

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

**SOLICITATION AMENDMENT 1
July 3, 2014
RESPONSES TO QUESTIONS AND REQUESTS FOR CLARIFICATIONS**

Solicitation Number: 325-14-810-018

Type: Request for Proposal

Title: Media Services

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

Issued: June 20, 2014

Deadline for Questions: June 27, 2014 03:00 PM CT

Closes: July 11, 2014 03:00 PM CT

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Short Description: To solicit proposals from applicants interested in providing media services to support Strategic Prevention Framework State Incentive Grant (SPF SIG) communities.

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=325-14-810-018>

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.

Questions and Answers:

1: How much weight will previous experience with Parents LEAD give RFP applicants in the state's decision?

A: Previous experience with Parents LEAD will not be factored into the evaluation. As stated on page 23 of the RFP, five of the total possible evaluation points will be assigned to the Experience and Qualifications criterion.

2: Will everyone who submits a proposal also present an oral presentation, or do we qualify for an oral presentation? If the latter, when will we be notified if we have been selected to present (4.06)?

A: All offerors who submit a responsive proposal must develop and conduct an in-person presentation.

3: When designing model campaigns, is there a budget parameter for creative (2.02)?

A: 15 of the total possible evaluation points will be assigned to the cost proposal, which is not broken up (see Attachment B: Cost Proposal).

4: The second campaign—targeting adults on binge drinking—excludes adults 18-20, is there data to support the reason for this exclusion (2.01)?

A: By law, 18-20 year olds are considered “underage” and, therefore, it is illegal for them to purchase or consume alcohol.

5: Why were “parents with children in grades 4-6” chosen as the primary target audience for the Parents LEAD promotion/campaign? Is this research-based/data-driven and if so, will that research be released to applicants of the RFP (2.01)

A: Please see the following link: <http://pubs.niaaa.nih.gov/publications/arh321/3-15.htm>

6: The RFP states that the media agency must develop and implement communication/media strategies that are “evidence-based and best practice” (2.03). Does the state have specific research that they would like applicants to address/follow, and if so, will it be released to RFP applicants?

A: The SPF SIG funding that is supporting this effort requires all strategies that are implemented to be evidence-based, including communication strategies. Please see the following link: <http://store.samhsa.gov/shin/content/SMA09-4205/SMA09-4205.pdf>

7: Could you please provide a list of the 26 SPF SIG Communities?

1. Cavalier County Health District
2. Central Valley Health District
3. City-County Health District
4. Dickey County Health District
5. Fargo Cass Public Health
6. First District Health Unit
7. Foster County Public Health
8. Grand Forks Public Health Department
9. Lake Region District Health Unit
10. LaMoure County Health Department
11. Nelson-Griggs District Health Unit
12. Ransom County Public Health
13. Regional Collaboration including Custer Health, Emmons, Kidder and Rural Burleigh Counties
14. Richland County Health Department
15. Rolette County Public Health District
16. Sargent County District Health Unit
17. Southwestern District Health Unit
18. Towner County Public Health District
19. Traill District Health Unit and Steele County Public Health Department collaboration
20. Upper Missouri Health District
21. Walsh County Health District
22. Wells County District Health Unit
23. Spirit Lake Tribe
24. Standing Rock Sioux Tribe
25. Three Affiliated Tribes
26. Turtle Mountain Band of Chippewa

8: We would like to clarify that we only need to provide the creative concepts during the oral presentation, not in the proposal. Is that accurate?

A: Yes, offerors are only required to provide the creative concepts during the oral presentation.

9: Do we need to develop creative concepts for Parents LEAD in addition to the adult binge drinking concepts?

A: No. The creative concept will be for the adult binge drinking message. The media calendar that is required to be presented during the oral presentations will include both messages. The successful offeror may develop additional creative concepts for Parents LEAD as needed.

10: Could you please provide the current creative being used by Parents LEAD?

A: The creative being used by Parents LEAD can be found on the program website (www.parentslead.org).

11: Please provide the most current research available.

A: Please see the following link:
<http://www.nd.gov/dhs/services/mentalhealth/prevention/seow.html>

12: Does the contract qualify for the non-profit media match?

A: Yes.

13: Is there a current agency of record? If not, who was the most recent advertising agency working on the account?

A: No, there is no current agency of record. The services being procured under this RFP are new.

14: Who submitted questions?

A: Under N.D.C.C. § 54-44.4-10(2), all proposals and related information, including detailed cost information, are exempt records and will be held in confidence until an award is made. "Award" means the selection of a successful offeror for presentation of a purchase agreement or contract(s).

15: Will everyone who submits a proposal be asked to present?

A: All offerors who submit a responsive proposal must develop and conduct an in-person presentation.

16: Are the dates for the presentations set or is there some flexibility?

A: The dates for the presentations are set and are not flexible. The dates scheduled for the oral presentations are July 24-25, 2014.

17: Is the audience for this project statewide in nature? Or is it geographically specific to the 26 communities that are implementing the Strategic Prevention Framework?

A: The audience for this project is statewide. The 26 community grantees cover the majority of the State of North Dakota.

18: Does the agency partner have access to information gathered during the community needs assessments?

A: Yes.

19: Has the marketing and/or communication plan been written for this project? If so, is it available for review?

A: No, the marketing plan has not been written for this project. It is the responsibility of the offeror to propose a plan.

20: Is there opportunity for the agency to provide its recommendations for the SPF SIG marketing strategies (measurable processes to accomplish marketing objectives) and tactics (the actual methods and channels used to deliver key messaging)?

A: Yes, the oral presentation is an offeror's chance to provide its ideas and recommendations for a marketing plan to STATE.

21: Is there existing research results specific to the two priority issues for North Dakota? Is that data available for review?

A: Please see the following link:
<http://www.nd.gov/dhs/services/mentalhealth/prevention/seow.html>

22: Is there compiled data that can be shared regarding the existing North Dakota social nor in regard to underage drinking and excessive drinking in general?

A: Please see the following link:
<http://www.nd.gov/dhs/services/mentalhealth/prevention/seow.html> and
<http://www.nd.gov/dhs/services/mentalhealth/prevention/crs.html>

23: How many hours per week are currently being spent managing the Parents LEAD social media strategy? Who currently manages the Facebook and Twitter accounts for Parents LEAD?

A: Approximately five hours per week are currently spent on social media. The North Dakota Department of Human Services manages the Facebook and Twitter accounts.

24: How many people have currently signed up for the monthly newsletter? Can you share any of the existing website analytics?

A: Please see [Attachment D - Analytics](#), which has been made a part of this RFP by its attachment here.

25: Will DoHS Mental Health and Substance Abuse Services have staff and/or volunteers to assist in the implementation of a public relations plan in the designated communities?

A: Yes.

26: What definition of success with ND DoHS be applying to these campaigns? How do you hope to measure results?

A: In terms of media and marketing, success will be measured by two things:

- (1) The success of the media/marketing effort in reaching and saturating target audience and their environments.
- (2) The success of the media/marketing effort in changing the target audience's beliefs, attitudes, and, ultimately, behavior.

27: Is there an incumbent agency for this work? If so, may we receive a copy of the winning proposal from the original RFP?

A: No, there is not an incumbent agency for this work.

28: Will all vendors who submit a written proposal be automatically invited to the oral presentations on July 24-25?

A: All offerors who submit a responsive proposal must develop and conduct an in-person presentation.

29: In addition to clarification of the written proposal, what information and/or work samples are anticipated for review at the oral presentation?

A: Based on Section 4.06 Creativity and Ability – Oral Presentations, STATE will review and evaluate the creativity and ability of offerors; offerors must develop and conduct an in-person presentation on the following two items:

- (1) Creative concept educating adults (ages 21+) on accurate serving size to reduce binge drinking and include justification for the planned approach through market research (either existing research or through market testing conducted by the offeror).
- (2) Media calendar for the promotion of Parents LEAD and creative concept listed above to ensure state-wide messaging utilizing a variety of mediums and targeting relevant audiences.

30: Are there specific agency representatives who are expected to be in attendance for the oral presentation?

A: No, there are no specific agency representatives that are expected to be in attendance for the oral presentation.

31: Section 2.01: Can you provide more information about the 26 SPF SIG communities by defining these target populations in more detail?

A: Please see the answer to Question 7. The target population within each SPF SIG community is still the same as the overall target population.

32: Section 2.01: Has there been PR around the Parents LEAD program previously? If yes, what has worked well? What hasn't?

A: There has been some PR done around the parents LEAD program in the past, but nothing consistent.

33: Section 2.01: In what ways will the successful offeror have access to or contact with the SPF SIGs?

A: The successful offeror will work primarily with STATE, creating statewide media and local media templates. The successful offeror may have some contact with the SPF SIG communities; however, not largely.

34: Section 2.01: Do you have and would you be willing to share any SPF SIG assessments, target population message/testing and/or other research prior to the RFP response submission?

A: See the following link:

<http://www.nd.gov/dhs/services/mentalhealth/prevention/seow.html>

35: Section 2.01: What technical requirements should offerors be aware of when considering recommendations for your website? Is it built on any particular platform? Is it required that the STATE host any website/webpage or can the successful offeror host pages or sites?

A: Offerors will not be managing the Parents LEAD website. If a website/webpage is created through this RFP, it is required that STATE host the page/site.

36: Section 2.01: Can you share any learning and or measurement tactics that demonstrate prior success of past marketing communication efforts?

A: No, STATE has not previously contracted for these services.

37: Section 2.03: While campaign 1 and campaign 2 focus on different audiences and messaging, is there interest in integration at a high level, or do you prefer the campaigns be entirely separate?

A: STATE prefers the campaigns be entirely separate.

38: Section 2.03: What partnerships with businesses and other entities have already been established?

A: The Parents LEAD program is a partnership between the North Dakota Department of Human Services, Department of Transportation, NDSU Extension, and the North Dakota University System.

39: Section 2.03: How do you plan to measure campaign success (i.e. frequency and coverage of media messages and GRPs only, or will there also be plans post-campaign to see impact with underage and binge drinking overall)? Is there an expectation of how frequently the successful offeror will provide evaluation and recommendations and to what degree of detail?

A: Please see the answer to question 26. STATE expects to receive some level of evaluation reports and recommendations monthly.

40: Section 2.03: Are there specific key performance indicators (KPIs) you expect to be used for evaluation and reporting?

A: The successful offeror will be expected to provide guidance and key performance indicators related to the media/marketing efforts.

41: Section 2.03: Will the successful offeror be able to cookie/initiate tagging solutions to the digital media executions to help optimize and measure success?

A: Yes.

42: Section 2.03: How are you currently reporting on social channels? Is that sufficient or are there additional metrics you would like included?

A: STATE tracks and monitors analytics for all of its social media pages as well as STATE's website; however, STATE is certainly open to learning new and better ways of measuring success.

43: Section 4.01: We see that the state discourages overly lengthy proposals. Are there any page or word count limits/guidelines for the proposal as a whole or specific sections?

A: No.

44: Section 4.04: Is there a limit to the number of staff and/or subcontractors?

A: No.

45: General: How are you staffed internally? Should we assume the selected partner will handle all traditional/social media outreach or will we partner and provide strategies with some execution handled internally?

A: STATE employs a Prevention Media Specialist on hand who manages the Parents LEAD website and social media channels. It is expected that the successful offeror will partner with STATE and provide strategies to the STATE executing internally for the most part.

SOLICITATION AMENDMENT

ACKNOWLEDGEMENT

SOLICITATION NUMBER AND TITLE: 325-14-810-018 Media Services

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