Network for a Healthy California
Media, Advertising and Public Relations Campaign RFP #10-10029
Pre-Proposal Teleconference Q&A, May 27, 2010

1. Q: The Time Schedule, on page 8, states that questions are due on 5/6, however, page 9 states that they are due two days before the prep-proposal conference scheduled on 5/27. Please clarify which date is correct.
   A: The correct deadline for submitting pre-proposal teleconference questions passed on 5/6/10.

2. Q: The Time Schedule, on page 8, states that there is a Voluntary Pre-Proposal Conference on 5/2710 at 9am; however, on page 46 under Nonresponsive Proposals, it states that in addition to any conditions previously indicated in this RFP. Attending a mandatory Pre-Proposal Conference is applicable. Please clarify.
   A: Per RFP page 12, today's pre-proposal teleconference is <u>voluntary</u>. A mandatory pre-proposal conference is not applicable, per page 46.

3. Q: Page 41 states that if CDPH chooses to conduct oral interviews they will be held in Sacramento during the week of March 22-26, 2010. If this is a typo we would like to know when orals would be held if they are conducted.
   A: The oral interview date was incorrectly printed on RFP page 41 as ~~March 22-23, 2010~~. An addendum to page 41 was posted on 4/27/10 to the *Network* website with the correct date of August 31-September 1, 2010.

4. Q: If CDPH chooses to conduct oral interviews, how much time will there be between notification and the interviews?
   A: If CDPH chooses to conduct oral interviews, the top four (4) highest scoring proposers will receive one week (5 working days) advanced notice to prepare. Advance notice will be given on Tuesday, August 24, 2010.

5. Q: What is the single most important thing you want to communicate with this campaign?
   A: Please see the purpose and background sections of the RFP on page 6. Current messaging is *that while it is hard to get loved ones to always make healthy choices, it is much harder to watch family members bear the negative emotional consequences and health risks associated with obesity.* Any change to this creative strategy will be decided during the next contract period.

6. Q: Who are the key target audiences for the campaign? If everyone in California, who are the most important sub-set audiences (e.g. youth, Hispanic adults 18-35, etc.)?
   A: The *Network* targets primarily women with children who live in households at or below 185% of the Federal Poverty Level. This income level – 185% of the Federal Poverty Level -- defines the SNAP-Ed demographic. Within this population segment, Latina and African American women are particularly important to reach due to health disparities experienced by these segments.

7. Q: What do you want the target audience to do?
   A: We want our target audience to gain confidence in their ability to create healthy changes in their households and communities. We believe that building knowledge leads to increased self efficacy and behavior change.

8. Q: What is the single biggest obstacle to the success of this campaign?
A: One obstacle to the success of this campaign is the USDA funding restrictions with respect to targeting SNAP-Ed participants and eligible individuals. The *Network* media campaign is a multi-faceted campaign that includes many components, and does not have a specific, single obstacle to its success. Please see Background section on pages 6 and 7 in the RFP view materials on Data Library CD.

9. Q: On page 25, section j. (audience diversity) it asks to *describe the proposer's expertise and experience marketing to low-income consumers and ethnic populations including African American, Latino and Asian-language dominant speakers (Hmong, Cantonese, Mandarin, Vietnamese, Korean).* However, in the scope of work section, there is no mention of developing advertising materials, media, direct-to-home and public relations activities for the Asian-language dominant speakers. Can you clarify your interest in Asian-language experience?
A: We are interested in the breadth of experience the applicant has in reaching low income populations and ethnic populations, and have included Asian-language dominant population to the inquiry. We currently do not have an Asian American Campaign, and have not included it in the scope of work.

10. Q: On page 6-7, a description of the target audience is provided as *Californians eligible for SNAP-ED, who are currently receiving or who are eligible to receive food stamps, qualified by household incomes of at or below 130 % FPL and Californians qualified by household incomes of 131% -185% FPL. It further states that for advertising purposes, the Network has further delineated a target audience of families* ***with school-aged children*** *(within the prerequisite income levels).* This seems to be a change from what has been the target audience for several years – low-income women at or below 185% FPL **with children 0-14 years of age.** Can you please clarify the change in target audience?
A: Technically, our advertising target audience is women with children living in households at or below 185% FPL. We don't believe there is a significant difference between this target definition and the definitions raised in your question.

11. Q: What percentage of the work will be General Market versus Hispanic and other ethnic groups?
A: To clarify, the *Network* does not use the term "General Market" since our entire target audience is defined as low-income. Over the past three years, the ratio of spending for English-language and Spanish-language advertising has been approximately 50/50.

12. Q: Is there a Web site for this Campaign?
A: Please visit www.netoworkforahealthycalifornia.net or www.cachampionsforchange.net for more information.

13. Q: Can you share any information about previous [SOW] activity that has been executed and what was most/least successful? Also, what social tactics have you used in the past and how effective were they?
A: The 2009 end-of-year report from our current contractor is included in the Data Library. Summaries for each SOW deliverable are included in the report.

14. Q: On Exhibit A, Scope of Work, Goal 8, it states *that the Network would like a comprehensive media and public relations campaign developed in FFY2012 with the purpose to increase awareness of the benefits of the Food Stamp Program at a statewide, regional and local level.* It also asks to develop an outreach media partnership but does not ask for a media plan developed. Should we assume that you are requesting no paid media be part of this effort? Also, if the development of this campaign commences in FFY2012, then the media partnership would not be ready in FFY2011 which is included in Activity 8.4 (FFY2011, FFY2012, and FFY2013). Can you please clarify?
A: Timeline should read FFY 2011 - FFY 2012 for development of campaign, see addendum to Exhibit A. The *Network* is not anticipating having paid media in FFY 2011. Once creative and media vehicles are developed and selected, spots would be produced in FFY 2012 which might include a media buy depending on funding and approvals. Spots developed in FFY 2012 would be placed in FFY 2013. For FFY 2011, the *Network* would like to continue existing media partnerships with Clear Channel and Radio Bilingue.

15. Q: What are the intended flight dates for the campaign (when do you want to campaign to be in market?)
A: The flight dates run April through September of each Federal fiscal year. Additional information regarding flight dates is included in the Data Library, 2009 Annual Reports.

16. Q: On Exhibit A, Scope of Work, Goal 8, Activity 8.3 it states *that production of concepts will be produced "as funding is available."* Should we budget for this activity within the provided RFP budget? Or, would this activity be funded by incremental budget? For this RFP response, are you expecting to see creative concepts for Goal 8?
A: For the RFP, we would expect to see creative concepts for Goal 8.

17. Q: On Exhibit A, Scope of Work, Goal 8, Activity 8.8, Account Management is included in Goal 8, even though there is a separate goal for Account Management for the entire SOW. Activity 8.8 implies that account management fees will be added to Goal 8. Is this correct?
A: Since SNAP-Ed and Food Stamp Outreach are separate funding sources, they must be tracked separately. This requires that there Account Management costs associate with Goal 8. These costs must be included in the maximum budget per year for Food Stamp Outreach. See addendum for Attachment 16, Cost Proposal Form.

18. Q: On Exhibit A, Scope of Work, Goal 3, it states *that a new advertising campaign will be developed and launched in FFY2011 and FFY2013*. Does this mean that your current new campaign, What's Harder will only run for one year and be replaced with a new campaign in Spring FFY2011? Or do you mean that the new campaign will be developed in FFY2011, but will air in FFY2012 and FFY2013? And in FFY2013, a new campaign will be developed to air in FFY2014?
A: Addendum 3, Exhibit A, Scope of Work is now posted on our website and available for download. The addendum includes changes to reflect the new advertising campaign development and launch time frame. The new ads will be developed and launched in FFY 2012 and aired in both FFY2012 and FFY2013.

19. Q: On Exhibit A, Scope of Work, page 14, Activity 2.6 (Added-Value) it states *oversee procurement of radio and television added-value opportunities at no cost, including no less than five (5) radio remotes per Network Region, and participation in no less than six (6) Spanish-language radio or television booth presence at community events/festivals in select markets.* Is the expectation to obtain 5 radio remotes in each *Network* Region even if radio is not planned in every region? Please clarify what the expectation is for securing no cost radio remotes.
A: Added –value remotes should be secured for each region where radio advertisements are purchased.

20. Q: On page 21, Work Plan content, section j, are there any specific annual deadlines that we should be aware of in order to incorporate them into the Work Plan?
A: Please review Work Plan Section on pages 19-21; and then refer to the scope of work and listed timing for each major activity.

21. Q: What tracking or measurement tools do you plan to employ to determine whether the campaign is effective?

    A. The tracking measures that the *Network* uses to determine campaign effectiveness are the annual Benchmark Survey, semi-annual and annual contractor progress reports, and media post-buy analysis.

22. Q: What are the measurable goals of the campaign? Are there any quantifiable outcomes i.e. awareness, interest, behavioral change?
A: Campaign awareness, normative beliefs, and self-efficacy beliefs are among the key measurements the *Network* closely evaluates every year. However, absolute quantifiable goals have never been established for these measures. Please refer to the *Network* Annual Tracking Survey for a comprehensive understanding of the *Network*'s campaign evaluation.

23. Q: On page 27, regarding the cost details for each budget line item (personnel costs, fringe benefits, etc.), should profit be accounted for under "Other Costs"?
A: Agencies should place budget line items according to general accounting principles and based on direction from their accountant or fiscal advisor.

24. Q: On page 39, Cost Section Rating Factors (third section from bottom), can you please clarify what you mean by putting a premium on the cost of in-house personnel over the cost of subcontractors? How are you looking at those costs in as much as compensation may be derived from a combination of hourly rates, fees, mark-up and commission?
A: The scoring criteria gives up to 2 point preference if the work is being completed by the prime contractor (in-house) rather that by subcontractors. Depending on the percentage 25% or 50% of work subcontracted out, the contractor earns varying points. For determining points, the RFP views compensation as total personnel line-item. (personnel and benefits).

25. Q: Does the budget provided include agency fees?
A: Yes, the budget must include all proposed costs including agency fees.

26. Q: What is the amount of the current contract(s)?
A: The total three-year amount of the current contract 07-65671 is $36 million dollars. Funding is allocated on a federal fiscal year basis which begins on October 1 and ends on September 30. The term for contract 07-65671 ends on September 30, 2010.

27. Q: Has funding been approved and allocated for this specific contract by the California Department of Public Health / USDA's Supplemental Nutrition Assistance Program?
A: The USDA approves funding on an annual basis for Supplemental Nutrition Assistance Program Education (SNAP-Ed) and Food Stamp Outreach (FSO).

28. Q: What has prompted the CA Department of Public Health issue this RFP? Is it mandatory or is it due the old contract terminating or is it due to poor performance of the incumbent agency?
A: The current media and public relations contract expires on September 30, 2010 and CDPH/*Network* is required to issue a solicitation to secure a contractor for the next 3-year period. Therefore, this solicitation is a mandatory RFP due to 3-year contract term ending on September 30, 2010.

29. Q: Considering that marketing campaigns can be in-market for various time periods and that there are several media vehicles that could be purchased; is there a budget range or ceiling that has been established for this project?
A: There are two separate funding sources for the RFP; SNAP-Ed. (SOW, Goals 1 through 7) and Food Stamp Outreach (SOW, Goal 8). Maximum annual funding limits for SNAP-Ed and FSO are included in the addendum for Attachment 16; available for download from the Network's RFP webpage.

With respect to determining the percentage of the budget to apply for each media vehicle, please refer to the following table for general guidance:

3-Year Average % of Total Budget Allocation by Line Items	
A. Media and Advertising Plan	**0.30%**
B. Production and Distribution – Media Placement and Media Buy	**60.81%**
B. Production and Distribution – Production	**24.39%**
C. Public Relations	**8.28%**
D. Training Plan	**1.37%**
E. Resources	**0.84%**
F. Account Management	**1.13%**
G. Evaluation	**2.88%**
Total	**100%**

Since Food Stamp Outreach Goal 8 is a new component and funds are limited, media vehicles and markets will need to be limited to those vehicles and markets that would have the most impact. Please refer to the RFP Appendix 1 and the following web sites for information on statistics and characteristics of the Food Stamp Outreach participants and edibles to plan your recommendation.

1) Characteristics of Supplemental Nutrition Assistance Program Households Fiscal Year 2008: Distribution of Participants by Age and State:
http://www.fns.usda.gov/oane/Menu/Published/snap/FILES/Participation/2008Characteristics.pdf

30. Q: Regarding access to the Data Library (pg 10), can that be offered electronically via the Web or FTP?
A: The Data Library is available on CD only. For instructions regarding how to obtain a copy of the Data Library, please refer to RFP page 10.

31. Q: Is the 2009 Tracking Survey scheduled to be available to the public?
A: The 2009 Tracking Survey, or "Benchmark Report," was released during late April, 2010. A copy is available with the Data Library.

32. Q: Who are the incumbent contractor(s) for RFP 10-10029 *Network* Media, Advertising, and PR Campaign?
A: Runyon, Saltzman & Einhorn, Inc. is the prime contractor for #07-65671. The subcontractors are PainePR, MSC Consulting, Hill & Company Communications, Field Research Corporation, and Digital Workshop. A copy of RFP #07-65671 is made available in the Data Library.

33. Q: Will a list of those vendors participating in the pre-proposal teleconference be available to participants after the teleconference?
A: No. During the RFP process all proposer information is confidential.

34. Q: Is the incumbent agency bidding for this RFP?
A: We do not know if Runyon, Saltzman and Einhorn will submit a proposal by the deadline. Although the non-binding letters of intent are due on July 27th all names of prospective proposers are kept confidential until the contact is awarded.

35. Q: Is CDPH looking for established teams of agencies, or one lead agency that will sub-contract specialty components of the contract after selection (e.g. similar to the contract awarded to RPA for CA Anti-Tobacco)?
A: CDPH is soliciting proposal submissions from qualifying prime, or "lead," agencies. The prime agency will identify qualified subcontractors for services outlined in the Scope of Work (Exhibit A).

36. Q: For the minimum annual gross billing requirement, can estimated FYY2010 billings be counted as one of the 3 years (i.e. 2008-2010)?
A: No. Annual gross billings are based on income statements for completed calendar years 2009, 2008 and 2007; and should be included in the proposal's appendix section.

37. Q: Can either a non-profit or for-profit organization submit a proposal?
A: Either a non-profit or for-profit organization can submit a proposal. Organizations must meet the qualification requirements detailed on pages 15-16 of the RFP.

38. Q: Are you looking for a Sacramento-based vendor? Does location of the vendor factor into evaluation of proposals?
A: The location of the vendor does not factor into the evaluation of the proposals. Page 15; paragraph J, subparagraph 1 a. addresses the qualification requirements for prospective proposers.

39. Q: On page 25, it asks for Creative Marketing Samples produced in the last two years. Can we assume that materials produced in 2008 and beyond are acceptable?
A: Yes.

40. Q: On page 31 and 32, it states *that a statement be signed by the Proposer's Chief Financial Officer (CFO) certifying that the financial statements are accurate and complete*. If the Proposer does not have a CFO but a Controller, can the statement certifying the financial statement be signed by the Controller?
A: Yes, the Controller can certify the financial statements.

41. Q: If proposers have fully-functioning offices in multiple markets, including California, can the firm's collective gross billings satisfy the $7 million in annual gross billing requirement referenced on page 15 of the RFP? Or, do proposers need to demonstrate $7 million in annual gross billings for California-specific services?
A: The annual gross billings should be from California-specific services.

42. Q: Please clarify the difference between "large-scale" and "moderate budget" experience as referenced on page 15 of the RFP. Is there a certain budgetary threshold associated with what is considered to be a "large-scale" campaign?
A: Large –scale is referring to the segment of the population targeted. By large-scale, we are expecting multiple media markets or the entire state. Moderate budget is budgets $3,000,000 and greater.

43. Q: On page 25, section i. Creative Marketing Samples, can the creative samples requested be submitted by any contractor on the team or only the prime contractor?
A: Our goal is to get an idea of the creative work that has been executed by the team responsible for creating our advertising. That said, if this does not come from the prime contractor, we would like to see one sample of work executed by the potential prime contractor.

44. Q: On page 16, paragraph 6.a. asks for evidence of adequate financial reserves or a Letter of Commitment from Creditor. Where in the response should this information be placed?
A: Include the evidence in the Appendix Section with the copies of financial statements.

45. Q: Can a proposer submit more than three references?
A: No. The RFP requests three references. Please select the best references from your pool of references.

46. Q: Our agency is a fully-owned subsidiary of a holding company. The holding company has many marketing communications, public relations and media companies within their portfolio. Do you see a potential qualification deficit if other agencies aside from our agency submit proposals?
A: The RFP requires the agency or holding company to coordinate the submission. The *Network* will make every effort to notify firms if the *Network* receives a Letter of Intent to Submit by June 29, 2010 from more than one California firm belonging to a holding company/parent corporation. If the *Network* identifies multiple submissions from one holding company, they will be immediately notified of the conflict and asked to narrow submissions to only one firm per holding company/parent corporation. However, the *Network* assumes no responsibility for coordinating submissions and agencies that are fully-owned subsidiaries.

47. Q: On page 40, #6, it states that *Oral interview points will be added to the technical proposal score in the final score calculation.* However, on page 41, #7, it indicates that Orals interview points will be included in the Cost section score. Which is correct?
A: The oral interview score will be added to the technical proposal score in the final score calculation since the oral interview will not be conducted until after the technical review process.

48. Q: On page 40, stage 5 Adjustments to Score Calculations for Bidding Preferences lists small business TACPA and EZA, but not DVBE. Is this where the DVBE incentive points will be added to proposer's score? If not, when/where do they come into play?
    A: Apply preferences in order of the RFP; please see pages 55 – 58 regarding preference and incentives available and how to apply them in different scenarios. Page 58, paragraph 7. Combined preferences. This section will help clarify that the maximum preference is 15% of score and that preferences and incentives cannot displace an award to a certified small business. Other helpful information can be found in the Attachments, #11 <u>Non-small Business Subcontractor Preference</u> and Attachment #12 <u>DVBE Incentive Instructions</u>.

49. Q: On page 48, b, in the event of a tie between two non-small businesses, how is that resolved?
    A: In the event of a tie between two non-small businesses, the Proposer with the highest Technical Proposal score would win. If both Technical Proposal scores were the same, CDPH will settle the tie in a manner that CDPH determines to be fair and equitable (e.g., coin toss, lost drawing, etc.). See RFP, page 48 b., 4.

50. Q: There seems to be an inconsistency in directions for calculating the indirect cost %. In Section J(11) it says: "*Proposers must agree to contain their indirect costs at a percentage rate not to exceed 26% of modified direct costs (modified costs are defined here as "Total direct costs less rent and subcontracts").* However, in section k(3)(viii) modified direct costs are defined as "total direct costs less subcontractors". Can you clarify the definition of "modified costs" please
    A: Indirect Costs = Total direct costs less subcontracts.

51. Q: We are curious about the 26% cap, can you please explain how that cap was developed and what is intended to be included in the 26%?
    A: The cap is from the funding agency.

52. Q: What types of items does CDPH anticipate should be included in "indirect costs"? Can CDPH provide a definition of "indirect costs"?
    A: Indirect Costs are defined as expenses not directly or exclusively associated with the project's deliverables such as overhead or allocated expenses. Examples of overhead or allocated expenses include: administrative personnel, bookkeeping, payroll services, janitorial services, insurance, and audit expenses.

53. Q: Where does CDPH anticipate that the costs for all other services & functions be shown? (such as, administrative functions, human resources, accounting, information technology, legal, corporate support such as payroll, executive management, etc.).
    A: Indirect costs.

54. Q: We assume these are sample worksheets and that prime contractors should present their pricing backup worksheets in a format that is consistent with their own cost proposal, please confirm if this is correct?
A: Yes. The prime should present their pricing backup worksheets in a format consistent with their own cost proposal.

55. Q: Since the columns in Attachments 17, 19, & 21 are not consistent with the Requirements listed in k(3), we assume that we should revise the Attachment to provide the requested information and to properly represent supplier's specific cost proposal, is this correct? We would follow the line items (rows) listed as A-G, but revise the column names.
A: Please revise as indicated.

56. Q: Please confirm that it is acceptable to CDPH for bidders to propose fully loaded hourly labor rates inclusive of salaries, fringes, all overhead and profit? In addition to the fully loaded hourly rates, we will provide pricing backup (per Section k) to support the calculation of the hourly rates. Is this acceptable?
A: Yes. It is important to include the pricing backup to support the calculations for the fully loaded hourly costs.

57. Q: Are these forms to be completed for subcontractors only? Or is the prime contractor also required to complete these forms?
A: The prime should complete the forms also.

58. Q: Can Prime contractors adjust Attachments 17, 19, & 21 to provide the required information outlined in section k?
A: Yes.

59. Q: How will costs be invoiced to CDPH? We assume that task orders will be issued for individual SOW's, and that labor will be invoiced on a time & materials basis using agreed upon hourly rates, with all other costs passed thru at actual. Is this correct?
A: Monthly invoices on progress (actual costs realized) on Work Orders/Task Orders.