

## As Needed Marketing, Public Education, and Communication Services

### RFP No. 2021HCA20

#### Amendment No. 02

**Date Issued:** 9/3/2021

**To:** RFP Bidders

**From:** Mayra Ledesma, RFP Coordinator

**Purpose:** Respond to Questions received

This amendment hereby modifies and is attached to RFP No. 2021HCA20. All other terms, conditions, and specifications remain unchanged.

Please see below for the above mentioned RFP's received questions and HCA's answers:

RFP-2021HCA20-Media Communication			
#	Section	Bidder Questions	HCA Answers
1	1.1 Purpose	Could you let us know what your annual spend is to be on this contract for agency fees and media placements?	<i>HCA does not have a set budget for marketing, public education, and communications services. The services will be on an as-needed basis as HCA receives grants or legislative direction.</i>
2	1.1 Purpose	If multiple contracts will result from the procurement, how will those contractors compete against one another for individual project work orders?	The services will be on an as-needed basis as HCA receives grants or legislative direction. HCA will contact an ASB that meets the specific needs for the project work opportunity.

3	1.1 Purpose	If HCA has had a prior contract for as-needed services involving multiple vendors, can you provide one or more samples of the HCA documents that were used to solicit work orders for specific campaigns?	<i>HCA will not provide previous examples as part of this RFP.</i>
4	1.1 Purpose	Does HCA have an estimate of how many work orders will result from the initial 3-year term of the contract and/or the aggregate dollar value of those work orders?	No. The services will be on an as-needed basis as HCA receives grants or legislative direction.
5	1.1 Purpose	Is there a designated budget for each campaign or total budget for all campaigns?	<i>No. The services will be on an as-needed basis as HCA receives grants or legislative direction.</i>
6	1.1 Purpose	Does the agency recommend a percentage of budget is hard cost or are there parameters assigned?	No, there is no recommendation or parameters.
7	1.1 Purpose	Section 1.1-1.3: Ideally, how will as-needed contracts be awarded (e.g., an entire campaign, or a portion of one campaign, or one discipline such as brand strategy only, market research only, etc.)?	<i>HCA will reach out to a Contractor based on the specific job requirements for a campaign and/or work project.</i>
8	1.1 Purpose	How many campaigns do you anticipate needing?	This information is unknown at this time. The services will be on an as-needed basis as HCA receives grants or legislative direction.
9	1.1 Purpose	How many agencies will be hired to be in the pool?	<i>HCA will select the Apparent Successful Bidder(s) based on its best interested after the submitted proposals have been evaluated. See sections 3.8, 4.1 and 4.2.</i>
10	1.1 Purpose	Does Washington HCA have a budget in mind for this effort?	No. The services will be on an as-needed basis as HCA receives grants or legislative direction.
11	1.3 Objectives and Scope of Work	Objectives and Scope of Work, 1.3, P 5: The RFP states that "Expertise must include... marketing campaigns for Tribal communities...." If a bidder does not have such expertise, would you still consider the bidder to be qualified to handle HCA work if all other qualifications are met?	<i>HCA will consider proposals from bidders that do not have this expertise. We would like to hear from bidders how they might subcontract to ensure this expertise is included.</i>

12	1.4 Minimum Qualifications	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Location is not a top consideration. Particularly during the COVID-19 pandemic, we have done almost all work 100 percent remotely. It would be helpful for agencies to have a general understanding of Washington State's cultures, geographic areas, and government structure. This RFP is open to all Contractors who meet the minimum requirements. Contractors are welcome to submit their proposals at their discretion. HCA will evaluate each proposal based on the stated proposal contents in section 3 and the cost proposal per the sections on this RFP.
13	1.4 Minimum Qualifications	Whether companies from Outside USA can apply for this? (like, from India or Canada)	<i>Location is not a top consideration. Particularly during the COVID-19 pandemic, we have done almost all work 100 percent remotely. It would be helpful for agencies to have a general understanding of Washington State's cultures, geographic areas, and government structure. This RFP is open to all Contractors who meet the minimum requirements. Contractors are welcome to submit their proposals at their discretion. HCA will evaluate each proposal based on the stated proposal contents in section 3 and the cost proposal per the sections on this RFP.</i>
14	2.3 Submission of Proposals	Can we submit the proposals via email?	Yes. Please see RFP Section 2.3 for this information.
15	2.4 Propriety Information/Public Disclosure	Can you please confirm the members of the selection committee for this RFP by name and position?	<i>Sorry, but we are unable to disclose the names and positions of the evaluation panel during active procurements. If are you still interested in this information you can submit a Public Disclosure Request (PDR) after an Apparent Successful Bidder(s) has been awarded following the procurement activities schedule on Section 2.2. Please refer to Section 2.4, Propriety Information/Public Disclosure for additional information.</i>
16	3 Technical Proposal, Subsection 3.2.3	Technical question: On page 17 of the RFP under 3.2.3, the page limit is listed as "XX." Is this a typo or indicating unlimited page count?	The not to exceed page limit on this subsection is 5 pages. An amendment was posted to WEBS on 9/01/2021.
17	3 Technical Proposal, Subsection 3.2.3	Also specific to 3.2.3 — is HCA only seeking three individual creative examples, or three creative campaigns that could fold in multiple creative examples from each campaign?	<i>HCA would prefer to see various campaigns that demonstrate creative examples.</i>
18	3 Technical Proposal, Subsection 3.2.3	On page 17 of the RFP, the page limit is for the Product Development and Production section is not included. Can you please specify the limit?	The not to exceed page limit on this subsection is 5 pages. An amendment was posted to WEBS on 9/01/2021.

19	3 Technical Proposal, Subsection 3.2.3	Is there a page limit for section 3.2.3 (Product Development and Production)? Right now it just says "XX pages."	<i>The not to exceed page limit on this subsection is 5 pages. An amendment was posted to WEBS on 9/01/2021.</i>
20	3 Technical Proposal, Subsection 3.2.3	Is there a page limit for section 3.3.2 question #7?	The not to exceed page limit on this subsection is 5 pages. An amendment was posted to WEBS on 9/01/2021.
21	3 Technical Proposal, Subsection 3.2.3	What is the page limit for Section 3.2.3 Product Development and Production?	<i>The not to exceed page limit on this subsection is 5 pages. An amendment was posted to WEBS on 9/01/2021.</i>
22	3.2 Technical Proposal	Technical Proposal, 3.2.5. (2), p 18: Regarding research incentives and talent fees, does HCA expect the selected vendor to offer pro bono services as a condition for qualifying as a vendor under this RFP?	Conditions for qualifying as a potential ASB under this RFP are only what are outlined in this solicitation and do not include being evaluated regarding future pro bono services.
23	3.2 Technical Proposal	Section 3.2.6 – Media Tracking. Are you interested in media tracking for paid or earned media or both?	<i>Yes, for both.</i>
24	3.2 Technical Proposal	On page 17, the RFP asks for the percent of gross billings that went for media placement during 2020. Are you looking for the percent of gross billings for our entire firm or just work done in Washington State?	Please confirm gross billings for your entire firm and separately for work done in Washington State.
25	3.2 Technical Proposal, subsection 3.2.5	Is HCA looking for a paid media plan? If so, can you provide campaign goals, audiences, timing and budget? What KPIs would you set for this sample plan?	<i>Yes. HCA is looking for a paid media plan. While each campaign is different and we cannot provide specific audiences. We would like to see a paid media with key performance indicators that reach the largest audience possible within a specific budget.</i>
26	3.2 Technical Proposal and 3.3 Management Proposal	Regarding Numbering of Responses, do the questions need to be restated verbatim, or may we rephrase (shorten) them? This question also applies to the Management Proposal section.	Yes. Questions do need to be restated fully per the instructions on 'Numbering of Responses' under sections 3.2 and 3.3.
27	3.2 Technical Proposal and 3.3 Management Proposal	Regarding Attachments, what is meant by "tabbed?"	Attachments must be 'labeled' appropriately.

28	3.2 Technical Proposal and 3.3 Management Proposal	What is the page limit for Section 3.2.3 - Product Development and Production?	The not to exceed page limit on this subsection is 5 pages. An amendment was posted to WEBS on 9/01/2021.
29	3.3 Management Proposal, subsection 3.3.2.	3.3.2.6 – "Identify pro bono advertising efforts, and reason/philosophy for handling efforts as pro bono." Does this refer to our agency performing work pro bono, or does it refer to our efforts to place media at no cost (PSAs)?	It refers to performing work pro bono.
30	3.3 Management Proposal, subsection 3.3.3	In Section 3.3.3 you ask for the "credentials of the organization bestowing the award(s)." Can you further explain what you are looking for?	Please confirm what qualifies the organization to bestow such award.
31	3.5 References	In Section 3.5, can some of the three references for the Bidder and lead staff person be the same?	Yes.
32	3.5 References	Do all references need to come from the primary agency or can partner/subcontractor references be included?	Partner/subcontractor references may be included.
33	3.5 References	Can we provide one reference that is both for the agency and the lead staff person?	Yes.
34	3.8 Cost Proposal	Is there a not-to-exceed page limit for Section 3.8 Cost Proposal?	No. But please try your best to not exceed 3 pages or more, if possible.
35	3.8 Cost Proposal	Identification of Costs - Proposed Sample Budget. Can you provide some more details about what the budget would include? A statewide budget can vary drastically based on the goals, desired behavior changes, audiences, timeframe etc. Could you perhaps provide a scenario and some budget parameters for the proposers to work within so you receive answers you can compare against each other?	<i>This varies widely based on the project scope and funding. Past projects HCA has used our convenience contract to conduct have ranged from a single video to a full public education campaign with web, media, video, and other collateral.</i>

36	3.8 Cost Proposal, subsection 3.8.1	Can you expand upon the “statewide public education campaign” we are providing a plan for? Which campaign is this? Is there a goal, audience or budget we should work within or is HCA looking to see the best laid plan bidders suggest for a two-year period?	HCA is seeking as-needed services because we have multiple campaigns and other communications needs throughout the year. HCA conducts outreach activities on a variety of topics, which may include substance use disorder, mental health, behavioral health, Apple Health, public or school employees. Each campaign is unique in the message, audience, and budget.
37	3.8 Cost Proposal, subsection 3.8.2	Computation - Will the hourly rate average include all rates associated with individual staff included in our proposal, or just unique hourly rates? That is, if we have proposed four staff with a rate of \$125, will that factor into the average once or four times?	The all inclusive hourly rate will be for each proposed staff in the bidder's proposal. HCA will get the average of each hourly rate to compute one final number per the computation formula.
38	3.8, Cost Proposal, 4.1 Evaluation Procedure & 4.2 Evaluation Weighing and Scoring	Section 1.1 of the RFP indicates that HCA intends to award multiple contracts under this procurement. But there is nothing in the RFP or Exhibit D that indicates how multiple contractors would compete, or be selected for, individual work orders. Please confirm whether HCA's intention is to award a single As-Needed Professional Services Contract or multiple contracts.	HCA intends to award multiple as-needed contract(s) to provide the services described in this RFP. Please refer to Sections, 3.8, 4.1 and 4.2 for further information.
39	3.8, Cost Proposal, 4.1 Evaluation Procedure & 4.2 Evaluation Weighing and Scoring	How many firms does HCA plan to award for the services described in this RFP?	HCA intends to award multiple as-needed contract(s) to provide the services described in this RFP. Please refer to Sections, 3.8, 4.1 and 4.2 for further information.
40	4.1 Evaluation Procedure & 4.2 Evaluation Weighing and Scoring	If multiple contracts will result from the evaluation process, how will HCA determine from its scoring methodology as described in Section 3.2 how many and which vendors will be offered a contract?	HCA reserves the right to award contract(s) to Bidder's whose proposals are deemed to be in the best interested of HCA and the state of Washington. Meaning that HCA's decisions is not limited to the lowest cost bidder, or the highest scored bidder. The decision will be based on HCA best interest.

41	Exhibit B: Diverse Business Inclusion Plan	In Exhibit B: we would like to specify in our answer to the question “Do you anticipate using, or is your firm, a State Certified Minority Business?” that DH is not a State Certified Minority Business, but we do anticipate partnering with them as part of campaigns for HCA. For the purpose of the RFP, should we just mark “Yes?”	If you are anticipating a partnership with a State Certified Minority Business, then mark 'Yes'.
42	Exhibit B: Diverse Business Inclusion Plan	Section 2.6: Does the Diverse Business Inclusion Plan submission consist of the completed Exhibit B on p. 29?	Yes.
43	General	Whether we need to come over there for meetings?	<i>Due to the COVID-19 pandemic, HCA is working nearly 100 percent remotely at this time. We do not anticipate contractors will be coming to the HCA buildings in the coming months, and we can conduct meetings using teleconference technology. However, depending on the project, contractors may be expected to travel to sites for video shoots or other services.</i>
44	Budget	Does the agency have a budget for marketing, public education, and communications services? If so, can you please provide details?	The services will be on an as-needed basis as HCA receives grants or legislative direction.
45	General	Can HCA provide some examples of past campaign work orders and campaign budgets that are similar to those that will be initiated on an as-needed basis under this RFP?	<i>HCA works on many marketing campaigns and other communications projects each year. Our total spend on marketing and communications is roughly between \$2 and 3 million per year, depending on needs (e.g., opioid epidemic, standing up a new health care program for school employees, standing up a call line for COVID-19-related stress.)</i>
46	General	How much notice will be given for upcoming projects/as-needed contracts?	It depends on the project. HCA will reach out to the contractor to establish a mutually agreeable timeline for the work.
47	General	Does Washington HCA already have specific communities and populations in mind for targeted marketing on this effort?	<i>It depends on the project. As part of the planning, HCA and the contractor would work together to review project goals, directives, and funding, and create the plan.</i>
48	General	In regard to past PSA campaigns for HCA, what was the volume of deliverables for similar work (i.e., how many videos, graphics, print products)?	This varies widely based on the project scope and funding. Past projects HCA has used our convenience contract to conduct have ranged from a single video to a full public education campaign with a microsite, paid media, video production, social media content, and other collateral.

49	General	Is this a new solicitation, or is there an incumbent for this effort?	<i>HCA has contracted with various entities for marketing and communications services. HCA's most recent convenience contract is with Quinn Thomas.</i>
50	General	Can Washington HCA share previous examples of similarly aligned projects, or references to programs you are looking to model this after?	Two recent campaigns to look at are Starts With One and Start Talking Now. We also recently conducted outreach to help build awareness of our Washington Listens call line.
51	General	What level of accessibility compliance is desired for campaign deliverables?	<i>Web-based deliverables must be compliant with WCAG 2.1, Levels A and AA. All materials (website, documents, campaign emails, presentations, etc.) must be machine-tested for code compliance and human-tested for navigation and readability.</i>
52	General	In regard to shooting video, conducting interviews, and communicating with stakeholders, is there an expectation of travelling to target communities in order to conduct outreach?	In some cases, it is preferable to be on-site in order to ensure the messaging and creative reflects the communities we want to engage. However, this will be decided on a case-by-case basis depending on the project.
53	General	Is there an incumbent agency/agencies for this RFP? If so, who?	<i>HCA has contracted with various entities for marketing and communications services. HCA's most recent convenience contract is with Quinn Thomas.</i>
54	General	Is this a new structure or has HCA historically been using an “as needed, work order” structure with several on-call agencies to handle marketing, public education, and communication services in the past?	HCA has had a convenience contract for as-needed, work order structure for marketing and communications for several years. This will be the first time HCA will consider a pool of on-call agencies.
55	Budget	What is the estimated annual spend for the combined on-call needs?	<i>HCA works on many marketing campaigns and other communications projects each year. Our total spend on marketing and communications is roughly between \$2 and 3 million per year, depending on needs (e.g., opioid epidemic, standing up a new health care program for school employees, standing up a call line for COVID-19-related stress.)</i>
56	Budget	What did HCA spend last fiscal year on as needed marketing, public education, and communication services?	HCA works on many marketing campaigns and other communications projects each year. Our total spend on marketing and communications is roughly between \$2 and 3 million per year, depending on needs (e.g., opioid epidemic, standing up a new health care program for school employees, standing up a call line for COVID-19-related stress.)



57	General	Can you please provide an example of a campaign HCA has recently executed?	<i>Yes. Using federal funding, we have had an ongoing campaign focused on the opioid epidemic, with strategies around reducing misuse, drug takeback options, and outreach on treatment. <a href="https://getthefactorsrx.com/">https://getthefactorsrx.com/</a></i>
58	General	Is there a scoring preference for agencies who have experience in Washington state?	Bids will be evaluated as described within the Solicitation. Location is not a top consideration. Particularly during the COVID-19 pandemic, we have done almost all work 100 percent remotely. It would be helpful for agencies to have a general understanding of Washington State's cultures, geographic areas, and government structure.
59	General	With the awarding of multiple contracts, are agencies able to bid on one specific service from the scope?	<i>Yes. Although HCA's preference is to have agencies on convenience contract that can provide all or most of the services detailed in the procurement, we may consider agencies that bid only on specific services.</i>
60	General	Is there an incumbent agency for this contract?	HCA has contracted with various entities for marketing and communications services. We do have a convenience contract currently with Quinn Thomas.
61	Budget	What was the annual budget for the last campaign?	<i>HCA works on many marketing campaigns and other communications projects each year. Our total spend on marketing and communications is roughly between \$2 and 3 million per year, depending on needs (e.g., opioid epidemic, standing up a new health care program for school employees, standing up a call line for COVID-19-related stress.)</i>
62	General	What strategies/tactics have been used in the past?	The strategies and tactics HCA uses vary widely based on the goals of the campaign or project. We use data to the extent possible to plan effectively, then deploy strategies and tactics to support the project goals.
63	General	How will you be evaluating the success of the campaign?	<i>This contract is to provide as-needed services, and may be used for multiple campaigns and other communications projects as detailed in the request for proposals. Any campaigns created and implemented under this contract will include success measures as agreed upon by the vendor and HCA.</i>
64	General	Which digital and traditional media channels have been successful in the past? Which would you like to utilize going forward?	Depending on the campaign or project goals, we have had success with social media buys and traditional media ad buys. We rely on data to help us plan a successful campaign to reach our target audiences.

65	General	Is a local agency preferable?	<i>Bids will be evaluated as described within the Solicitation. Location is not a top consideration. Particularly during the COVID-19 pandemic, we have done almost all work 100 percent remotely. It would be helpful for agencies to have a general understanding of Washington State's cultures, geographic areas, and government structure.</i>
66	General	What does your internal timeline structure look like? How long do approvals typically take?	HCA tries to ensure efficient review processes so that projects are executed on time and on budget. Typically, the chief communications officer or her delegate reviews materials, as well as program/division leadership. HCA would expect the review process to be built into the project management timeline.
67	General	Will we have access to any previous campaign assets or relevant research conducted?	<i>Yes, if it were a continuation of a previous campaign or project. HCA owns the products of previous projects.</i>
68	General	What types of social marketing have worked well in the past? Would you like to use any of these methods going forward?	HCA typically has created campaigns that use positive messaging rather than scare tactics or other negative messaging. Campaigns that are a strategic mix of ads, short videos, social media buys, and microsites have worked well. HCA would be interested in continuing to use these methods, but it would depend on the project goals and funding. HCA would collaborate with the contractor to develop strategic campaigns.
69	General	How many firms has HCA historically awarded for a contract period for the services described in this RFP?	In the past HCA has awarded several individual contracts for these specific services. This will be the first time HCA will consider a pool of on-call agencies.