

Network for a Healthy California
Media, Advertising and Public Relations Campaign RFP #10-10029
Pre-Proposal Email Q&A – June 1, 2010

1. Q: Clear Channel Radio was mentioned on the call as being a media vendor. Does Clear Channel already have a contract with the state health department or is Clear Channel the chosen media vendor for this project? Can you please explain if there is an opportunity for other media vendors to be involved in assisting in the deliverables of this education campaign?

A: Radio Bilingue and Clear Channel are subcontractors currently contracted with RS&E to provide some Scope of Work services. The prime contractor would determine which subcontractors they would use for these services. There is opportunity for other media vendors.
2. Q: Should we recommend how we think the \$3.6 million California Food Stamp Outreach Program budget should be spent in the contract period, or should we adhere to the yearly breakouts as provided in the addendum to Attachment 16?

A: The \$3.6 million total budget for the Food Stamp Outreach campaign should follow the maximum budget amounts outlined in Attachment 16.
3. Q: As we understand it, the following Goal 8 activities have to be completed in FFY2011:
8.4 Food Stamp Outreach Media Partnership
8.5 Food Stamp Outreach Technical Assistance
8.6 Resource Tools
8.7 Spokesperson Training
8.8 Account Management
Please confirm that your intent is to allocate a budget of \$1,000,000 for these activities?

A: In addition to 8.4 through 8.8, CDPH would anticipate some initial planning work done on the creative to be developed in FFY 2012. Other factors to consider; California Department of Social Services will be releasing the new name for the California Food Stamp Program. Goal 8 will support the new name which will impact activities 8.5, 8.6 and 8.7.
4. Q: Is it correct that Activity 8.3 calls for your selected contractor to create/produce mass media messages, such as those that would appear in TV, radio, outdoor, etc. but does not call for the contractor to plan or place media for use of these creative products?

A: After FFY 2011, we have allocated additional funds for placement in late FFY 2012 and FFY 2013.
5. Q: Are you expecting to see speculative creative solutions in bidder responses to Activity 8.3, or did you mean (during the May 27 conference call) that you would expect the selected contractor, once awarded the contract, to develop/produce creative solutions?

A: No, we are not expecting to see creative in for Food Stamp Outreach in the bidder's response. CDPH expects the selected contractor after the contract is in place to develop and produce creative solutions for the Food Stamp Outreach Campaign.
6. Q: How many additional individuals or households or what percentage increase in awareness of the benefits of the Food Stamp Program are you expecting as the result of the activities requested/required in Goal 8? What is the basis for the number or percentage?

A: Since it will be the first year with new brand replacement for the California Food Stamp Program, we will be working with our media contractor to establish baseline goals and measurement techniques for the first year of the launch.

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7. Q: Since the 2010 census is the short form and the government is no longer collecting income data, this will impact the ability to have the most up-to-date census tract data for planning purposes. Does the *Network* plan to continue to use the 2000 data or is there an alternative data source we should rely on for planning?
A: Yes, until CDPH receives further guidance from USDA we will continue to use 2000 Census tract data.
8. Q: RFP page 27, item D, under personnel costs, asks that bidders identify the monthly salary rates for each position. This section also asks that related fringe labor costs be included. Can we use an all-inclusive standard billing rate for each funded position that includes the above plus overhead and profit?
A: Yes.
9. Q: According to the SNAP-Ed FFY09 Final Report, a full evaluation of 2008 and 2009 Benchmark findings will be provided in May, 2010. Has the 2009 data been fully assessed by Field Research and is that information available now?
A: A copy of the 2009 Benchmark Report, including detailed outcomes and findings, is available with the Data Library. See instructions on page 10 to request a copy.