



REQUEST FOR PROPOSALS - ADDENDUM #1

ISSUE DATE: March 1, 2024

ISSUE TITLE: Prevention and Wellness Services Marketing Campaign– Addendum #1

ISSUING AGENCY: Northwestern Community Services Board
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Please find the answers below to questions submitted to the Purchasing Agent prior to the deadline provided in the RFP. This Addendum includes questions that were submitted by email, phone, as well as during the Optional Pre-Bid Conference held on March 6, 2024, at 10:00am via Teams meeting.

Q) How should cost/pricing be included in the response?

A) Cost per 1000

Q) Is a COI required to respond or only if selected?

A) See section 8.9 on the RFP.

Q) Will the contract be work order-based (will individual work orders be released for specific campaigns)?

A) Yes, at the beginning of each fiscal year, whether it's July or October, we have a good idea of what the breakdown of the funding that we have and the campaigns that we have. We'd like to be able to work with you to create an annual schedule for that.

Q) Is that because of the amount or if one agency cannot cover all of it?

A) If one agency cannot cover everything, for example if they do everything but Billboards, we may have to find another outlet for that.

Q) Can you provide a trade area that we operate in so we can better prepare the quote.

A) Winchester City and Clarke, Warren, Page, Shenandoah and Frederick Counties.

Q) Do you build against a budget or build a budget to hit goals. Can you go into a little bit of detail of what you're looking for from submissions,

A) Depending on the program and grant and what is allowed by that grant we have a fiscal year budget. We normally will go with options that will get us the most reach or views from the budget allotted. If you can show options on many price points with estimated reach for that budget it will help with making our decision.

Q) What is the average budget for a campaign? How long does a campaign usually go for? I know it's all different because the grants come in differently. What are the averages?

A) It is so hard for me to be specific on this because it really does change depending on which grant we have and what is allowed. It could be \$2,000 or \$30,000 depending on the budget for the program.

Q) And are you doing a dozen campaigns a year? Are you doing half a dozen campaigns a year? Are some of them small, some big, what's the activity level?

A) I would say between 10 and 20 campaigns a year.

Q) The RFP states that you are looking to hire several agencies. Is that based on the different grants and campaigns that you have or is that just if one agency can't cover the scope of work required for the campaign?

A) It's if we can't get everything covered. So, if someone has everything but billboards, then we may need to look for other alternatives to get that that into the mix.

Q) So, you're using creative that you're getting from regional or national campaigns most of the time. In that case, we might be manipulating that to fit some of the tactics. Is there ever a need for doing creative?

A) That is not out of the realm of possibility but will be a minimal portion of the services required.

Q) How exactly would you like us to put together the financial cost portion of the RFP? Would you like us to give you a price solely on the scope of the project.

A) We will be looking at a fee scale and if it can be put into a cost per 1000 views that would be helpful for us to see.

Q) How exactly would you like the desired outline of our technical response?

A) I would say under the points of interest under each section. That would probably be the simplest.

Q) Do you want us to present to you what we think the pricing should be for us, even if it doesn't necessarily fit your cost per 1000?

A) We have an idea of what we have purchased previously but it is a broad ask to have it fit that specific frame. If there is a better way for you to form the pricing, that is fine.

Q) Have you ever had a full-service agency of record for Northwestern

A) Yes, a number of our organizations will have a budget and a goal. They will come up with a variety of ways to reach that goal and provide a quote at that time.

Q) Have you been buying direct digital ads and billboards?

A) It's been a wide variety of who we worked with, whether it's been directly or with companies.

Q) On the rate cards, the CPM pricing, do you want us to give the out of home? Like, as a flat rate or seasonally adjusted.

A) Seasonally, as many of our programs have specific awareness months.

Q) For the 3-year award to do a marketing plan across your program areas for prevention, are you looking for marketing campaigns to extend across the 3 years? Do you want us to consider seasonal variations and media pricing?

A) We have different start cycles for our grants, some start in July and some start in September. As our grant money is dependent on the year and the time of year, seasonal variations and starting with the first year.

Q) Do you get most of your grant allocations for treatment services and then if you don't have enough treatment services, they carry over to prevention with like a 30 or 45 day spend target?

A) No prevention has specific funds.

Q) For the financial report can we submit something other than the financial report as it does have private information?

A) Please see Section 5.1.2.3 on the RFP.

Q) Do we have to put the description of everybody working on this. Does that mean, including people like installers, managers, people working the artwork, like, everyone who touches this project or just like the main point of contact.

A) Just the main points of contact.

Q) Background is to provide, prevention and wellness services, which includes, dissemination of various media and marketing campaigns. Do you have more specific goals? For instance, I see that you do a lot with mental health and different aspects of wellness and prevention, but do you have any specific goals for these campaigns?

A) It depends on the campaign and the grant. We work with a state program called Lock and Talk Virginia. We're one of the founding organizations for that campaign and there are many pieces that go with it. It focuses on Lock up guns, Lock up meds and Talk safety. We're promoting opportunities to do those things. Share the information and you've got the action behind it. It just depends on if it's a general information dissemination campaign, or if there are other things that are associated with that, trainings, safety devices etc.

Q) Just to be clear for these campaigns, are there are specific behavioral changes that you'd like to do or the motivation for the campaigns?

A) Yes, that's why we work a lot with the state and region. We recognize that the most effective messaging either has an action behind it or is trying to create a norm. So many of them are kind of environmental. Some of them are information dissemination, but we always try to lead to some sort of an action or some sort of place to gain more information.

Q) Do you do the YRBS every year? And would that be available to us if we got the award?

A) We don't use the Youth Risk Behavior Survey. We use Pride, which goes along with our drug free community grants better a little bit because they talk about risk and protective factors. We're always looking at data and point and data to lead decisions on what we're working on. Some of that data may be pulled into some of our advertising. It's usually public knowledge, but with pride surveys, we must get permission from our school systems. We usually partner with them to share that data.

Q) On a broader perspective, when you are working with an agency and outside sourced agency, is there an ideal that you're looking for? Could you elaborate on pain points and what would be helpful.

A) We often have 50 strategies, programming, and initiatives that we have going. April is drug take back month, so quick responses have been appreciated in the past. I'm hoping that when we have our core partners in place, we'll be able to be more intentional about what we need to get out there and when it needs to get out.

Q) I do realize that most of this is targeted towards broad reach media buyouts. Do you ever employ in person marketing advertising that targets your direct audience that you specifically are looking to impact within that area?

A) We do that internally; we don't use our media dollars specifically on that

Q) Do you have any disadvantaged business or small business or local enterprise and goals on the project?

A) On the RFP it states minority contractors and women owned businesses are encouraged to apply, but that it wouldn't affect or influence award.

Q) What is the budget for this requirement?

A) Budget changes from grant to grant and year to year.

Q) Does the agency need to develop the creative materials for the campaigns, or is the NWCSB providing the creative assets?

A) Currently, NWCSB provides the creative assets, though there might be some collaboration on that.

Q) Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

A) Please see section 7.7 of the RFP.

Q) Could you let us know what the anticipated annual spend is on a contract stemming from this procurement process for agency services and media buys/spends?

A) As a very rough estimate, between \$10,000 and \$70,000 annually

Q) Could you let us know how many vendors you plan on onboarding through this procurement process?

A) Our goal is to use a diverse set of platforms to get messaging out (see our platforms of interest on the RFP) We don't intend to use multiple vendors to duplicate delivery of messaging. If we choose multiple vendors, it is to ensure that our reach is as large and diverse as possible.

Q) Are we able to receive a recording of the conference call for our review as we were unable to join the call that reviewed the project goals and objectives?

A) We will not be sending out a recording of the pre-bid call. We are providing the questions asked during the call as well as others that have come in regarding the RFP.

Q) The project's contract period is listed as "Three years with two 1-year renewal options." For clarity, does this mean 1 initial year with two 1-year renewal options totaling to 3 years? or a 3-year initial contract period + 2 possible renewal years totaling up to 5 years?

A) The contract will be for a 3-year initial period and two 1-year optional renewals.

Q) The pre-proposal conference notes state that agencies may be chosen based on their ability to meet specific aspects of the work within the proposed budget. Can you clarify which aspects of the scope of work are of highest priority for NWCSB?

A) Our highest priority is reaching the highest percentage of the targeted population through a diverse approach, using a variety of platforms

Q) Are there any incumbents on this contract? If yes, can you share who they are?

A) There are no incumbents on this contract, we have worked with local and national agencies for individual campaigns.

Q) Does NWCSB focus on specific metrics or key performance indicators (KPIs) to evaluate the effectiveness of campaigns, in addition to analyzing reach, click-through rates, and interactions?

A) We would like to see click through rates, interactions, and total views. We are also open to developing a more robust evaluation plan to provide to our grant funders

Q) We kindly request any guidance or examples of past year budget expenditures for similar projects, if available. This information would greatly assist us in understanding the scope and scale of investment NWCSB anticipates for these crucial prevention and wellness campaigns, enabling us to tailor our proposal more closely to your needs.

A) We currently are working on almost 20 different media campaigns. At the lower end, we promote an evidence-based, grant funded program and have been approved to use \$2000.00 of grant funding to promote that annually. At the higher end, we get messaging out regarding Rx Safety and have an \$8,000-\$10,000 budget. Messages designed to lock up guns - (adds a layer of security that can prevent access from those who might wasn't to hard others or themselves intentionally and vice versa) Suicide prevention & Mental Illness awareness.

These topics also include:

- Activate Wellness, a state wellness initiative to incorporate the eight dimensions of wellness,
- Over the counter drug misuse
- The Dangers of Fentanyl
- Marijuana prevention
- Underage Tobacco and Alcohol prevention
- Stimulants
- Trauma
- Problem Gambling
- Prescription Safety
- Talk They Hear You
- Resilience
- Opioid, Harm Reduction, Narcan training

Q) Is it possible to add more detailed information in the RFP that aligns with SMART goal method? Specific, measurable, achievable, relevant and time bound. The reason I am asking this is because knowing this (outcome of marketing initiatives) allows me to break down the level of effort and provide a more accurate, cost-effective cost estimate.

A) It's hard to do this, as we work with the state and evaluation partners to develop larger level goals and objectives based on data. We have an established logic model updated annually and a list of other evidence-based programs, practices and strategies to address concerns. There are often multiple initiatives working together to change a large outcome (decrease problem gambling, decrease drug misuse, decrease suicide, decrease early childhood trauma, etc.) The messaging campaigns are just a piece of puzzle. I can say that most messaging, while we have annual budgets to promote, tend to be long term messaging campaigns over multiple years.

Q) Will you share insights and research to inform digital campaign development?

A) We try to be very clear on what we are hoping to get out of each message. It will often work in the reverse. We have created materials, and we have a certain amount of money to target a certain population (i.e. zip code) With what we provide you, how can we reach the largest percent of that population. If a vendor has a suggestion to increase reach, the communication specialist at the agency can often take that

on.

Q) Are Certificate of Insurance (COI) required documentation due upon submission of a proposal or can it be provided after an award?

A) See section 8.9 on the RFP.

Q) Will you allow for pixels to be placed on each campaign website?

A) We do not have that capacity as many of these websites are state and nationally run.

Q) What programs/services are highlighted in the marketing campaigns?

A) This varies. It could be a marketing campaign, a norms campaign, a campaign to promote a training, or an upcoming event. The majority of the content is already created and the need from our agency is a vendor who can help disseminate the information.

Q) What languages are provided in campaign creative?

A) At this time, we largely work with English and will sometimes have Spanish content, though some programs also offer additional languages

Q) What tactics do you typically buy and at what cost per year?

A) The list in the RFP are the tactics we have used before. We are also open to different methods not listed.

Q) Are there any existing budget parameters for paid media? How much does Northwestern Community Services Board plan to spend on media annually?

A) This changes annually. See above for some additional information (we have about 20 media campaigns and budgets for each vary significantly)

Q) Will the firm hired be supporting creative services as well as paid media strategy and execution?

A) At this time, campaigns have already been created and creative services would be used minimally

Q) Is there a campaign that already exists, or will this be in support of a new campaign?

A) At this time, campaigns have already been created. We are looking for vendors to disseminate already established messaging.

Q) Has Northwestern Community Services conducted any audience research, if not, is that something of interest to inform strategy/messaging?

A) At this time, we are not looking for this service, as it will come from different funding than what is being utilized for this RFP.

Q) How many vendor partners do you anticipate hiring for this scope?

A) We want to have vendors in place to, at minimum, cover the different media platforms that we have used previously (see RFP)

Q) Are you looking for media rates for the mediums and services of interest?

A) Yes

Q) Do you need Video, Photo or Audio production?

A) Not at this time.

Q) Is there a preference for how vendor fees are structured?

A) Not necessarily. Previous quotes that we have received are focused on the media platform being used

and how many impressions can be reached with a certain amount of funding.

Q) What outcome do you desire from the media and marketing?

A) It's different with each campaign. Campaigns are part of larger efforts to reduce suicide, reduce substance misuse and overdose, reduce problem gambling, improve mental health and wellness and reduce numbers and impact of early childhood trauma (this is subject to change)

Q) What will the ad messaging (content) be?

A) We currently have about 20 different messaging campaigns we disseminate.

Q) Who is the target audience to see/hear the ads?

A) This will be provided once a vendor(s) has/have been chosen. Each campaign is different, but all will need to reach within our service area.

Q) Would vendor pay media outlets and get reimbursed by NWCSB?

A) Yes. They would also be responsible for providing data on each campaign (either monthly or after each campaign closes.) which we then report to our grant funders.