

Number	Date Received	Question	Response
1	7/15/2016	Whether companies from Outside USA can apply for this? (like, from India or Canada)	Refer to Addendum #1, IFB Page 1, A. Purpose and Description of Services
2	7/15/2016	Whether we need to come over there for meetings?	Yes
3	7/15/2016	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	No
4	7/15/2016	Can we submit proposals via email?	Refer to IFB Page 6, I. Submission of Bids, 1c.
5	7/18/2016	Are we automatically disqualified from bidding if our primary business is located in Washington State? Does the state offer any flexibility in this matter?	Refer to Addendum #1, IFB Page 1, A. Purpose and Description of Services
6	7/19/2016	Was there a similar contract awarded in the prior fiscal year or the fiscal year before that? If so, who was the contract awarded to for that year; and, if so, was the contract also awarded on a lowest cost basis	A similar contract was awarded to the lowest bidder, RSE, in Federal Fiscal 2012.
7	7/19/2016	Please clarify the length of radio commercials that will be trafficked by the Contractor.	Refer to Sample Contract Forms/Exhibits, Exhibit A, page 5 # 3. Types of units per medium

8	7/19/2016	Please clarify the Radio Buy Worksheets for each of Media Buy #1 and Media Buy #2: For the Radio Buy Worksheets for Media Buy #1 (Attachments 1E and 1F) and Media Buy #2 (Attachments 2E and 2F): Each of these worksheets is set up with headings for Television buy columns; please clarify the headings for each of these worksheets to align with a radio buy. For the Radio Buy Worksheet for Media Buy #2 (Attachment 2F): Please clarify the markets to be purchased. There are 19 markets listed on that worksheet when Exhibit A specifies a maximum of 12 markets to be purchased for that time frame	Refer to Addendum #1, Budget Detail worksheets, attachments, 1E and 1F and 2E and 2F. Column A on attachment 2F also includes specific areas within each DMA. NEOPB requests that bidders purchase from all listed locations.
9	7/19/2016	Please clarify that the maximum budgets for each of the Media Buys are \$4.7 million for Media Buy #1 and \$4 million for Media Buy #2 in light of the fact that the volume of media to be purchased for Media Buy #2 is more or less equal to that for Media Buy #1 for the TV, Radio and Digital portions but dramatically higher for the Outdoor portion.	Refer to IFB, page 1 A. Purpose and Description of Services, Contract Budget
10	7/19/2016	Please clarify that the maximum budgets for each of the Media Buys are \$4.7 million for Media Buy #1 and \$4 million for Media Buy #2 in light of the fact that the digital portion alone would likely consume at least one half of the total available budget for both buys.	Refer to IFB, page 1 A. Purpose and Description of Services, Contract Budget. Firms should fulfill the minimum TRP requirements.
11	7/19/2016	Based on the IFB Purpose and Description of Services, it is our understanding that only Media Buy 1 (\$4 -\$4.7 million) will need to be billed between 9/16/16-9/30/16. Is this a correct assumption?	Yes. Media buy # 1 will need to be billed by 9/30/16.

12	7/19/2016	On Attachment 1, page 1 Bid Form, would we put Media buy 1 costs onto the cost line for Fiscal Year Dates (9/16/16 – 9/30/16) and Media Buy 2 on the cost line for Fiscal Year Dates (10/1/16 – 9/30/17)?	Yes.
13	7/19/2016	When do you expect to know if additional funding will become available for the media buy #2?	2/1/2017
14	7/19/2016	We noticed in the worksheets that Spanish-language radio was requested for the Chico market; however, this market does not have a strong Spanish-speaking market and only has one radio station that cannot deliver the number of impressions you are requesting for this market. Are you sure you want to include this DMA in the Spanish-language buy?	Yes, include this DMA in the Spanish-language buy.
15	7/19/2016	We also noticed in the worksheets that Spanish-language radio was not requested for the San Francisco DMA – is there some reason this DMA was not included?	Refer to Addendum #1, Budget Detail worksheets, attachments, 1F and 2F.
16	7/19/2016	On Exhibit A (Scope of Work) under Outdoor C. "Provide guarantee outdoor rates 90 days prior to the outdoor posting date, as time allows upon contract execution. This will allow the Contractor to cancel the negotiated buy should the proposed media buy not be approved in time to meet the scheduled start dates, thus avoiding payment liability." However, the media buy period for Media Buy #1 is to be scheduled between October 1, 2016 – March, 30, 2017. Does this mean that we should not plan for outdoor to run before January 2017?	Yes, do not plan for outdoor to run before January 2017. Monies have been secured for Media Buy #1

17	7/19/2016	On Worksheet H for Plan 1 Spanish-language Outdoor, we believe there is a typo since the title says "multicultural outdoor" instead of Spanish-language outdoor. Please confirm that this is an error and we can assume this sheet should be for Spanish-language outdoor.	Refer to Addendum #1, Budget Detail Worksheets, Attachments 1H and 1I
18	7/19/2016	Scope of Work, Exhibit A, page 3 of 5, #3. Radio, a. Achieve or exceed the number of radio TRP goals and by DMA within budget. Should DMA be Metro?	Refer to Addendum #1, Budget Detail Worksheets, Attachments 1E ,1F, 2E and 2F
19	7/19/2016	Scope of Work, Exhibit A, page 4 of 5, B. Negotiate all mediums per Budget Detail Worksheets, 1. Target Audience, states women 18-49 for Spanish language women. However, all of the Budget Detail Worksheets (media buy 1 and 2 for Spanish-language radio and TV) list Hispanic Women 18 – 54. Please clarify for which demo we should buy Spanish broadcast media.	Refer to Addendum #1, Budget Detail Worksheets, Attachments 1C, 1F, 2C and 2F
20	7/19/2016	Scope of Work, Exhibit A, page 5 of 5, 3. Types of Units per Medium - under c. Outdoor: 30 sheets and 8 sheets are listed. The Budget Detail Worksheets call for transit advertising (Kings, Queens and interiors) in addition to 30- and 8-sheets. Please clarify which outdoor mediums are to be used.	Refer to Addendum #1, Scope of Work, page 5, 3. Types of units per medium

21	7/19/2016	Are creative materials available for all required mediums?	Yes.
22	7/19/2016	Exhibit B., page 2 of 3, #4.C, indicates reimbursement for services based on Budget Detailed Worksheets Attachments 1A-1L, 2A-2L and 3A-3L. We did not find any Attachments 3A-3L. Please confirm that only Attachments 1A-1L and 2A-2L are to be submitted.	Refer to Addendum #1, Sample Contract Forms/Exhibits, Exhibit B, Page 2, #4C
23	7/19/2016	Page 1, B. Time Schedule – the Notice of Intent to Award shows August 12, 2016 at 9:00am while the Bid Opening shows August 12, 2016 at 2:00pm. Please clarify.	Refer to Addendum #1, IFB Page 1, B. Time Schedule
24	7/19/2016	Attachment 1 lists two fiscal year dates, one being 9/16/2016 – 9/30/2017, and the other as 10/01/2016 – 9/30/2017. These two dates do not match the worksheets. Please verify the correct dates.	Attachment 1 refers to costs and budget detail worksheet attachments refer to media buy dates.
25	7/19/2016	Will there be a 10% withhold on fees per fiscal year until the final report is received?	No.
26	7/19/2016	You do specify TRP's and number of placements per fiscal year but not the number of weeks or flights, is that recommendation to be determined by the selected contractor?	The number of weeks shall be determined by the selected contractor.
27	7/19/2016	Does flighting need to be included with submission?	Yes.

28	7/19/2016	A portion of flight one falls within the political window; is there a minimum total of the TRP's (weekly or monthly) that have to run in October?	There is not a required minimum number of TRPs that have to run in October given the political window. There is a minimum required TRPs for the media buy cycle.
29	7/19/2016	Are there :30 sec and :60 sec radio commercials for both English and Spanish radio?	Refer to Sample Contract Forms/Exhibits, Exhibit A, page 5, D. Traffic
30	7/19/2016	In of scope of work outdoor refers to only to 30 sheets and 8 sheets. In the buy summary, transit units are also included. What are the required units that must be included in the outdoor summary?	Refer to Addendum #1, Scope of Work, page 5, 3. Types of unit per medium
31	7/19/2016	In the scope of work for Media Buys #1 and #2 the markets listed are different than those listed on the corresponding worksheets. Please verify the exact markets for media buy 1 and for media buy 2	Refer to Sample Contract Forms/Exhibits, Exhibit A, page 1, Service Overview, Media Buy #1 and Media Buy #2
32	7/19/2016	Would it be possible to know who the incumbent agency is and what their agreed upon percentage rate was?	The incumbent is RSE. RSE's rates are available upon Public Records Act Request.
33	7/19/2016	What was the media budget for last year?	\$8.5M

34	7/19/2016	For the small business form it asks at the top of the form for the budget. What budget is this referring to? The budget the main agency is proposing? The budget that the main agency envisions will be utilized for the small business?	This is referring to the total dollar amount for the proposed small business.
35	7/19/2016	Software a. Page 3 section G question 1 point c. Does certification for Nielsen (or other advanced media database system) need to be included in the bid?	No. By completing Attachment 2- Required Attachment/Certification Checklist , firms certify that they meet all qualification requirements.
36	7/19/2016	TV a. Exhibit A page 5– Item B – point 4c. Calculating Spanish-language TV TRPs using Nielsen ratings converted to Hispanic Viewers. Can we use the NHSI books or are we required to use Nielsen ratings converted to Hispanic viewers?	Yes, firms can use of Nielsen Hispanic Station Index.
37	7/19/2016	Stewardship a. Exhibit A – item E – point 1 Stewardship. Asks to steward all media buys on a weekly basis to ensure purchased schedules are placed as ordered and as needed to reach required TRPs/impressions. We can monitor spots ordered and aired but can only monitor ratings weekly in LPM markets such as LA, SF and Sacramento. Are you also looking for weekly TRP tracking in other markets?	Refer to Addendum #1, Scope of Work, page 5, E. Stewardship

38	7/19/2016	<p>Post Buy a. Exhibit A – item F – point 1. Submit a post-buy analysis at the end of the buying cycle – Is there a prescribed due date for when the post is expected such as 90 days after the end of the quarter?</p>	<p>CDPH would require the post-buy analysis within 90 days after the end of each buying cycle (media buy #1 and #2). If this is not possible, please propose alternative timeframe with justification.</p>
39	7/19/2016	<p>Digital - a. What is the overall campaign goal? Awareness or something else? This will help determine the best types of digital media</p>	<p>Increase aided recall of the SNAP-Ed nutrition and physical activity messaging by 15% from baseline. Knowledge of recommendations on daily physical activity for adults and children and daily fruit and vegetable consumption. Increase in 5 family change behaviors as tracked in Media Survey.</p>
40	7/19/2016	<p>Can we get more details on what assets will be available? i. Video - 1. Length of units 2. How many different creative executions? ii. Audio - 1. Length of units 2. How many different creative executions? iii. Banners - 1. Size requirements 2. How many different creative executions?</p>	<p>www.cdph.ca.gov/programs/cpns/RL/Pages/Media.aspx</p>
41	7/19/2016	<p>On attachments 1B and 2C, there are TRPs listed against DMAs. Are these the levels that we should be buying to? If so, please confirm for the eight markets requested for Buy #1 and twelve markets for Buy #2</p>	<p>Yes, those are the levels you should be buying to. Markets are outlined on Section 1, page 1 of 5 of Exhibit A</p>

42	7/19/2016	<p>H. Bid Format and Content Requirements 1. General instructions b. Develop bids by following all IFB instructions and instructions or clarifications in question/answer notices, clarification notices, or IFB addenda Question: Are there instructions in addition to what has been provided in the Invitation to Bid, Special Terms and Conditions or Sample forms and Contracts (Exhibit A)?</p>	No.
43	7/19/2016	<p>c. Before preparing a bid, seek timely written clarification of any requirements or instructions that are believed to be vague, unclear or that are not fully understood. Contract increases will not be allowed due to poor examination of work sites and/or specifications. Question: Does this mean there will be additional opportunities for communication beyond Time Schedule - Question/Answer Summary Posted, July 27, 2016?</p>	No.

44	7/19/2016	6) Contract award and protests 1. Award of the contract, if awarded, will be to the responsive and responsible bidder that offers the lowest cost. The lowest cost will be determined after CDPH adjusts bidder costs for applicable preferences and/or incentives. Questions: Is this directly related to small/micro business status? Will a certified small/micro business status outside of the state of California be considered in the preference status?	Yes, the preferences are directly related to small/micro business status. No, a certified small/micro business status outside of California will not be considered in the preference. Refer to page 14.
45	7/19/2016	This question is solely based on identifying any risks for my company: 5) Evaluation and selection c. Protests Do you experience high protesting of awards for these types of media buys? Have you ever awarded a contract that was overturned? If yes, would you please explain the circumstances?	No we have not experienced protests or overturned a contract with these types of media buy awards.
46	7/19/2016	Sample contract Forms/Exhibits (Scope of Work) 1. Service Overview Media Buy #1 and #2 Question: Do both of these media plans need to be developed within the bid process?	Yes, bidder shall develop media plans for media buy #1 and #2.

47	7/19/2016	<p>2. Service Location The services are to be performed in California...Question: If principals are not domiciled, reside in or operate their business in the state of California, with no intention of making its sole place of business within the state of California, will a bid from a business operating outside of the state of California be deemed non-responsive, disqualified or excluded from the bid process?</p>	<p>Refer to Addendum # 1, Page 1 of the IFB, Page 1 A. Purpose and Description of Services.</p>
48	7/19/2016	<p>5. Services to be performed B. Dayparts and percent buying mix for broadcast. Use dayparts below or similar based on industry standards: e. Contractor will ensure buys reach optimization by purchasing a combination of network affiliates, independent stations, and cable providers for each daypart, in each market.. Question: Would the State of California consider a specialized cable TV schedule if: 1. It's programs or schedule demonstrated the ability to achieve or exceed the TGRP requirements and increased schedule efficiency 2. It ran in various 6am-midnight but fulfilled the demographic requirements?</p>	<p>Instructions state that Contractor will ensure buys reach optimization by purchasing a combination of network affiliates, independent stations and cable providers for each daypart specified on Exhibit A, page 4, B2.</p>

49	7/19/2016	<p>5. Services to be performed 3. Types of units per medium Question: Will all creative assets including print, digital and electronic ads be available for review to assist in the bid writing process? If yes, how do we access them and when will they be available?</p>	<p>www.cdph.ca.gov/programs/cpns/RL/Pages/Media.aspx</p>
50	7/19/2016	<p>5. Services to be performed D. Traffic 4. Thirty days prior to outdoor postings...Question: Would you please define clearly the 8 sheet and 30 sheet posters? This is not outdoor billboard, correct? What types of establishments or fixtures are acceptable or have been used in the past for these types of outdoor posters? Also, these are based on equal distribution of low income areas as defined in the census tracts?</p>	<p>Refer to Sample Contract Forms/Exhibits, Exhibit A , page 5 # 3. Types of units per medium. Billboards should be based on equal distribution in low-income census tracts.</p>

51	7/19/2016	<p>Special Terms and Conditions Exhibit D(F) 22. Payment Withholds (Applicable only if a final report is required by this Agreement. Not applicable to government entities.) Unless waived or otherwise stipulated in this Agreement, CDPH may, at its discretion, withhold 10 percent (10%) of the face amount of the Agreement, 50 percent (50%) of the final invoice, or \$3,000 whichever is greater, until CDPH receives a final report that meets the terms, conditions and/or scope of work requirements of this Agreement. 23. Performance Evaluation Question: Will 50% of the final invoice (\$2.2M or greater) be withheld from Media Buy #1 and Buy #2 until the final month of the contract expiration if the contractor and subcontractor demonstrate consistent and satisfactory performance by the State of California as defined in all documents including the contract terms and conditions?</p>	No, we will not withhold 50% of the invoice.
52	7/19/2016	What are you looking to do differently in this buy compared to similar, past buys?	We will purchase during Budget Period #1 but restricted DMAs available to place due to our Media Research study.
53	7/19/2016	What new problems can we help you solve?	None.

54	7/19/2016	Regarding non-digital marketing, how are you evaluating results? Is there a website specific to this campaign? If yes, will there be separate landing pages for each medium for tracking and analytics? If yes, will the awarded contractor be able to review analytics and adjust the campaign buy based on feedback?	We do a pre and post Media Tracking Survey that look at a knowledge and awareness of USDA Dietary Guidelines and CDC Physical Activity recommendations. We track 5 family change behaviors of our target audience. Also, we gauge aided and unaided recall of the TV, radio, and outdoor campaign. www.cachampionsforchange.net is the website associated with the campaign. Digital
55	7/19/2016	Regarding TV as the primary buy with a small percentage to other media, can you provide any more particulars as to your expected standard weight of mediums, by percentage? Shall TV represent at least 80% of the buy? More, or less, and why?	Historical buys have had approximately 45% TV, 15% Outdoor, 20% Digital and 20% radio. We are concerned about the TRPs for the mediums.
56	7/19/2016	Digital creative: What is the standard acceptable weight for digital? Is testing expected to be included?	We request that projected number of impressions are met. No testing is expected.
57	7/19/2016	Can we see creative or previous if same message or at least their idea/vision of it? I believe you requested that.	www.cdph.ca.gov/programs/cpns/RL/Pages/Media.aspx
58	7/19/2016	What is their overall goal for campaign and target audience?	Increase aided recall of the SNAP-Ed nutrition and physical activity messaging by 15% from baseline. Knowledge of recommendations on daily physical activity for adults and children and daily fruit and vegetable consumption. Increase in 5 family change behaviors as tracked in Media Survey.
59	7/19/2016	Does the prime contractor need to be based in CA?	No. Refer to Addendum # 1, Page 1 of the IFB , A. Purpose and Description of Services

60	7/19/2016	Do we need to submit proof of corporation status if we are a nonprofit? If so, can our proof of corporation status be issued from a state other than California?	A corporation must provide proof of corporation status and a non-profit must provide proof of non-profit status. Proof of a corporation can come from outside of California if you are certified to do business in California.
61	7/19/2016	Payee data record section 4: "Payments to nonresidents for services may be subject to State income tax withholding." Are we exempt from this as a 501(c)(3)?	No. Refer to Attachment 7-Payee Data Record, page 2 Section 4
62	7/19/2016	If primary contractor does not meet all qualifications can qualifications be met collectively between primary and subcontractor?	Yes.
63	7/19/2016	Exhibit A – 5. A. 1. b. – You reference a flow chart. Is this document something we should create entirely on our own or is there a specific attachment we should reference for this?	Bidders should create their own flowcharts.
64	7/19/2016	For the Media Buy Budget Attachments, should we only be filling in the empty columns and utilizing the DMAs/information provided or are you also interested in additional suggestions?	The Media Buy Budget Attachments must be completed. You may propose additional value added suggestions but the budget amounts are maximum amounts.

change on
form to
Metro

Provides local viewing information for Spanish-language television stations in 19 markets with significant Hispanic populations.