

**SNHD-22RFP001 COVID-19 Media Services****Addendum #1 - Questions and Answers****Issued 08/05/2021**

<b>Question Number</b>	<b>Date Received</b>	<b>Question</b>	<b>Answer</b>
PG-1	8/1/2021 8:22 PM	What is the proposed budget and the timeline for the project? Is it two years?	The grant award is for two years. The two-year funding amount is approximately \$1,800,000.
HCI-1	8/2/2021 9:29AM	What's the rough split/% of the budget between media buying and planning services, and creative/production?	The final budget will be developed by the selected agency and approved by the Health District. Approximately \$728,000 of the two-year funding is earmarked for sponsorships with community-based organizations.
HCI-2	8/2/2021 9:29AM	Implement communication/media campaigns as well as outreach programs/sponsorships for organizations serving African American, Hispanic, Asian American, Pacific Islander, and other racial and ethnic minority groups. Are we targeting these minority groups or are we targeting "B2B" the brands/companies/organizations that serve these groups? "B2C"	The overarching objective is to target the groups. Plans that employ different strategies for reaching these groups will be considered.
HCI-3	8/2/2021 9:29AM	Do each of these minority groups need their own strategy, creative, campaign/s, media plans? Are you looking for language specific campaigns/media plans, etc? If so, are you appointing different agencies for each minority group and language?	The media plan developed can include recommendations for multiple campaigns or one campaign with targeted/language-specific components. If a contract is awarded, it will be awarded to one agency. The selected agency may choose to sub-contract.
HCI-4	8/2/2021 9:29AM	Is the appointed agency creating the strategy and campaigns AND producing them? Or will we be producing someone else's campaign and creative?	The selected agency will be creating and producing campaign materials. Existing campaign materials may also be used, as specified in the RFP.
HCI-5	8/2/2021 9:29AM	Can you explain what you are looking for when you mention "web content"?	Web content refers to written materials, graphics, and other web content related to developed campaigns.

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HCI-6	8/2/2021 9:29AM	Social Media: Are we creating/managing Spanish social media platforms too? Or is it just English?	Social media content will be developed for English and Spanish platforms.
HCI-7	8/2/2021 9:29AM	What are Art and Copy Platforms that you refer to?	The Health District creates and maintains toolkits, resources, and information that can be accessed by community and industry partners, stakeholders and the general public. These related resources would be produced/updated to correspond to current campaign messages and materials.
HCI-8	8/2/2021 9:29AM	Do you need Spanish Social Media content?	Yes. Social media content will be developed in English and Spanish platforms.
HCI-9	8/2/2021 9:29AM	For the media plan, can we give you a sample?	Yes. Sample media plans will be expected and acceptable. Final media plans will be developed in collaboration between the selected agency and the Health District when the contract is awarded.
HCI-10	8/2/2021 9:29AM	What is the budget for Media and also for Production?	The two-year funding amount is approximately \$1,800,000. The final budget will be approved when an agency is selected. Cost proposals from the agency are required as part of the RFP process.
HCI-11	8/2/2021 9:29AM	If we are producing, creating campaigns, will you provide the specific messaging to be included in each campaign?	The Health District will work with the selected agency to provide technical and public health input on message development.
HCI-12	8/2/2021 9:29AM	Do you have the specific campaign topics to share with us?	The overarching goal of the campaign is to reduce the burden of COVID-19 on disproportionately impacted populations. The selected agency will be instrumental in designing the campaign and overall messaging.
BTA-1	8/2/2021 10:50AM	What is the total annual budget as there is none mentioned in the RFP?	The two-year funding amount is approximately \$1,800,000.
BTA-2	8/2/2021 10:50AM	How is the total annual budget broken down between: A. Media buy B. Production C. Printing costs D. Professional fees	The annual budget breakdown will be agreed upon by the selected agency and the Health District.
BTA-3	8/2/2021 10:50AM	What is the standard commission you prefer on the media buy?	The Health District does not have a standard commission for media buys. Proposers should include their proposed rate in their proposals.

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BTA-4	8/2/2021 10:50AM	Where are the funds coming from exactly?	Funding from the Centers for Disease Control and Prevention, provided through the Consolidated Appropriations Act, 2021, which contained the Coronavirus Response and Relief Supplemental Appropriations Act.
BTA-5	8/2/2021 10:50AM	Who is SNHD's current or past advertising agency or PR firm incumbent (if there is one)?	The Health District does not have an agency of record. Various Health District programs may contract with different agencies or firms for services for their specific programs and activities.
BTA-6	8/2/2021 10:50AM	Can you share their past campaigns? If so, please provide.	N/A
BTA-7	8/2/2021 10:50AM	How many staff do they provide on the account? How many media buyers?	N/A
BTA-8	8/2/2021 10:50AM	How many years have they represented SNHD?	N/A
BTA-9	8/2/2021 10:50AM	Who were/are the incumbent's subcontractors, if any?	N/A
BTA-10	8/2/2021 10:50AM	Are they bidding again?	N/A
BTA-11	8/2/2021 10:50AM	Can the proposer serve as a main contractor and include sub-contractor to execute a campaign on behalf of SNHD?	Yes. The selected agency may sub-contract. The selected agency will be ultimately responsible for the Scope of Work and meeting contract deliverables.
BTA-12	8/2/2021 10:50AM	Why are you issuing this RFP?	To allow qualified agencies the opportunity to submit proposals in accordance with Nevada Revised Statute.
BTA-13	8/2/2021 10:50AM	What is the goal you hope to achieve from new campaign? A. What are the measurables/key performance indicators that will deem the campaign effective? B. Quantitative C. Qualitative	The overarching goal is to reduce the burden of COVID-19 on disproportionately impacted populations. The pandemic is evolving and a two-year communications campaign will need to evolve with it. Key performance indicators will be determined based on the final, approved media plan.
BTA-14	8/2/2021 10:50AM	What factors determined the reissuing of the RFP?	This RFP was not reissued.

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BTA-15	8/2/2021 10:50AM	What television or connected TV spots have you or are you currently running? Connected TV?	The Health District is not currently running any TV spots.
BTA-16	8/2/2021 10:50AM	Who produced the spot?	N/A
BTA-17	8/2/2021 10:50AM	What was the cost of the spot?	N/A
BTA-18	8/2/2021 10:50AM	Is there a preference in having a Southern Nevada based business/agency service the SNHD?	Yes, we prefer to contract with a Southern Nevada-based business or agency that is familiar with our local population.
BTA-19	8/2/2021 10:50AM	Do you provide a preference for minority-owned businesses?	Minority-owned businesses are not provided a preference for this RFP.
BTA-20	8/2/2021 10:50AM	How many meetings per month does SNHD hold with its agency?	The number of meetings will be determined and agreed upon by the Health District and the selected agency.
BTA-21	8/2/2021 10:50AM	Has the current campaign met SNHD's goals/objectives?	N/A. The Health District has not directly contracted with an agency for a campaign.
BTA-22	8/2/2021 10:50AM	What is wrong/right with the current campaign?	N/A. The Health District has not directly contracted with an agency for a campaign.
BTA-23	8/2/2021 10:50AM	Who is the target audience of the SNHD's campaign? A. Primary? B. Tertiary?	The target audience is populations that have been disproportionately impacted by COVID-19. The Health District's data will continually be reviewed, and the targeted audiences may shift based on updated and available data over the funding period.
BTA-24	8/2/2021 10:50AM	What is the extent of message testing you'd like conduct? Please be specific	This will be determined based on the approved media plan and timelines.
BTA-25	8/2/2021 10:50AM	What has been past year media spends for SNHD?	N/A. The Health District has not directly contracted with an agency for a campaign.
BTA-26	8/2/2021 10:50AM	What is current split between digital and traditional?	N/A. The Health District has not directly contracted with an agency for a campaign.
BTA-27	8/2/2021 10:50AM	What is the current budget split between traditional channels? TV? Radio?	N/A. The Health District has not directly contracted with an agency for a campaign.
BTA-28	8/2/2021 10:50AM	What is the current budget split between digital channels?	N/A. The Health District has not directly contracted with an agency for a campaign.

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BTA-29	8/2/2021 10:50AM	Is SNHD's looking to increase their digital spend percentage?	The Health District will invest in a strategy that is demonstrated to best reach the identified target population(s).
BTA-30	8/2/2021 10:50AM	Are there specific digital or traditional channels that have proven to be most successful in the past for SNHD?	The Health District's media spending is very project/program specific. It is not possible to say one overall channel is more successful than the other.
BTA-31	8/2/2021 10:50AM	Are there any channels SNHD used in the past that were not successful?	No.
BTA-32	8/2/2021 10:50AM	What role will government relations play during the year?	This RFP does not include government relations activities. It does include community outreach activities, and that may include some outreach to jurisdictional partners.
BTA-33	8/2/2021 10:50AM	You mention "campaigns" in the RFP? How many campaigns do you envision per year?	The targeted audiences include several distinct population groups. The best approach may be one campaign, translated into different languages, or one or more companion campaigns.
BTA-34	8/2/2021 10:50AM	Please clarify that a "description" does not mean a spec plan or creative?	A description or overview of a proposed media plan that provides information on how the proposer would accomplish the activities in the Scope of Work.
BTA-35	8/2/2021 10:50AM	The scoring indicates a "proposed media plan" (V. A. 3. a) so are you asked for a speculative plan?	The proposer should provide information that demonstrates how the Scope of Work will be met.
BTA-36	8/2/2021 10:50AM	Please elaborate on "PR representation" and what that entails?	The selected agency will provide public relations services for the Health District related to campaign activities - writing news releases, pitching stories, scheduling interviews, etc.
BTA-37	8/2/2021 10:50AM	Please better define a time-line? Do you have event's already calendared? Or, is the timeline specific to the time the agency will need to research, create, execute and measure a campaign?	The timeline relates to the selected agency's proposed time to research, create, execute and measure a campaign.
BTA-38	8/2/2021 10:51AM	What is the historical data from SNHD - or information about new business development additions from the past 5 years?	We are not clear how this question relates to this RFP or what information is specifically being requested.

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BTA-39	8/2/2021 10:51AM	Is there any web development (programming) or maintenance needed? If not, who maintains that currently?	Campaign related web content development activities are included in the Scope of Work. The Health District's websites are maintained in-house by dedicated staff members.
BTA-40	8/2/2021 10:51AM	Will this campaign tie into the existing statewide COVID-19 vaccination campaign?	The Health District works closely with its state and local partners to coordinate messaging.
BTA-41	8/2/2021 10:51AM	Does the SNHD provide transcreation or will we be responsible for that?	No, all costs associated with the campaign and adapting it for the targeted audiences will be included in the contract.
BTA-42	8/2/2021 10:51AM	Are there established standards for transcreation (i.e. dialect preference, reading level, etc.)?	There are no set standards at this time.
BTA-43	8/2/2021 10:51AM	Will SNHD provide spokespeople for media relations efforts?	Yes.
BTA-44	8/2/2021 10:51AM	Who will be our contact at SNHD for approval and coordination throughout this project?	Jennifer Sizemore, Chief Communications Officer, will be the selected agency's contact for the contract. During the RFP process, contact is restricted to the Authorized Contact per the RFP.
CDA-1	8/2/2021 11:28 AM	Does the program have a particular budget or a range of potential funding earmarked, either overall or for individual line items as described in the scope of work?	The two-year funding amount is approximately \$1,800,000. The final budget will be developed by the selected agency and approved by the Health District. Approximately \$728,000 of the two-year funding is earmarked for sponsorships with community-based organizations.
CDA-2	8/2/2021 11:28 AM	Can you provide a breakdown of the communications performed to date for this initiative	A wide variety of communication products have been developed and updated over the past 18 months, and it is not possible to provide a synopsis of them all. Current Health District COVID-19 information and resources are available at <a href="http://www.SNHD.info/covid">www.SNHD.info/covid</a> .
CDA-3	8/2/2021 11:28 AM	Under section 2.C.2: How will the SNHD calculate ROI in relation to the services?	Evaluation will be based on the finalized media plan.

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CDA-4	8/2/2021 11:28 AM	Under section 2.C.4: What are the objectives and scope expected for updating the program's branding concepts and messaging? Will these updates be specifically to cater to underserved audiences, or would these updates be intended to reflect the entire COVID awareness campaign for general audiences, as well?	This campaign will focus on reaching people who are disproportionately impacted by COVID-19.
CDA-5	8/2/2021 11:28 AM	Do you have existing internal numbers or census data being used by SNHD to define the scope/geography/etc. of the various specific underserved populations you are hoping to reach?	The Health District publishes demographic data on its website that is used to identify the populations most impacted by COVID-19. That information is available at <a href="http://www.snhd.info/covid-cases">www.snhd.info/covid-cases</a> .
CDA-6	8/2/2021 11:28 AM	How will the cost proposal be evaluated? What are the considerations?	Cost proposals will be compared to each other and to the Health District's prior and current media spend to the extent practicable.
VM-1	8/2/2021 11:30AM	Is a budget or budget range available? a. Per Section IV: Requirements – B. Proposal Requirements - #4 Project Media Plan: i. A media plan requires a budget demonstrating how those dollars are to be spent. Are you able to provide a media budget we can use? Even a simulated budget so we can create a plan. ii. Additionally, do you have an idea on the launch and duration of the campaign for this media plan? b. Cost Proposal Form: i. If shows media placement commission in a dollar amount, if you do not have a budget to provide, can we present this as a percentage of media spend?	The two-year funding amount is approximately \$1,800,000. The final budget will be developed by the selected agency and approved by the Health District. Approximately \$728,000 of the two-year funding is earmarked for sponsorships with community-based organizations. A timeline for the campaign will be developed when a contract is awarded. Media Placement Commission may be presented as a percentage of media spend.

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VM-2	8/2/2021 11:30AM	Desired Campaign Launch Date a. What is your timeline for the first campaign hitting the public?	The campaign launch date will be determined after a contract is awarded and the timelines set with the selected agency.
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