**DISTRICT OF COLUMBIA DEPARTMENT OF BEHAVIORAL HEALTH**
**CONTRACTS AND PROCUREMENT SERVICES**

MARCH 16, 2016

**REQUEST FOR QUOTATION (RFQ) AMENDMENT NUMBER ONE (1) FOR:**

**SOLICITATION NUMBER RM-16-RFQ-055-BY4-SDS**
**ADVERTISING AND EVENT MARKETING SERVICES**

**TO ALL PROSPECTIVE OFFERORS:**

**DEADLINE CLOSING DATE AND TIME HAVE BEEN REVISED TO MONDAY MARCH 21, 2016, NO LATER THAN 2:00 PM LOCAL TIME**

| Question No. | RFQ Section | Question/Clarification |
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| 1 | C.2.2 | **Landing Pages – Landing page specifications and preferred CMS have not been provided. Please confirm that Offeror will not need to make live updates to the three (3) landing pages.** |
| **DBH RESPONSE** - The Awardee for this Solicitation shall be required to make three (3) updates to the site that is currently being built. The Department of Behavioral Health (DBH) Program Staff shall let the winning Vendor know which system is being used and shall request that updates using that system be made at that time. | | |
| 2 | C.2.3.1 | **Mental health ice-cream giveaway event:**<br>**a. What are the vehicle specifications for the wrap?**<br>**b. Is there refrigeration on-board the vehicle?**<br>**c. Please confirm that DBH shall be responsible for vehicle DOT requirements and shall supply a driver for each event date.**<br>**d. Please verify our assumption that all vehicle gas, wash, storage and maintenance shall be the responsibility of the DBH-supplied driver.**<br>**e. Please confirm: there are 16 event days over the four (4) week event timeframe with a total of 2,400 units distributed over this total timeframe.** |
| **DBH RESPONSE –**<br>a. As of this writing no vehicle has been identified, however for the purpose of the Proposal consider the use of a 2015 Dodge Caravan. Should a smaller vehicle be used, the Vendor shall be expected to adjust the pricing accordingly.<br>b. The vehicle shall not have refrigeration.<br>c. DBH shall be responsible for Vehicle DOT requirements and shall supply a Driver for each event date.<br>d. All Vehicle gas, wash, storage and maintenance shall be the responsibility of the DBH-supplied driver.<br>e. There are 12 event days over 4 weeks (Thursday - Saturday) with a total of 2,400 units. | | |

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| 3 | C.2.4.2 | **Mental health awareness walk – Please Confirm the event the walk date is confirmed for Saturday, May 14th and the online registration process shall be started and managed by DBH.** |
| **DBH RESPONSE:** The event and following rally shall be held on May 14th. DBH The has started the process, however, the Vendor who is Awarded a Contract resulting from this RFP Solicitation shall be responsible for managing the process. | | |
| 4 | C.2.5 | **Direct mail execution Please confirm that the term Youth is defined as ages 15-25.** |
| **DBH RESPONSE** –The term Youth is used to mean Young People ages 15 through 25. | | |
| 5 | C.2.6 | **Webisode Development – Please Confirm the six (6) webisodes are 3 minutes in length each for a total of 18-mins.** |
| **DBH RESPONSE** – The six (6) Webisodes shall be Three (3) Minutes in length each for a total of 18 minutes. | | |
| 6 | C.3.2 and C.3.4 | The Sections reference advertising materials e.g. "The Offeror shall develop advertising promotional campaigns, marketing initiatives and plans, merchandising, production, website and other web initiatives,<br>events, and advertising initiatives that are required to address the needs of the SOC grant" "The Offeror shall create advertising copy and manage the production of a youth-focused six (6) episode three-minute mini-series. They shall develop and print all signage, displays and other advertising related materials."<br>Aside from the above stated webisodes, what are the other required forms of advertising that are included in the Scope of Work (print, digital, broadcast)? |
| **DBH RESPONSE** – The Vendor who is Awarded a Contract resulting from this RFP Solicitation shall be required to make a recommendation concerning what forms of marketing receive the best and most reception from the Community, while bringing awareness to all of the Activations in the RFP. Please note that the bulk of the Vendor's resources should be spent on the activation itself and not marketing the activation. Finally, there shall be Radio Advertising to compliment Four (4) of the events. | | |
| 7 | C.3.1 | **Public Relations - Please specify the PR requirements as part of the task. Are press release, media outreach and media distribution part of the scope of work to promote the various campaigns? If yes, provide which elements are to be included: the ice cream giveaway, health awareness walk and rally, experiential activations.** |
| **DBH RESPONSE:** The Vendor who is Awarded a Contract resulting from this RFP Solicitation shall be required to make a recommendation concerning what forms of marketing receive the best and most reception from the Community, while bringing awareness to all of the Activations in the RFP. Please note that the bulk of the Vendor's resources should be spent on the activation itself and not marketing the activation. Finally, there shall be Radio Advertising to compliment Four (4) of the events. | | |
| 8 | C.3.9 | **Evergreen Campaign Concept – Please confirm that DBH shall supply an** |

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| | | **evergreen creative concept to the successful Offeror. Can you provide an example of this creative concept? Will we be able to provide creative input as it relates to the concept itself?** |
| **DBH RESPONSE:** As the Campaign has not yet launched DBH shall share it with the successful Vendor. The Vendor who is Awarded a Contract resulting from this RFP Solicitation shall be able to make recommendations on changing the visuals to fit the current Activation. | | |
| **9** | | **Radio - Are there existing radio spots? If not, should radio development be included in the proposal and associated budget?** |
| **DBH RESPONSE** Radio development is currently underway and is not part of this RFP Solicitation. | | |
| **10** | | **ROI - What are the specific ROI benchmarks for the program?** |
| **DBH RESPONSE:** Return on Impression (ROI) consists of total emails collected, social media sharing, and event attendance. Final benchmarks shall be shared with the Vendor who is Awarded a Contract resulting from this RFP Solicitation. | | |
| **11** | | **Under printing, are the 5x7 handouts black and white or color? Are the posters 2 or 4 colors?** |
| **DBH RESPONSE** All printing shall be a full Four (4) color process. | | |
| **12** | | **For clarification, we are responsible for staging one experiential event in five locations versus 5 individual events in five locations?** |
| **DBH RESPONSE:** There shall be Seven (7) total Experiential Events. One Experiential Event is Children Mental Health Awareness (CMHA) Day Walk and Rally. Another Experiential Event is the Ice-Cream Event. The other Five (5) Experiential Events shall be spread into Five (5) different locations. | | |
| **13** | | **In reviewing the Technical Evaluation Factors and the Scope of Work, can tell us the level of detail you would like to be included in our methodology. Are we to provide specific event planning details (i.e. # of staff/location) or is it more of a general overview with our past experience being how we demonstrate our ability to execute the work?** |
| **DBH RESPONSE** The Vendor who is Awarded a Contract resulting from this RFP Solicitation is required to share information that outlines their ability to execute the Requirements. The Methodology of the Vendor who is Awarded a Contract resulting from this RFP Solicitation can focus on past executions and how it is a predictor of our future success. | | |
| **14** | | **Was there a specific timeline or start/end date that you had in mind for this project? There are multiple events and ways of engaging with the community and it wasn't explained how your team envisioned those different channels being spread out.** |
| **DBH RESPONSE** There is a Calendar of Execution that shall be shared with the Vendor who is Awarded a Contract resulting from this RFP Solicitation. DBH shall begin as soon as the Contract process is completed | | |

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| as the first event is expected to take place on May 14th, 2016. | | |
| **15** | | **Will creative samples be included in the page count or can they be placed in the appendix?** |
| **DBH RESPONSE:** Creative Examples submitted as part of the Response to the Technical Evaluation Criteria of this RFP Solicitation shall be considered part of the Not-To-Exceed 20 Page Maximum Count. | | |
| **16** | | **How many past performance evaluation forms must be submitted?** |
| **DBH RESPONSE:** Provide a Minimum of Three (3) Past Performance Evaluations. The Evaluations shall be submitted in sealed envelopes. | | |
| **17** | | **Is there a budget range for this project? I see that the cost is a major factor in the evaluation of the solicitation, so we wanted to ensure that our pricing was in-line with yours.** |
| **DBH RESPONSE:** This information is not available. This is a Full, Open and Transparent Competitive Process | | |

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR QUOTE REMAIN UNCHANGED.**

Only one copy of this amendment is being sent to prospective Offerors. Offerors shall sign below and attach a signed copy of this amendment to each quote to be submitted to the place specified for receipt of Proposals. Proposals shall be mailed or delivered in accordance with the instructions provided in the original RFP. In the event your quote has been previously deposited with the Department of Behavioral Health, Contracts and Procurement Services (DBH/CPS), submit this signed Amendment in a sealed envelope, identified on the outside by the RFP number and submission date. This signed Amendment must be included with your submission in response to this RFP.

Failure to acknowledge receipt of Amendment One (1) for Solicitation Number **RM-16-RFQ-055-BY4-SDS** may be cause for rejection of any Proposal submitted in response to the subject RFP.

Signed:

Samuel J. Feinberg, CPPO, CPPB
Cluster Health Services
Chief Contracting Officer
Office of Contracting and Procurement
Department of Behavioral Health

Amendment Number One (1) is hereby acknowledged and is considered a part of the proposal for Solicitation Number **RM-16-RFQ-055-BY4-SDS**.

Signature of Authorized Representative

Date

Title of Authorized Representative

Print or Type Name of Offeror