
**THIS ADDENDUM SHALL BECOME A PART OF THE SOLICITATION
AND MUST BE ACKNOWLEDGED**

**Request for Proposal RFP-22-047 – Media Campaign Consultant to Support COVID-19 Prevention Efforts -
dated April 6, 2022**

VENDOR QUESTIONS AND ANSWERS:

1. Q: In section 4, it mentions that resumes are required, but that only the name, location, and role of each person is required. Do we need to submit formal resumes/CVs for each team member or are bios that incorporate the required information sufficient?
A: Bios are sufficient.
2. Q: Has the County set a budget for paid advertising?
A: Budget will not be disclosed.
3. Q: Two months is a short time to launch a campaign that includes video content. Could the launch be staggered so that non-video ads launch by August 3rd and the video ads launch later as they are completed?
A: Yes
4. Q: Does the County have assets that can be utilized for this campaign, such as photography/stock photos, b-roll, etc?
A: Yes, but additional assets may need to be created in order to achieve the needs of the campaign.
5. Q: The RFP states a requirement for "Pollution Liability" insurance. Can you confirm that coverage is required for this project? Can you also confirm that "Protected Information" Insurance is not required?
A: Pollution Liability as well as Protected Information insurance are not required and an updated insurance checklist will be supplied with this Addendum.
6. Q: On page 19 of the RFP, item A states: "Provide response without reference to El Paso County logo or company logo in one PDF document." Can you please clarify what this means? Does this mean that the proposal should not include any logos? Does that also mean it should not include any other images of stylistic components? If that is the case, does that mean we should recreate all the required documents in the RFP that contain the El Paso County logo (e.g. Consultant Information Sheet, Questionnaire, etc) and remove the logo from our official letter head for the cover letter?
A: It would be preferable if no logos were used, but we do not want you to remove the El Paso County logos that are already on specific items that are to be completed and returned, as well as we do not want you to add your logos to documents that have the El Paso County logo on it.
7. Q: Given that the budget for this RFP will not be disclosed, would it be acceptable for us to provide a pricing form that provides tiered pricing options (e.g., Bronze: \$100K, Silver: \$200K, Gold: \$300K)? If not, how should the pricing be provided? Should we provide just a single price for the entire project, or should we provide 'per item' pricing (e.g., \$0.10 per impression, \$10K per 30-second video, \$5K per half page print ad, etc.)?
A: Any breakdown of pricing for the budget would be considered as part of the evaluation process.
8. Q: Hello, Below are our questions regarding RFP-22-047. Thank you! What is the primary goal of the campaign? How will campaign success be determined/measured? Does El Paso County Public Health (EPCPH) qualify as a non-profit organization for non-profit media rates? Are you open to agency fee compensation suggestions or would you prefer them outlined in a specific way, ex flat fees, a percentage, etc? What website and page will English digital ads link to? What website and page will Spanish digital ads link to? Whose social media account pages will be used for social campaigns?
A: Primary goal: Outlined under section one of specifications
A: Measurement: By successfully achieving the primary goal

- A: Fees: List any applicable fees that the applicant would feel would be necessary to complete the primary goal.
- A: Website and social media: elpasocountyhealth.org and existing social media platforms
- A: Please include details on non-profit rates and value-added features.

9. Q: Digital Ads: How many variations of digital ad creative would you like to receive? Which platforms would you like to advertise on? How many impressions would you like to deliver through this campaign? Print Ads: How many variations of print ad creative would you like to receive? Are there any specific print publications you'd like to advertise in? How many print advertisements would you like to place? TV Ads: How many variations of TV ads would you like to receive (for both 15-second and 30-second versions)? Are there any specific TV channels you'd like to place the ads on? At what frequency would you like the TV ads to air? Do you have a preference on when you'd like the ads to air (e.g. prime time, mid-day, etc.)? Radio Ads: How many variations of radio ads would you like to receive (for both 15-second and 30-second versions)? Are there any specific radio channels you'd like to place the ads on? At what frequency would you like the radio ads to air? Do you have a preference on when you'd like the ads to air (e.g. prime time, mid-day, etc.)?

A: All of these will be at the advisement of the successful applicant on what is be the most beneficial to achieving the goals of this request

10. Q: The RFP states that the project is to be completed by May of 2023. Do you have a specific duration of campaign in mind and/or would you like this campaign to be executed in waves of outreach over the course of the entire year? Subsequently, if this is going to be a multi-wave effort, would you like fresh creative for each wave?

A: As long as the time requirements outlined within the RF are maintained, the scheduling of the campaign within those requirements will be considered as part of the review process.

11. Q: How would you like to handle city-specific targeting? Should we plan to create custom creative and targeting specifications for each major locality (e.g., Colorado Springs, Fort Carson, etc.)?

A: The ability to conduct specific messaging for different audiences, including locality, will be considered as part of the proposal.

12. Q: In terms of digital resources, will you need a fresh, fully branded website created just for this effort or do you already have a county resources site you want to use for clickthroughs via the digital ads? Also, do you have any other existing creative collateral that you would want incorporated or do you want everything created from scratch?

A: Preference would be to use the existing elpasocountyhealth.org website, although a standalone website would be a consideration in any proposal.

13. Q: Is polling/survey research worthy of consideration in this program in order to better identify target audiences and messaging? Also, would you be interested in custom predictive modeling for targeting and persuasion purposes?

A: Yes, if the applicant feels that will provide additional insight for strategy.

PRINT OR TYPE YOUR INFORMATION

Company Name: _____ Fax: _____

Address: _____ City/State/Zip: _____

Contact Person: _____ Title: _____

Email: _____ Phone: _____

Authorized Representative's Signature: _____ Date: _____

Printed Name: _____ Title: _____

Email: _____ Phone: _____
