DISTRICT OF COLUMBIA DEPARTMENT OF BEHAVIORAL HEALTH
CONTRACTS AND PROCUREMENT SERVICES

JANUARY 12, 2016

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

SOLICITATION NUMBER RM-16-RFQ-050-BY4-SDS
MARKETING CAMPAIGN TO RAISE AWARENESS FOR
DISTRICT MENTAL HEALTH RESOURCES

TO ALL PROSPECTIVE OFFERORS:

Question No.	RFQ Section	Question/Clarification
1	C.3.1	**The SOW mentions digital and radio advertisements and Public Service Announcements (PSAs) what format will the PSAs take, print, television…?**
DBH RESPONSE – The PSAs shall be communicated only over the radio. There is no print or television advertisement included in the RFQ.		
2	C.3.6	**In addition to securing radio personalities for the four events, what other type of support shall be required? What type and level of coverage is needed for each event?**
DBH RESPONSE – The only requirement is for the Radio Station to air either live, or via cutaway, those four (4) events while they are taking place in real time. The Contractor must be able to guarantee live, or cutaway coverage of each event.		
3	C.4	**There are no instructions to provide agency capabilities or samples; however, Section C.4 describes the Minimum Qualifications for each Contractor. Can the Quotations include a description of the Company's experience with the District of Columbia and the target Population?**
DBH RESPOMSE – The Contractor shall provide proof of executing this type of Campaign (C.4.3) for the length of time required (C.4.1). This can be proven with a combination of Work Samples (to show execution experience) and References with project dates (to show length of time). The Work Samples must match the References given,		
4	C.3.10	**The RFQ states that all three radio station logos should be used to identify a media sponsor; 1) Is the Contractor responsible for placing the media buy? 2) Is the media buy limited to three (3) radio stations per the RFQ and 3)If the Contractor is responsible would you include a placeholder figure that can be used for proposal purposes**
DBH RESPONSE – 1) The Contractor is responsible for placing the media buy. 2) The Media Buy is not limited to three (3) Radio Stations, but must include the three types of stations that were requested. 3) There shall not be a placeholder value included in the RFQ; the potential Contractor shall be able to price the Media Buy on the schedule provided to them.		

5	B.1, B.5.1.1 CLIN 001-006, C.3.10, C.3.10.1, C.3.10.2, C.3.10.3	**The referenced Section B.1 mentions design of radio ads, digital materials & event promotions and B.5 includes creative/materials for radio & digital advertising + radio personality event coverage (4). There is no item price category for COMMERCIAL MEDIA BUDGETS AND MEDIA BUYING SERVICES, as detailed on Pg. 13 If Agency is to provide commercial media purchasing services to buy commercial radio airtime and digital ads on apps & station websites, and pay media costs, then this is a budget line item that should be added. Alternately, is the scope to "provide radio ads" (C.3.10) to be understood to deliver the produced ad materials for airtime/digital placement bought outside of this RFQ since media purchase costs are not included in the price schedule? C.3.8 calls for services to include placement on a radio station's website but does not include a line item cost for that, or other digital app and radio station commercial time. Please clarify for Quote to be thoroughly comprehensive.**
DBH RESPONSE – The scope of the RFQ is to provide both the Copy and Production for the Radio Ads as well as the Media Buy. A Contract Line Item Number (CLIN) has been added to the RFQ to reflect this clarification. See Attachment A "Price Scheduled Revised"		
6	C.1, C.3.9.1, C.3.9.2	**Please provide examples of prior SOC events, or visions of the 4 events related to this campaign, event details and specific Agency areas of responsibility expressed with the differences between 2 Youth events and 2 Adult events (is there crossover?):** • **Event days of week, hours, location/venues, past or projected attendance** • **Event program description/content: format, activities, presentations, speakers, entertainment, consultations, screenings, other….** • **Event keynotes, professionals, DBH role, on-site staffing, scope of Agency event management (pre, onsite, post), content development and execution.**
DBH RESPONSE – The Department of Behavioral Health (DBH) is responsible for planning the events. The role of the Radio Station is only to provide the Radio Personality and Radio Recognition of the event in real time. Prior DBH events, nor the current make-up of the event, are relative to the execution of the Radio Station Personality. Lengths of the events are as follows: Event #1 shall be 2 hours, Event #2 shall be 5 hours, along with Events #3 and #4 shall each be 1 hour		
7	C.4	**Radio Station Personality**: Event role: Hosting? MC-ing? Entertaining? Providing music? Give-aways? What is the purpose/benefit/value? On-air talent requires union talent costs. Have there been station personalities before who have an impactful and effective call-to-action message to communicate to this very, very serious need? Would it be more valuable to find dynamo speakers who are close to the cause, with very personal or family experiences of tragedy, hopelessness and received program help to turnaround to lead useful and productive lives? Speakers from Narcotics Anonymous, social workers, real life people who've been there and back, local principals, rehab counselors, possible local celebs who overcame drug addiction and are evidence that mental illness is manageable? Understanding the event program would be helpful but radio personalities may not have maximum impact in terms of relevance. NOTE: 14 days notice to engage radio talent for an event appearance is not enough lead time to guarantee availability. Appearances should be negotiated upfront to be included with media purchase, possible station sponsorship and the entire station involvement package.

DBH RESPONSE: DBH has determined the needs and articulated them in the subject RFQ; the responses to the RFQ shall be based on the Scope of Work and Requirements as stipulated. DBH does not need to explain the relevance of their requirements. The role of the Radio Station is only to provide the Radio Personality and Radio Recognition of the event in real time. In addition, part of the Contractor requirement is the ability to GUARANTEE On-Air Personalities from each of the three (3) types of Radio Station.		
8	**C.2.2**	• **#1:** Youth aged 15-21 (under 25) - what percent of focus? 85%, 65%? • **#2:** Head of HH w/kids PreK-8th grade at home ("35-45"? Or 25-45?) 15%, 35%? • **#3.** Those who listen to "a Faith Based genre" – why is this genre especially relevant to the above targets to receive a 4 week allocated radio schedule vs 2 weeks for the above targets? • SPANISH TARGET: (Pg 4, B.5.1.1 #001, 003) , "Each Child/Youth and Adult targeted Radio Scripts in English/Spanish.." Q: What is the Spanish population in Wards 5,7,8? What is the target importance of the Spanish market as a percentage of #1, #2 above? Q: RADIO STATIONS: (Pg 13, C.3.10) there is no inclusion or detail of a Spanish radio station in this campaign, nor mentioned specifically in terms of any of the 4 events as being Spanish. Should an integrated Spanish media and event campaign be additionally created? The radio spot translation services to be quoted have no ad schedule for same.
DBH RESPONSE: DBH has determined the needs and articulated them in the subject RFQ; the responses to the RFQ shall be based on the Scope of Work and Requirements as stipulated. DBH does not need to explain the relevance of their requirements. Spanish translations of the Radio Spots are required for this RFQ. Media Buys for those ads are not required as part of this RFQ. A separate campaign is not needed in response to this RFQ. In addition, the Target Markets shall not change. Neither shall the genre of stations that DBH has decided to utilize in order to reach those targets. The Campaign has not been launched yet so DBH is not ready to release the breakdown of the Campaign's focus. This should not burden any Contractor's ability to quote the Media Buy for the requested Media Flight		
9	**C.3.8**	Radio stations do not produce videos. Is DBH producing the video and does DBH want a radio station to do a VO over a pre-produced video without an audio? Do you want Agency to hire outside talent for 1 master video to be created (ie, no "radio production") and then placed on each station's websites? Not all stations "sell" :30-second video time on their web. Would you consider alternate video placements other than radio station sites? Who writes the audio script? Why would an "infomercial" be produced for radio station websites? Why not a PSA for all TV outlets?
DBH RESPONSE DBH shall be developing the video, including the script and is only requiring the Contractor to provide Radio Station Voice-Over. DBH shall not consider placements other than the Radio Station.		

10	**C.3.19**	**What is required for "distribution"? Racks, staff to hand-out? What is the qty and nature of materials? "A minimum of 2 events…" Why not at ALL events if it's valuable program/service information? What's involved? A brochure about Mental Health services that reaches someone's kitchen drawer could save a life. What collateral do you have? Refrigerator magnets? Brochures? Public dissemination of materials should be incorporated into all events and other community outlets. Please describe.**
DBH RESPONSE: DBH has determined the needs and articulated them in the subject RFQ; the responses to the RFQ shall be based on the Scope of Work and Requirements as stipulated. The question relates to the approach to the campaign and has no bearing on a Contractor's ability to respond to the RFQ.		
11		• **"Use of all three radio station logos by DBH as media sponsors for the 4 events.** Competitive radio stations with different owners do not like to be included with one another. A media sponsor is usually an exclusive station deal that receives the largest share of budget with certain exclusive positions. 3 radio stations will not want to be jointly included without separation. Stations welcome providing logos for campaign support, but the "sponsor" aspect needs to be addressed.
DBH RESPONSE The Campaign shall require DBH to show logos from all three (3) Radio Stations at each event. Therefore, a requirement for the Contractor is that they possess or have adequate resources for obtaining access to all three (3) Radio Stations and approval to use their logos simultaneously.		
12	**C.3.11**	**What is the Quantity and the Length of the PSAs**
DBH RESPONSE: The requirement is to run one PSA for each event. As the time for PSAs can't be dictated to a Radio Station there is no time limit requirement. DBH recognizes the length shall likely be :15 or :30		
13	**C.3.10**	**There is not a budget line for the cost of commercial radio airtime. Is this a PSA campaign?** **Three detailed radio schedules were outlined by days of week, time periods and frequency against a 3 radio station media plan: 1 Youth, 1 Adult, 1 Faith-based – NO HISPANIC. The following is unclear:** ➢ **Are they :30 commercials? What is the production of :15 spots to be used for? It is not recommended that an awareness and event campaign use :15 spots unless they are no charge provided by station, and produced by station, with client approved copy for promo mentions.** ➢ **The air dates are: M-Su 4/25-5/1; M-F 5/2-5/6. The event dates should be determined for each radio schedule to precede the event dates as the radio placement driver. See attached media impact plan.** ➢ **The spot quantities and placement outline is a very limited execution "scope". Radio placement development and execution occurs as a result of individual station audience analysis on an hourly basis and price/package negotiation. Media latitude is required to deliver the optimum price/value schedule by day, hour and station to deliver a much more precise and targeted radio schedule on any station.**

		➢ **Targets/radio station usage: Child/Youth and Adult targets are clearly defined and detailed usage of a "faith based" station also. There is no provision to use a Spanish station or mention of a Spanish event, although there is much reference to including "linguistically-competent mental health treatment…"**
DBH RESPONSE The Scope of the RFQ is to provide both the Copy and Production for the Radio Ads as well as the Media Buy. A CLIN has been added to the RFQ to reflect this clarification.		
14	**C.3.10**	Should a Hispanic campaign be developed with an event and media plan? Should production of Spanish radio spots be deleted from this project if there is no provision of usage?
DBH RESPONSE Spanish translations of the Radio Spots are required for this RFQ. Media Buys for those ads are not required for this RFQ. A separate campaign is not needed for this RFQ.		
15	**C.3.10**	Please express the rationale of a "faith-based" station usage for 4 weeks vs. the defined target demo stations for 2 weeks? The demographics of a "faith-based" station may not have strong impact against Youth target events. Is this a mandatory?
DBH RESPONSE: DBH has determined the needs and articulated them in the subject RFQ; the responses to the RFQ shall be based on the Scope of Work and Requirements as stipulated. The question relates to the approach to the Campaign and has no bearing on a Contractor's ability to respond to this RFQ.		
16	**H.8**	**Is the Prospective Awardee required to have an Office or Employees working/living in the District of Columbia**
DBH RESPONSE: It is not mandatory for the Awardee to have an office or employees working/ living in the District of Columbia. Please review the Department of Employment Services "First Source Employment Agreement" for requirements applicability.		
17		**Mandatory Subcontracting - Is the Prospective Awardee required to provide a 35% Subcontracting Plan?**
DBH RESPONSE: Subcontracting Plans ar required for any Contracts of $250,000 or more. Preference shall be given to Quotations from Certified Business Enterprises registered with the Department of Small, Local Business Development in the District of Columbia.		
18	**B.5**	**CLINs 1 and 4. For budgeting purposes, can you identify some of the materials that will be developed-- fact sheets, posters, postcards, etc?**
DBH RESPONSE: There shall not be any printed materials required as part of this RFQ; only the radio production. DBH shall provide all printed materials.		
19	**B.5**	**CLIN 1 and CLIN 4 reference drafting radio scripts. In which CLIN should we put these costs, and there is no mention of production. Should we also include costs for producing the spots?**
DBH RESPONSE: The Costs for Drafting Radio Spots shall be included in CLIN 01. The Cost for Delivering a Finished Spot shall be included in CLIN 4.		

20		**Can the Closing Date be extended?**
DBH RESPONSE: The Closing date is hereby extended from February 11, 2016 at 2:00 PM to Tuesday, February 16, 2016 at 2:00 PM		
21		**Is there an incumbent for this RFQ**
DBH RESPONSE: There is no incumbent associated with this RFQ Solicitation.		
22		**Is a Good Standing Certificate/proof of licensing Required? Are there exemptions for providing this documentation? Are there other documents that may be more easily accessible that would serve the requirement?**
DBH RESPONSE: All Vendors responding to this RFQ must be Licensed to do business with the District of Columbia along with being in compliance with the Department of Employment Services and the Office of Tax and Revenue. There are no exemptions to these requirements. The documents required to be submitted along with the Quotations are listed in Section J of the Solicitation.		

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-050-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

Amendment Number One (1) is hereby acknowledged and is considered a part of the proposal for Solicitation Number **RM-16-RFQ-050-BY4-SDS**.

Signature of Authorized Representative

Date

Title of Authorized Representative

Print or Type Name of Offeror

B.5.1 PRICE SCHEDULE REVISED

The Contractor shall provide a quote on ALL or none of the following Contract Line Item Numbers (CLIN) 0001through 0007 as described below for the Base Year and Each One Year Option.

B.5.1.1 BASE YEAR

CLIN	SUPPLIES/SERVICES	QTY	UNIT	UNIT PRICE	EXTENDED PRICE
001	**Content Development-** Develop content and Draft Radio Spot to bring awareness to mental health issues to youth and families in the District of Columbia as well as campaign-related event locations. Develop a 30 second and a 15 second version of Each Child/Youth and Adult targeted Radio Scripts in English/Spanish Develop a Child/Youth and an Adult version of each Public Service Announcement (PSA).	1	Each		
002	**Creative and Project Management Services** – Creative meetings and copy writing. Present (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing.	1	Each		
003	**Translation Services** - Develop/Provide radio and Digital Ads with the approved messaging strategy for DBH Stakeholders and targeted Audience Groups in English and Spanish.	1	Each		
004	**Deliverables** - Provide (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing in accordance with Section C. Contractor to provide all necessary labor, materials, equipment and supervision. Services include meeting, revisions and final templates and delivery of finished spots for DBH.	1	Each		
005	**Digital Execution** - Develop concepts for placement on target radio stations as well as mobile applications. Create Two (2) concepts to be rotated over a four week time frame.	2	Each (Concept)		
006	**Event Coverage** - Live (or cutaway) coverage of (4) Mental Health System of Care (SOC) events by a local Radio Personality	4	Each Live Coverage		
0007	**Media Buying Services** - Purchase radio airtime according to the schedule provided in Section C.3.10	1	Each		
TOTAL BASE YEAR					$

Print Name of Business/Organization _____ Signature of Authorized Personnel _____ Date _____

Print Name of Authorized Personnel _____ Title of Authorized Personnel _____

B.5.1.2 OPTION YEAR ONE (OY1)

CLIN	SUPPLIES/SERVICES	QTY	UNIT	UNIT PRICE	EXTENDED PRICE
1001	**Content Development-** Review and revise existing content and Draft Radio Spot to bring awareness to mental health issues to youth and families in the District of Columbia as well as campaign-related event locations. Develop a 30 second and a 15 second version of Each Child/Youth and Adult targeted Radio Scripts in English/Spanish Develop a Child/Youth and an Adult version of each Public Service Announcement (PSA).	1	Each		
1002	**Creative and Project Management Services** – Creative meetings and copy writing. Present (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing.	1	Each		
1003	**Translation Services** - Develop/Provide radio and Digital Ads with the approved messaging strategy for DBH Stakeholders and targeted Audience Groups in English and Spanish.	1	Each		
1004	**Deliverables** - Provide (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing in accordance with Section C. Contractor to provide all necessary labor, materials, equipment and supervision. Services include meeting, revisions and final templates and delivery of finished spots for DBH.	1	Each		
1005	**Digital Execution** - Develop concepts for placement on target radio stations as well as mobile applications. Create Two (2) concepts to be rotated over a four week time frame.	2	Each (Concept)		
1006	**Event Coverage** - Live (or cutaway) coverage of (4) Mental Health System of Care (SOC) events by a local Radio Personality	4	Each Live Coverage		
1007	**Media Buying Services** - Purchase radio airtime according to the schedule provided in Section C.3.10	1	Each		
TOTAL OPTION YEAR ONE (OY1)					$

Print Name of Business/Organization _____ Signature of Authorized Personnel _____ Date _____

Print Name of Authorized Personnel _____ Title of Authorized Personnel _____

B.5.1.3 OPTION YEAR TWO (OY2)

CLIN	SUPPLIES/SERVICES	QTY	UNIT	UNIT PRICE	EXTENDED PRICE
2001	**Content Development-** Review and revise existing content and Draft Radio Spot to bring awareness to mental health issues to youth and families in the District of Columbia as well as campaign-related event locations. Develop a 30 second and a 15 second version of Each Child/Youth and Adult targeted Radio Scripts in English/Spanish Develop a Child/Youth and an Adult version of each Public Service Announcement (PSA).	1	Each		
2002	**Creative and Project Management Services** – Creative meetings and copy writing. Present (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing.	1	Each		
2003	**Translation Services** - Develop/Provide radio and Digital Ads with the approved messaging strategy for DBH Stakeholders and targeted Audience Groups in English and Spanish.	1	Each		
2004	**Deliverables** - Provide (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing in accordance with Section C. Contractor to provide all necessary labor, materials, equipment and supervision. Services include meeting, revisions and final templates and delivery of finished spots for DBH.	1	Each		
2005	**Digital Execution** - Develop concepts for placement on target radio stations as well as mobile applications. Create Two (2) concepts to be rotated over a four week time frame.	2	Each (Concept)		
2006	**Event Coverage** - Live (or cutaway) coverage of (4) Mental Health System of Care (SOC) events by a local Radio Personality	4	Each Live Coverage		
2007	**Media Buying Services** - Purchase radio airtime according to the schedule provided in Section C.3.10	1	Each		
TOTAL OPTION YEAR TWO (OY2)					$

Print Name of Business/Organization _____ Signature of Authorized Personnel _____ Date _____

Print Name of Authorized Personnel _____ Title of Authorized Personnel _____

B.5.1.4 OPTION YEAR THREE (OY3)

CLIN	SUPPLIES/SERVICES	QTY	UNIT	UNIT PRICE	EXTENDED PRICE
3001	**Content Development-** Review and revise existing content and Draft Radio Spot to bring awareness to mental health issues to youth and families in the District of Columbia as well as campaign-related event locations. Develop a 30 second and a 15 second version of Each Child/Youth and Adult targeted Radio Scripts in English/Spanish Develop a Child/Youth and an Adult version of each Public Service Announcement (PSA).	1	Each		
3002	**Creative and Project Management Services** – Creative meetings and copy writing. Present (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing.	1	Each		
3003	**Translation Services** - Develop/Provide radio and Digital Ads with the approved messaging strategy for DBH Stakeholders and targeted Audience Groups in English and Spanish.	1	Each		
3004	**Deliverables** - Provide (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing in accordance with Section C. Contractor to provide all necessary labor, materials, equipment and supervision. Services include meeting, revisions and final templates and delivery of finished spots for DBH.	1	Each		
3005	**Digital Execution** - Develop concepts for placement on target radio stations as well as mobile applications. Create Two (2) concepts to be rotated over a four week time frame.	2	Each (Concept)		
3006	**Event Coverage** - Live (or cutaway) coverage of (4) Mental Health System of Care (SOC) events by a local Radio Personality	4	Each Live Coverage		
3007	**Media Buying Services** - Purchase radio airtime according to the schedule provided in Section C.3.10	1	Each		
TOTAL OPTION YEAR THREE (OY3)					$

Print Name of Business/Organization _____ Signature of Authorized Personnel _____ Date _____

Print Name of Authorized Personnel _____ Title of Authorized Personnel _____

B.5.1.5 OPTION YEAR FOUR (OY4)

CLIN	SUPPLIES/SERVICES	QTY	UNIT	UNIT PRICE	EXTENDED PRICE
4001	**Content Development-** Review and revise existing content and Draft Radio Spot to bring awareness to mental health issues to youth and families in the District of Columbia as well as campaign-related event locations. Develop a 30 second and a 15 second version of Each Child/Youth and Adult targeted Radio Scripts in English/Spanish Develop a Child/Youth and an Adult version of each Public Service Announcement (PSA).	1	Each		
4002	**Creative and Project Management Services** – Creative meetings and copy writing. Present (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing. Services shall also include Radio Voiceover services for DBH created PSA.	1	Each		
4003	**Translation Services** - Develop/Provide radio and Digital Ads with the approved messaging strategy for DBH Stakeholders and targeted Audience Groups in English and Spanish.	1	Each		
4004	**Deliverables** - Provide (2) radio scripts, (2) PSAs and (2) digital ad concepts to include storyboarding, concept presentation and copy writing in accordance with Section C. Contractor to provide all necessary labor, materials, equipment and supervision. Services include meeting, revisions and final templates and delivery of finished spots for DBH.	1	Each		
4005	**Digital Execution** - Develop concepts for placement on target radio stations as well as mobile applications. Create Two (2) concepts to be rotated over a four week time frame.	2	Each (Concept)		
4006	**Event Coverage** - Live (or cutaway) coverage of (4) Mental Health System of Care (SOC) events by a local Radio Personality	4	Each Live Coverage		
4007	**Media Buying Services** - Purchase radio airtime according to the schedule provided in Section C.3.10	1	Each		
TOTAL OPTION YEAR FOUR (OY4)					$

Print Name of Business/Organization _____ Signature of Authorized Personnel _____ Date _____

Print Name of Authorized Personnel _____ Title of Authorized Personnel _____