

**STATE OF NORTH DAKOTA
DEPARTMENT OF HUMAN SERVICES
MENTAL HEALTH AND SUBSTANCE ABUSE SERVICES DIVISION
1237 W. DIVIDE AVENUE, SUITE 1C
BISMARCK, ND 58501**

**SOLICITATION AMENDMENT 1
December 10, 2014
RESPONSES TO QUESTIONS AND REQUESTS FOR CLARIFICATIONS**

You are invited to participate in the following State Procurement Opportunity.

Solicitation Number: 325-14-510-037

Type: Request for Proposal

Title: Trauma Marketing Campaign

Issuing Agency: Human Services, Department of – Division of Mental Health and Substance Abuse Services

Issued: November 25, 2014

Deadline for Questions: December 5, 2014 03:00 PM CT

Closes: December 29, 2014 03:00 PM CT

Procurement Officer: Susan Wagner

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Short Description: To procure proposals for the development and implementation of a marketing plan to increase and promote the awareness and understanding of the impact of trauma on individuals and the importance of trauma-informed care.

Instructions: Click the link below to view this solicitation. Contact the Procurement Officer if you have any questions or are unable to obtain the documents from the website.

<https://apps.nd.gov/csd/spo/services/bidder/displaySolicitation.htm?solNo=325-14-510-037>

If the above link does not work:

-Go to www.nd.gov/spo

-From the left menu, click Bids and Contracts - click Current Solicitations

-Recent Solicitations are listed by close date.

Question and Answer:

1. **Question:** Are you accepting submissions from firms outside the state of North Dakota?

Response: Yes, please reference Section 1.11 of the RFP.

2. **Question:** Is there an incumbent on the project?

Response: No.

3. **Question:** Is there any previously produced work (i.e. TV, radio, print ads) that can be used?

Response: Although the State has not previously produced work, the State is willing to work with successful offeror to seek technical assistance from federal grantor.

4. **Question:** Do you have a website, and if so, who is managing it?

Response: No, there is not a website devoted to this topic.

5. **Question:** Will there be funds to continue the marketing plan after June 30, 2015?

Response: No.

6. **Question:** The scope of work asks for a marketing plan. Do you have an anticipated duration of the execution of the marketing plan? Is the marketing campaign over 6 months, 1 year, 2years?

Response: The marketing campaign will need to be completed by June 30, 2015.

7. **Question:** Do you have an anticipated cost for an acceptable marketing execution plan?

Response: The entire cost for the marketing campaign cannot exceed \$62,750 (please reference Section 2.02 of the RFP).

8. **Question:** It seems the proposal is open for all kinds of marketing items and approaches. Is this statement just to cover unknown bases, or can you give an example of what this refers to?

Response: The RFP does not specify what marketing items and approaches are required. Please reference Section 2.03 of the RFP for further guidance.

9. **Question:** We reside in California. I looked up preference laws and California has "none" and is "reciprocal". Can you please

explain what this means for us in competing for this proposal? Do we have points docked against us because we are from California?

Response: California's preference laws can be found at this link: http://www.oregon.gov/DAS/EGS/ps/pages/detail_ca.aspx If any of these apply to your organization, the state of ND has reciprocal preference laws that would be applied accordingly.

10. Question: Does our company have to obtain a North Dakota state business license? If so, what is the fee?

Response: Please reference Section 1.11 of the RFP.

11. Question: Following question number 10, does our company first have to register as a business in North Dakota for another fee?

Response: Please reference Section 1.11 of the RFP.

12. Question: Do we have to be registered in North Dakota in order to submit the proposal or can we wait to see if we are offered the work?

Response: Please reference Section 1.11 of the RFP.

13. Question: Is there a preference given for in-state vs. out-of-state contractors?

Response: Please reference Section 5.05 of the RFP.

14. Question: What are the fees for registration?

Response: Please reference Section 1.11 of the RFP.

15. Question: How do we know if a North Dakota business license is required? How much is the business license?

Response: Please reference Section 1.11 of the RFP.

16. Question: Do the sub-contractors have to be registered in order to submit the proposal, or can we wait to see if we are offered the work?

Response: No, sub-contractors do not have to be registered in order to submit a proposal. However, please reference Section 6.08 of the RFP and Section 9 of Attachment A.

17. Question: Is there any further information available about the impacted youth, such as the incidence among the general public vs. the Native American population? Estimates on actual numbers or an estimated percentage (i.e. 30% among the Native American

population vs. 70% among the remaining North Dakota population) would be helpful if available.

Response: Further information would be made available to the successful offeror at the time of contract award.

18. **Question:** Are there any materials such as a logo or graphics that have been created for TCTY?

Response: No, a logo or graphics has not been created for TCTY.

19. **Question:** Are there any produced television or radio spots that will be available?

Response: Although the State has not previously produced work, the State is willing to work with successful offeror to seek technical assistance from federal grantor.

20. **Question:** Would you be able to provide statewide resource information such as website links and/or phone numbers for use in materials?

Response: Yes, any available resources would be made available to the successful offeror.

21. **Question:** Have there been any marketing or public information efforts since the partnership began? If so, what has been done so far?

Response: No, there has not been any marketing or public information efforts thus far.

22. **Question:** Are there research documents available on types of trauma and outcomes that can be evaluated when assessing marketing strategies by message?

Response: Please use the following links to search for the requested information:
www.nctsnet.org and www.samhsa.gov/nctic

23. **Question:** Has any marketing on this topic been done in the past? If so, what worked, what didn't work?

Response: No, there has not been any marketing on this topic done.

24. **Question:** Is there a list of trained health care professionals that have participated in the previous training programs? Could that list be made available if we wanted to select and use a professional as part of an educational marketing campaign?

Response: Yes, there is a list of trained healthcare professionals that have participated in previous training programs. Yes, the list can be made available to the awarded vendor .

25. **Question:** When training was offered in the past were continuing education (CE) credits made available as part of the learning collaborative? If some outreach and training was done as part of the marketing program, could CE credits be offered?

Response: Yes, CEU's have been offered and could continue to be offered.

26. **Question:** Do you have a breakdown of preferred marketing expense by demographic (general public, public agencies, clergy)?

Response: No, there is not a breakdown of preferred marketing expense by demographics.

27. **Question:** Do you have data by region showing risk so we can develop plans that focus more heavily in higher risk areas?

Response: No, that kind of data is not available.

28. **Question:** Would you want social media to be for the entire ND Department of Health and Human Services or just for the Trauma project.

Response: If social media is used, it will be limited to the Trauma Project.

29. **Question:** Could the STATE define its current or most recent marketing efforts on this subject matter?

Response: There have not been any marketing efforts on this subject matter.

30. **Question:** During the campaign, where should the target audience be directed to? What is the campaigns call to action?

Response: The target audience is the general public, social and human service professionals, and clergy of all denominations. In addition, the target audience must include the residents, professionals stated above, and the clergy community on all four Indian reservations in ND. The campaigns call to action is to increase awareness and understanding of the impact of trauma on individuals and the importance of trauma-informed care. (Please reference Section 2.01 of the RFP)

31. **Question:** Will the target audience, professionals employed in the social service and human service agencies and clergy of all denomination, share the same campaign call to action as the general public?

Response: Yes, the call to action will be the same; however, the materials used to target each group mentioned within the target audience may differ.

SOLICITATION AMENDMENT

ACKNOWLEDGEMENT

SOLICITATION NUMBER AND TITLE: 325-14-510-037; Trauma Marketing Campaign
AMENDMENT NUMBER: 1

By my signature below, I hereby acknowledge receipt of and compliance with this amendment to the above referenced solicitation.

NAME OF BIDDER OR OFFEROR

MAILING ADDRESS

PRINTED NAME

SIGNATURE

TITLE

DATE