

RFQ ACPHD-HPCP-1003

Bidders Conference Questions & Answers – 04-12-23

Is this a single award or multiple awardees?

Answer: The County is anticipating 1-2 awards.

Is this a broad-based media campaign independent of other county vaccine information efforts?

Answer: The focus of this RFQ is on the development of new health promotion messaging in support of the county's ongoing COVID response.

To what extent can the scope of work outlined in the RFP be modified to be better aligned with specific strengths and capabilities?

Answer: The scope of work outlined in the RFQ cannot be modified. When the bid is awarded, there may be an opportunity to negotiate some aspects of the work.

Given that contracts for public transit advertisements and legacy media placements often require longer-term commitments, what measures are being taken to support the awarded bidder considering the potentially shorter timeline of this funding opportunity?

Answer: Bidders are encouraged to seek public transit advertisement and legacy media placements that vary in lengths of time and have the most flexible commitment terms.

How many languages, and which languages, do you see this campaign running in?

Answer: The materials shall be translated into different languages. Target areas are East and West Oakland, Ashland Cherryland, Hayward, Newark, and other prioritized areas where vaccine rates are lowest. Specific languages depend on the priority neighborhoods and zip codes. Bidders are encouraged to identify and be creative and strategic in addressing the needs of the priority populations within the prioritized areas. Bidders are required to work with Department staff to be able to tailor to the specific language needs of the communities we aim to influence.

When referring to PSAs in deliverables, are you envisioning TV spots, Radio spots, or both? What type of format are you envisioning these PSAs will be. Please expand on your expectations with this.

Answer: We encourage bidders to understand the communications modality most used by the community in which they are serving. Bidders are asked to design and strategically distribute unique and creative materials that are easy to read, easy to visually understand, and are culturally competent and linguistically appropriate.

Do you envision that media planning and placement would be included within your total budget?

Answer: Media planning and placement of material may be included in a Bidder's proposed budget.

Is your request for a "sealed response bid" and document "upload" simply covered by email submissions?

Answer: Yes. All submissions must be submitted at PHDprocurements@acgov.org by 2:00 p.m. on the due date specified in the Calendar of Events. Alameda County shall not extend the due date and time.

Do you have any research or data on your key areas of focus, or community perceptions of vaccinations, that you are able to share?

Answer: Data Resource Real-time data of the impact of COVID-19. These dashboards rely on multiple data systems at the state and local levels, and experience occasional fluctuations as those systems coordinate and update data. ACPHD decisions are vetted through the Community Advisory Board.

Resources: [COVID-19 Vaccination Data Page](#). [CDPH website](#) [ACPHD Data & Reports](#)

For the quantities of materials that you are requesting (e.g. 1,000 flyers), our assumptions are you are seeking 1,000 flyers per each language, correct? And printing and production would be coming from within your reference budget for this bid, correct?

Answer: Bidders are encouraged to research the primary language needs of the priority zip codes to be able to tailor the specific language needs of the communities we aim to influence. Bidders are encouraged to include printing costs as part of the budget. The County will coordinate with the successful Bidder to determine the quantities of written materials for each language.

Do the outreach materials (i.e. bus advertisements, door hangers, etc.) need to include multiple languages on each ad/flyer, or do they need to be printed in various languages (i.e. 1000 English flyers, 1000 Tagalog flyers, etc.)?

Answer: The Department requires that whenever practical, bus advertisements, door hangers, and other printed materials include multiple languages. The Department recognizes that some printed items such as magnets may be too small to effectively accommodate multiple languages. In such instances, Bidders may divide the number of items in each print category between various languages after consulting with the Department's program staff, prior to going to print, to determine which languages are most appropriate. Bidders are required to work with Department staff to be able to tailor to the specific language needs of the communities we aim to influence.

Which languages are required for the outreach materials?

Answer: The Department will work with the awarded Bidder(s) to determine the most appropriate languages to print based on the priority zip codes and relevant language.

How do you envision the budget breaking down in terms of percentage going to media vs. percentage going to agency fees/creative deliverables?

Answer: Bidders are encouraged to review the RFQ and submit a budget reflective of their approach to the work.

Has this been awarded before?

Answer: This contract opportunity has not been previously awarded by ACPHD. There are no previous winning proposals.

Can you send the previous winning bid's proposal?

Answer: There are no previous winning bids for this RFQ.