



Washington County Health Department

1302 Pennsylvania Avenue, Hagerstown, MD 21742

washcohealth.org

facebook.com/WashHealth

RFP 2019-01

Washington County Health Department Media/Advertising Initiative

Addendum #2

February 22, 2018

To Bidders:

This Addendum is hereby made a part of the contract Documents on which all bids will be based and is issued to correct and clarify the original documents.

Please acknowledge receipt of this Addendum at the appropriate space on the Proposal Form. This Addendum consists of one (5) page.

The following are question and answers from the Pre-Bid Conference and from questions that have been submitted.

Question #1: Is this a new initiative or a new way of approaching communications for you?

Answer: Yes. The Washington County Health Department has advertised through small advertisements that depicted various programs but this will be an advertising campaign that encompasses all programs in to one large advertisement that features all available programs through the Health Department.

Question #2: Is there a target date for completing all the video's? Will there be a rolling schedule to release or does the Health Department want them all rolled out at once?

Answer: Videos do not need to be completed all at once, but must be completed by the end of the one-year contract. A schedule will need to be completed to advertise

Question #3: How have you produced ads or video before?

Answer: The Health Department has used other advertising companies for single advertisements for programs that had advertising funds in their budget.

Question #4: Are you able to define the audience more fully (e.g. are there specific zip codes or demographics you wish to target)?

Answer: The target audience would be any individual that would want to utilize a service(s) available that the Health Department offers. The audience could be targeted using zip codes that would be provided by the Health Department. Different videos and messages may have different audiences such as teens, 50+ older, depending on the topic.

Question #5: Is the Health Department open to motion graphics?

Answer: The advertising company must determine the most beneficial form of advertising strategy to grab the attention of the audience being targeted. This decision, if included in the proposal, will be taken in to consideration.

Question #6: Is there a reason you are counting impressions instead of video views?

Answer: The advertising company that is developing the campaign may use the technique they feel will work best and be more beneficial to the agency and its mission.

Question #7: How important is it within the selection criteria for the firm to be connected and/or have past experience working directly with Washington County?

Answer: It is the County's preference to use a business in Washington County that has knowledge of Washington County and its demographics, but the selection will be on the advertising company that submits the proposal that best fits the scope of work and specifications to achieve the best advertising platform for the Washington County Health Department.

Question #8: Do you expect a separate media plan to be included with this and broken out in the budget?

Answer: No

Question #9: Could a microsite (or additional pages to be added to your website) be one of the products that could house the videos?

Answer: The advertising company in their proposal, may include a microsite if they feel it is advantageous to the Health Department's media campaign.

Question #10: Are paid media and out of pocket media costs included?

Answer: Yes. Paid media and all media cost are to be included in the proposal.

Question #11: How many in-person meetings are anticipated?

Answer: There are no set number of in-person meetings. But, an in-person, start-up introduction meeting is mandatory. Determination of other in-person meetings will be determined at a later date. Meetings may also be held, via video conferencing.

Question #12: Are you anticipating that all services would be in-house including the video production?

Answer: The advertising company in the proposal would determine what and where the best location for the video productions would be to give the best portrayal of the health department to grab the attention of the audience and to move the health department to the forefront of service.

Question #13: Bid Bond is required with submission of vendor's RFP. Are the Performance Bond and Labor & Equipment Bond also required for the initial submission?

Answer: Yes

Question #14: Is there a "not to exceed" bid amount?

Answer: No

Question #15: How were the online/digital/Facebook impressions to be delivered ascertained? If a bidder recommends a different delivery number of impressions to create the best effective message delivery, will that be considered?

Answer: Yes, please see #5 and #6 for more clarification

Question #16: How were television commercials ad numbers ascertained?

Answer: The number of television commercials in the Scope of Work/Specifications are minimum requirements. The intention of the Health Department was to have one program specific ad to be featured each month for 12 months plus one ad to be ongoing that features the health department as a whole. But, the advertising company with their expertise may determine that more is needed to accomplish reaching the targeted audience. The commercials are to inform and educate the community of services provided and to persuade the audience to utilize health department services.

Question #17: The RFP indicates the winning bidder may not subcontract any work. However, the delivery of digital/online advertising requires the use of Internet Exchanges or third parties that perform that service. Since this is the normal model for ad delivery, would those be considered third parties? The exception being the sole use of Google Adwords or delivery via direct purchase of Facebook ads.

Answer: This is allowable.

Question #18: Should the bids delineate between the overall production cost and then the cost of delivery of ads?

Answer: See page 24, "Form of Proposal". The bid is to be submitted as specified on the forms herein. The Health Department form is to be used for bid submission.

Question #19: If the bidder is a marketing services agency, but uses the production services of a video production company, is that considered subcontracting?

Answer: This is considered sub-contracting. But, in this RFP, the sub-contracting is allowable.

Question #20: Page 1 of the RFP indicates that a bid bond, performance bond and labor and material bond will be required if there is a check mark next to the item. Each bond item instead has an X. Is this X meant to state that it is NOT required or is it used in lieu of a check mark, meaning that ALL THREE bonds are required?

Answer: Sorry for the confusion. **ALL** bonds are required.

Question #21: What is the budget for this project?

Answer: No set budget.

Proposal submission date has been changed to Wednesday, March 6, 2019 no later than 10:00 a.m. Proposal are to be submitted to Brenda Cole as noted in the Request for Proposal. Contract date has been changed to on or before April 1, 2019 – March 31, 2020.

Sincerely,



Brenda Cole
Procurement Specialist