising and public relations campaign. The current media contract is #07-65671 and with Runyon, Saltzman & Einhorn; it will expire in 2010.*
- 41) Q Please confirm there is no bidders' conference or orals presentation.
- A. There is no bidders' conference or oral interview.*
- 42) Q. When will answers to questions be posted and will a list of all firms that have submitted questions/requested the proposal be provided?
- A. Questions for RFP 08-85554 will be responded to as specified in the RFP and posted to the Network for a Healthy California (Network) website at www.networkforahealthycalifornia.net on December 3, 2008. The list of firms or persons to whom this RFP is sent or released will also be placed on the Network website at that time.*
- 43) Q. On page 74 of Exhibit A there is reference to the media contract which will be procured under a separate RFP. Please confirm whether this means that there will not be any advertising under this contract.
- A. There is no advertising or media buy in this contract.*
- 44) Q. On page 74+ of Exhibit A there is reference to several public relations/communications activities. Many of those activities seem to be similar in nature to activities referenced under a separate, current contract # 06-55325. What would the State like to occur? For a communications firm to be a subcontractor and implement these tasks? For the successful bidder of this contract to work with the agency that holds the other contract? Please explain how activities will not be duplicative.
- A. RFP #08-85554 is a master services contract that hires specialized contract staff to work alongside State staff to complete the deliverables in state plans for Food Stamp Nutrition Education and Food Stamp Access Improvement. RFP provides all the services found in the SOW except paid media, advertising and public relations. This RFP hires the expert*

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staff to provide highly skilled day-to-day management and oversight of the communications work under state contract #07-65671, the media contract with Runyon, Saltzman & Einhorn. Contract #07-65671 has the deliverables for communications research and testing, creative execution and production, media purchases, and evaluation.

45) Q. Are the bold sub headings in Exhibit A that appear within each goal merely an example or do you want the firm to develop a plan that addresses each of these?

A. Yes, the scope is organized into 10 major goals, with objectives and activities. We want the firm to address each of the goals, objectives and activities as stated in the scope of work by creating a workplan identifying timeline, responsible party, deliverables and evaluation methodology.

46) Q. To clarify, will the separate contract cover all paid print, broadcast and digital media? Will there be close coordination between the mass media campaign and this contract?

A. Yes, contract #07-65671. The media contract and the master services contract both provide the mix of social marketing activities needed by the Network for a Healthy California.

47) Q. Will any of these paid media services be required under this RFP?

A. No.

48) Q. Does the budget include responsibility for media buys?

A. No.

49) Q. Are there contractors currently performing the tasks listed on Page 1, Section A1?

A. Yes. The master service contract held by the Public Health Institute includes personnel, subcontracts and consultants who provide functions that must be addressed in the required transition plan.

50) Q. On page 4 (bottom), it is noted that the Network reaches eligible Californians in five ways. The fifth way is "through paid advertising time in English and Spanish language media outlets where over half the impressions reach FSNE-eligible adults." The section also states that the "Network continuously works with community partners and USDA to find new ways, especially through mass communications, to reach FSNE-eligible people...." These two statements, from pages 1 and 4, seem a bit contradictory. Could the agency please clarify?

A. The Network has a state media campaign, and local agencies that it contracts with are provided with education to help them develop positive working relationships with local media outlets in order to maximize their reach to low-income audiences and to increase support for program activities.

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51) On page 5, of the "Notice to Prospective Proposers" cover memo, it states, that in 2003 an "evaluation of these efforts showed an increase in the proportion of the population believing that at least 5 daily servings of fruits and vegetables are needed for good health" and cites the "California Dietary Practices Data Tables, Network, Unpublished." Questions related to this are:

Q. Is there a summary of the data analysis that can be shared for review in advance of the RFP submission?

A. Please see the Network website for research and other evaluation reports.

52) Q. Is this the most current data that the Network has attitudes and opinions about this topic; and is "moving the needle" on this data a primary means of measuring effectiveness or success of the program?

A. Please see the Network for a Healthy California website at www.networkforahealthycalifornia.net under the Resource Library page for resources and web links. Evaluation metrics include population changes as per state surveys, process and outcome measures for local projects and Network Regions, specialized evaluation studies, and semi-annual activity reports.

53) Q. On page 6, you discuss the transition to the "Network for a Healthy California" under one brand and describe how the new brand captures all that the Network represents – personal empowerment, agents for change and champions. Is there a summary of the brand research that can be shared?

A. The Champions for Change Branding Guidelines are available on our website at www.networkforahealthycalifornia.net under the Resource Library webpage.

54) Q. On page 7, #2 of the overview, it states that research/evaluation has been an ongoing part of this program. Is it possible to see summaries of the CalTEENS and CalCHEEPS data, the Youth empowerment audience (ages 12-18) information and the results from the current Children's Power Play!?

A. See the Network website at www.networkforahealthycalifornia.net under the Resource Library webpage for the most current publicly available data.

55) Q. On page 14, Section I-2, e, the RFP states that no information may be marked "confidential" or "proprietary." Does this also apply extremely sensitive business and cost proposal information – salaries and salary ranges, billing rates, and rate/cost justification (Section I-3-i, pp. 21, 24)?

A. We do not make financial statements available to the public. The personnel section with staffing information and salary is part of the proposal and therefore becomes public record once the award is made.

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- 56) Q. On page 18 (d), it states that we must include a “monthly salary rate or wage range for each position title” and that “salary rates paid to contract staff must not exceed the salary/rates paid to State personnel holding comparable classifications or performing duties with comparable level of responsibility.” Please clarify if salary information will be considered proprietary? In determining that we meet this requirement, can we use the “rates paid” as the classification to measure against?
- A. *Salary information would become part of the public record. For State comparison rates, please see Appendix #1.*
- 57) Q. Related to above question on page 44, Section M-6 states that any person or member of the public can inspect or obtain copies of any proposal materials. Does this include the aforementioned sensitive information? This could provide other firms within the communications industry with an unfair competitive advantage. Please clarify.
- A. *Yes. Cost Proposal information becomes public record once an award has been made. The proposals of other competitors are subject to freedom of information requests but are not posted or made generally available.*
- 58) Q. EXHIBIT A Scope of Work on page 7 (of the 133 pages), “Goal 1: Administrative Support (3), Recruitment and hiring of on-site contract staff”, does this reference to “recruitment and hiring of on-site contract staff” refer to contract agency hires or are these state employees managed by the contractor?
- A. *The proposer agency is required to recruit and hire on-site contract staff who work at the state’s East End Complex under the direction of State staff, alongside State employees, to provide state-level services and provide ongoing technical assistance to Network partners at the regional and local levels.*
- 59) Q. In EXHIBIT A, Scope of Work, Goal # 1 (8)(k), page 15 of 133, “on site program reviews of each Regional Network” are to be conducted by agency contractor. Do project managers for CDPH or Network managers participate in these reviews in person with agency contractors, provided agency provides administrative support?
- A. *Both state employees and contract employees participate in the reviews of the Regional Networks. The reviews encompass the entire operations of the 11 Regional Networks, including programmatic performance, fiscal performance, evaluation, and meeting the objective of strategic plan. The review team is composed of State and contract staff as appropriate for campaigns and programs operated by the Region.*
- 60) Q. In EXHIBIT A, Scope of Work, Goal # 2 “INCENTIVE AWARDS AND COMMUNITY GRANTS” 1) (i), page 24 of 133, assistance in conducting approx 40 -60 contract negotiations is required; under subsection (l) and (m), page 25 of 133, assistance to monitor up to 200 contracts and conducting annuals site visits to approx 200 selected LIAs, NIAs and SIAs is requested, respectively. Are the 40 – 60 organizations with which the agency contractor would be requested to assist with contract negotiations included in the 200 or are these additional organizations?
- A. *The is an annual solicitation with between 40 -60 of the approximate 200 total contracts up for renewal. The 40 -60 are included in the 200 organizations. All contracts are reviewed and updated on an annual basis for the Food Stamp Nutrition Education Plan to USDA. The 40 -60 are renewed for three-year terms.*

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- 61) Q. In EXHIBIT A, Scope of Work on page 36, how does *the Network* define direct contacts vs. indirect contacts with children and parents under the *Children's Power Play Campaign*?
- A. *Direct contacts encompass one-on-one sessions, group sessions or other means of face-to-face contact. Indirect contacts include TV, radio, outdoor, direct mail, direct marketing, transit TV, brochures, cookbooks, web hits, and other non-interactive contacts or impressions.*
- 62) Q. In EXHIBIT A, Scope of Work on page 32, Is the *Network* currently using youth spokespersons? If so, how are they selected? In what types of public relations activities are they participating?
- A. *Youth spokespersons are usually identified by participating Network contractors and/or Network Regional Lead Agencies. Typically they speak about the projects they have worked on; occasionally they may be interviewed by the media or speak at a local press event under the supervision of adult sponsors and with prior parental permissions.*
- 63) Q. In EXHIBIT A Scope of Work, page 7, 19, Section I-3, H makes reference to onsite staff. How many contractor employees does CDPH expect to have onsite at CDPH offices and at what level of effort?
- A. *CDPH Network for a Healthy California has about 140 state-level staff. There are 65 contract staff working under the current contract. [Please refer to addendum #2 which reflects an increase from 65 on-site staff to 70 on-site staff for the current RFP.](#)*
- 64) Q. In EXHIBIT A Scope of Work, page 30 of 133, In Goal 3 (1) Harvest of the Month (HOTM) activity, reference is made to maintaining and convening a HOTM advisory committee and describes representative members. Is the desire to maintain membership to those referenced in subsection (c) or is expansion of this group preferred?
- A. *There is a desire to maintain and expand current membership as needed for program growth, for example when the HOTM initiative is extended to new channels.*
- 65) Q. In EXHIBIT A Scope of Work, Goal 4 (9) (c), page 61 of 133, Communications Training, it is requested that agency “contract with a PR firm to conduct at least one 8-hour regional PR and communications training per year in each of the 11 networks”. It appears by the evaluation measure recommended, that it is required that this be conducted by an agency who is NOT the lead agency. Is this correct?
- A. *Yes.*
- 66) Q. In EXHIBIT A Scope of Work, Goal 7, (7)(h), page 85 of 133, reference is made to the Annual Benchmark Survey. Is it possible to see past annual benchmark survey results reports?
- A. *Yes. Please request a copy from Chris Florendo at (916) 449-5400. It is quite extensive.*

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67) Q. Attachment 12, page 8, Research Evaluation and Needs Assessment, disallows payment to subjects for their participation in research/evaluation studies or incentives for participation. Is reimbursement for travel to and from research facilities acceptable and/or honorarium for time spent participating?

A. Yes.

68) Q. There is a lot of organization management (oversight, support and mgmt of the LIAs, NIAs and SIA) and community grantees. The RFP provides strong direction on expectations of the lead agency contractor but is it also the expectation the lead agency contractor will dispense funds to these organizations?

A. *No. This RFP does not dispense funds to LIAs, NIAs, and SIA contracts. The funds will be dispersed by CDPH directly to the eligible contractors. The RFP does require administration of competitive contracts for faith-based, African American targeted nutrition education initiatives, youth empowerment, and a variety of state leadership projects.*

69) Q. Do CDHP staff and contractors work directly with children and teens through campaigns such as *Power Play*, *Champions for Change* and other youth empowerment programs? If so what percentage of youth campaign activities are dedicated to direct vs. partnership activities? Is direct contact achieved mostly through in-classroom activities, after-school programs, and/or community and recreational programs?

A. *CDPH staff does not provide direct services but rather work through the intermediaries who provide interventions to the target audiences. The Network contracts with over 40 school districts, 12 county offices of education and more than 20 local health departments. Through these and other partners, Network interventions such as Power Play! are provided in over 5,000 low-resource school locations, as well as 1,000 qualifying pre-K and 500 afterschool sites. Contractors deliver services in classroom, cafeteria, school-wide, home, and community settings. The youth empowerment projects are another form of competitive contracts that are administered through this RFP.*

70) Q. Are community grants funded out of this contract? If so, can we have access to information on past or existing grants to community groups?

A. *The community grants included in the SOW of RFP 08-85554 are 8 - 12 faith-based African American targeted, nutrition education interventions. Budget \$1,000,000, and up to 11 youth empowerment projects, subject to the availability of funds.*

71) Q. Can you provide a list of the nonprofit partners and other groups in the *Network*?

A. *Please see Appendix #9 – Steering Committee Roster, Appendix #10 – Contractors Listed by Network Regions and Appendix #12 – List of LFNEAC Members of RFP 08-85554.*

72) Q. How will new U.S. dietary guidelines affect the program?

A. *The 2010 Dietary Guidelines for Americans will be phased in as appropriate when Network materials are developed or revised.*

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- 73) Q. Can agencies apply as a sub-contractor for individual sections of the RFP?
- A. Yes, an agency may act as a subcontractor for individual sections of the RFP but must work through the Prime proposer. We will include your contact information in the response section, entitled "Subcontractors" so that respondents to this RFP that wish to serve as the master service contractor may contact you.*
- 74) Q. If agencies cannot apply for individual sections of the RFP as a sub-contractor, does it mean agencies must assemble appropriate partner agencies to handle each element identified in the Scope of Work document?
- A. The agency has two options; compete as the prime contractor and assemble appropriate partners, or identify prime contractors and work with those agencies to be a subcontractor under this RFP.*
- 75) Q. Is this RFP part of a required five-year contract renewal process?
- A. Yes.*
- 76) Q. Who will direct the day-to-day activities of the agencies awarded the contract? If an individual name is not available, please specify the organization that oversees the winning agencies.
- A. The Network for a Healthy California will administer the awarded contract. Once awarded, the specific individuals responsible for day-to-day activities will be assigned.*
- 77) Q. Is there a separate RFP for the advertising campaign of the Network for a Healthy California?
- A. The Network for a Healthy California has a separate RFP for Media, Advertising and Public relations activities. The current contract is with Runyon, Saltzman & Einhorn, Inc. and is set to expire in 2010; an RFP will be issued later in 2009.*
- 78) Q. Is the salary evaluation done on a person-to-person basis, or is it evaluated based on a grouping of people with similar titles/responsibilities?
- A. The salary evaluation is done on a person-to-person basis and should align with comparable state classifications where appropriate.*
- 79) Q. Who is the incumbent?
- A. The incumbent is:
Public Health Institute
555 12th Street, 10th Floor
Oakland, California 94607-4046
(510) 285-5543
dssofaer@phi.org*

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80) Q. Is the incumbent eligible to bid on the current RFP?

A. Yes

81) Q. If the incumbent is not eligible to bid on the work, are state staff currently doing the work?

A. The incumbent is eligible to bid, and State staff are not doing the work in this RFP.

82) Q. Has this work been conducted by PHI in the past? If so, did they conduct public relations/social marketing efforts internally or did they subcontract out those tasks?

A. The Public Health Institute has done the work outlined in the current contract for the past five years. They subcontract out parts of the scope of work. The Network for a Healthy California has a separate three-year State contract for media, advertising and public relations services which will expire in 2010. This RFP is primarily for personnel, administrative and fiscal services to support social marketing activities, not media.

83) Q. Please confirm there is no bidders' conference or oral presentation.

A. There will be no bidders' conference and no oral presentations.

84) Q. When will answers to questions be posted and will a list of all firms that have submitted questions/requested the proposal be provided?

A. The questions and answers will be posted on December 4, 2008.

85) Q. On page 72 of Exhibit A there is reference to the media contract which will be procured under a separate RFP. Please confirm whether this means that there will not be any advertising under this contract.

A. Please see earlier responses to questions about media in this RFP. This RFP is to hire specialized on-site staff with expertise in media, advertising and public relations who will assist State staff with the oversight of the separate state media contract. This contract will not fund media, advertising and public relations activities for the Network for a Healthy California. Examples of activities under the separate media contract are concept and creative development of T.V., Radio, out-of-home, direct mail, and web-based spots, distribution and placement of spots, focus testing of creative, development of media resources, support for community events, press releases, spokesperson trainings, media, advertising and public relations trainings. These activities are not part of this contract. The current media contract is with Runyon, Saltzman & Einhorn which will expire in 2010.

This contract funds skilled technical staff in the State office who help manage all communications activities within the Network and provide ongoing technical assistance to Network contractors and partners.

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86) Q. On page 72 - 93 of Exhibit A there is reference to several public relations/communications activities. Many of those activities seem to be similar in nature to activities referenced under a separate, current contract # 06-55325. What would the State like to occur? For a communications firm to be a subcontractor and implement these tasks? For the successful bidder of this contract to work with the agency that holds the other contract? Please explain how activities will not be duplicative. The current media contract is #07-65671 and with Runyon, Saltzman & Einhorn.

A. Please see earlier responses to questions about media in this contract. This RFP provides the specialized, expert on-site contract staff that that will assist State staff with the oversight of the current contract #07-65671 with Runyon, Saltzman & Einhorn, Inc. and any future media contractor over the coming five year period.

87) Q. Will you publish the list of vendors who submit letters of intent to bid?

A. Yes. The list will be published after the proposal submission deadline of January 21, 2009 on the website at www.networkforahealthycalifornia.net.

88) Q. A bidders' conference was not scheduled, but with the length and complexity of this RFP one might be helpful. Could you hold a bidders' conference?

A. Bidders' conferences are optional, and evaluation of past solicitations has indicated that the written questions and answers are sufficient for the bidding process

89) RFP page 34: Cost Section Rating Factors. The first cost section rating factor in this table indicates bidders will be given maximum points (3) if subcontracted costs are 25% or less in the total personnel line item.

RFP page 51, 2.b. says that a 5% preference may be added to the proposer earning the highest total score if a responsive non-small business proposer commits to 25% use of one or more small business subcontractors.

Q. Since these two instructions compete with each other, i.e. the first instruction indicates a scoring advantage if no subs are used or if 25% or less are used while the second instruction says proposers will be advantaged if they give 25% or more to qualifying small business subs. Please clarify.

A. The Cost Evaluation Score is stage #3 of the comprehensive scoring process. Bidding Preferences are calculated at stage five and applied to the combined narrative and costs scores. Please see page 54 of the RFP.

There are four preferences a Bidder could qualify for:

<i>Small Business Preference Claimed</i>	<i>5%</i>
<i>Non-Small Business Subcontractor Preference</i>	<i>5%</i>
<i>NVSA Small Business Preference</i>	<i>5%</i>
<i>DVBE Subcontractor Incentive up to 3%</i>	<i>3%</i>

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90) Cover Letter, Section IV. The cover letter to prospective proposers says that funding is available in level amounts over a five year period or \$20 million per 12-month period.

Q. As budgets are scored on reasonableness and achievability, please clarify how scope of work is to be reduced over time to reflect inflationary impacts during the five year period. For example, if personnel, travel, and other costs are anticipated to rise over time, say 3-5% per year, year 5 would not have adequate budget to complete a similar scope of work to that afforded in Year 1.

A. Those distinctions should be addressed in the work plan that the proposer submits in response to the scope of work. If the proposer determines that the Year 5 scope of work activities needs to be scaled back, they need to address this in the work plan. Also, the proposer must build in contingencies into the budget. CDPH will hold proposers to the costs bid.

Scope of Work Questions

91) SOW page 49, goal 3, Worksite Program, Activity 3. The National Fruit and Vegetable Alliance activities are listed as an activity under the Worksite Program.

Q. Should the National Fruit and Vegetable Alliance be under the Worksite Program, or should it be its own section?

A. National Fruit and Vegetable Alliance activities and Fruit & Veggie—More Matters™ activities and nomenclature will be integrated to fruit and vegetable interventions as appropriate throughout the Network, so this function should be its own section of Goal 3.

92) SOW page 97-98, Goal 8, Activity 11, New Funding from Government and Foundations. *b) Submit letters of inquiry to at least three (3) foundations each year. c) Draft, revise, and finalize at least two (2) grant proposals/applications each year to selected funding agencies.*

Attachment 12, page 14, # 13, Profits/revenues/Fund Raising/Grant Writing. *Unallowable: costs of organized fundraising/grant writing including financial campaigns, solicitation of gifts and bequests and similar expenses incurred to raise capital or obtain contributions, regardless of the purpose for which the funds will be used.*

Q. Goal 8, Activity 11 appears to contradict USDA's guidelines regarding allowable and unallowable costs. Please advise.

A. USDA guidelines are clear with respect to the unallowability of fundraising but vague with respect to the issue of grant writing and sustainability. There has been clarification that a reasonable amount of time may be spent on grant writing related to sustainability for nutrition education that targets FSNE-eligible Californians. Staff time should not be more than 1- 5% and would fall under the "Other duties as required" section of a duty statement.

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93) SOW page 54-55, goal 4, Activities 6 and 7, plus activities under other Goals such as 2, 3, 6, 7, 9b, and 10.

Goal 4, Activity 6, Regional Program Intervention Contractor Trainings (25-30 annually) and Goal 4, Activity 7, Incentive Awardee and Special Project Contractor Training (24 annually).

Examples of overlap with topics in Goal 4, Activity 6: Contractual procedures and requirements - goal 2, Activity 1.k. Youth empowerment - Goal 3, Activity 1.b. Physical Activity - goal 6, Activity 3. Public relations and consumer empowerment - Goal 7, Activity 1.j.

Examples of other trainings discussed in the SOW:

Goal 1, Activity 8.f. (Multiple training topics)

Goal 4, Activity 9.c. (communications Training)

Goal 4, Activity 14.b. (Worksite Program)

Goal 9b, Activity 6.g. (Food Stamp Outreach workshops)

Goal 10, Activity 8.a. (CX³ training)

Q. Do the total number of required training is each of Goal 4, Activities 6 and 7 include overlap with other trainings mentioned throughout the SOW, or do these training need to be distinct and separate from all other trainings mentioned in SOW?

A. These trainings should be distinct and separate from other trainings mentioned in the SOW.

Subcontractors interested in being contacted by potential bidders:

Tuesday Creative (Marketing)

Roger Stewart

5200 Lankersim Blvd. #880

North Hollywood, CA. 91601

Phone: (818) 755-0555

E-mail: www.tuesday.com

E-mail: connect@tuesday.com

Padma (Media & Marketing)

Ana Lydia Ochoa

Phone: (310) 598-5735

Fax: (310) 598-5734

Cell: (310) 403-5299

Fleishman-Hillard

Shelly Kessen

300 Capitol Mall, Suite 1100

Sacramento, CA 95814

Phone: (916) 492-5308

Fax: (916) 441-7622

E-mail: shelly.kessen@fleishman.com

Karla Palma , Account Services

Traver Hispanic Marketing Group

16150 Scientific Way

Irvine, CA 92618

Phone: (949) 242-9294

E-mail: Kpalma@traverhmg.com

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SVP/Group Head, Health

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