



Washington County Health Department

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RFP 2019-02

Washington County Health Department Media Campaign – Mobile Farmer’s Market

Addendum #1

March 22, 2019

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 dated, March 19, 2019, and from questions that have been submitted.

NOTE TO VENDORS: The media campaign, RFQ 2019-02 may not be awarded and be cancelled if a vendor for the market has not been awarded.

Question #1: Does the proposal need to be hand delivered?

Answer: Yes, proposal to be hand delivered and will be dated and time stamped.

Question #2: Does the department have a social media presence?

Answer: Yes. The health department has a website, Facebook and Instagram.

Question #3: Will there be a requirement of the vendor, selected to run the farmers Market, to have a certain number farmer’s participant in the program?

Answer: The vendor will determine the number of farmers that will participate. There is no limit, and the more farmers participating the more availability of produce. The Health Department will only provide,

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through the grant, advertisement and assistance to the vendor with start-up funds to run the farmers market until October 20, 2019. The goal of the program is to have the vendor be self-sustainable as a mobile farmer's market after June 20, 2019.

Question #4: Is there a cap the advertising company should consider when submitting the proposal?

Answer: The Health Department is not allowed per procurement regulations to give the dollar figure for an RFQ. The advertising company should use best practice and remember that the grant has a limited amount of funding for the project. The media company proposal should be economical.

Question #5: Is there any restrictions on the different types of media being proposed?

Answer: No. It is up to the advertiser to determine the best media campaign for the program.

Question #6: Do the materials need to be co-branded by the health department or the vendor?

Answer: The health department would like the advertising to incorporate in the advertising that the program is in partnership or cooperation with the Washington County Health Department.

Question #7: To better understand the method of advertising that the Health Department is requesting, is the Health Department seeking all Methods, opportunities and pricing for each one of the types of media or is it a cumulative affect or is the health department relying on the advertising company to give the best practice and best price?

Answer: The Health Department is looking for the best practice and the best price. The advertising company must remember the targeted population is, the low income in the Hagerstown area that do not have access to grocery stores. It is the consensus of the team that the importance of the campaign is to reach the targeted population. The City of Hagerstown in the downtown area, does not have a grocery store that sells fresh produce. Convenience stores are available but not a store that sells fresh produce. It is the goal of the program that individuals in the downtown area of Hagerstown have available fresh produce.

- Question #8:** Have all the designated partners for the locations of the farmer's market been contacted by the health department to clarify participation?
- Answer:** Not all mobile market locations have been contacted, but will be in the near future.
- Question #9:** Is it the expectation of the health department that the advertising firm will work with the individuals at the locations?
- Answer:** Yes
- Question #10:** Does the health department know what type of schedule the vendor will have?
- Answer:** No, it will be entirely up to the vendor to set up a schedule which will mainly depend on the growing season and what is available. The health department will recommend to the vendor that they have a weekly schedule. The vendor will give the schedule to the advertising company.
- Question #11:** Is the mobile farmers market vendor going to work in conjunction with the established farmers market downtown?
- Answer:** It will be totally up to the vendor if they will work in conjunction with the established market downtown. The health department will rely on the vendor, as the expert, to run the market with the best practice. If the vendor considers working in conjunction with the established farmers market in downtown, then the vendor will arrange and schedule.
- Question #12:** Is the only stipulation of the vendor that they must accept WIC, SNAP and Senior Farmers Market program?
- Answer:** Yes
- Question #13:** Is the produce to be sold at a reduced price?
- Answer:** The RFQ states that the vendor must set reasonable prices. The price will be established by the vendor.
- Question #14:** Has the RFP been advertised for the vendor piece of the program?

Answer: No, it will be available on March 25, 2019.

Question #15 Who will sign off on the advertising material?

Answer: The advertising material will be approved and signed off by the committee and the vendor.

Question #16: Is it an expectation of the health department that the media company distribute the printed materials?

Answer: No. The health department has a distribution network that will distribute the printed media materials.

Question #17: Will the health department on their website promote the mobile farmers market?

Answer: Yes

Question #18: Is the mobile market limited to just the locations stipulated in the RFQ?

Answer: The health department is not limiting the mobile market to the City of Hagerstown, the vendor can decide, but the main focus will be on the City of Hagerstown downtown area.

Question # 19: Two schools are targeted for the farmer's market in the RFQ, can the program be available to other schools?

Answers: If other schools are interested, they can contact the vendor and the vendor will determine availability to other schools.

Question #20: What is the pay schedule to the media company?

Answer: Payment will be within 30 days from date of receipt of invoice.

Question #21: How does the farmers market perpetuate passed this year?

Answer: The goal of the health department is to help the mobile farmers market to be a success so that the vendor will be able to continue on his/her own as a private business, and to continue the service to the downtown Hagerstown area. The health departments sole responsibility, as part of the grant, is to select a vendor, and promote the market through advertising, in an effort to have the vendor continue as a private business after the grant ends.

Question #22: Is the farmer's market only available to WIC, SNAP and Senior Farmer market program:

Answer: Program is not exclusive to low income individuals; anyone may purchase from the farmer's market.

Question #23: In the event that the farmer's market doesn't succeed during the contract period, will the media company still be paid?

Answer: Yes. The media company will be paid for work that has been completed. The media company will bill on a monthly basis for work completed.

Question #24: What is the public transportation like in Hagerstown?

Answer: County Commuter and taxi. But, the majority of the low income in the targeted area, would be in walking distance.

Question #25: What is the targeted population?

Answer: Approximately 4,000

Question #26: Do you have an estimate of how many qualify for WIC or SNAP?

Answer: The 4,000 was entirely WIC and SNAP

Reminder that final questions are due in writing no later than Monday, April 8, 2019 at 10:00 a.m.

By Authority of:



**Daniel Triplett
Administrator**