Erie County Department of Health

Questions and Answers Regarding RFP # 2020-031VF

Plain Language Public Health Communications Outreach to Limited English Proficiency Audiences

September 10, 2020

Question		Answer
1.	Is there a formal cost proposal sheet to be submitted with the RFP?	No. Please use any standard cost proposal template that includes staffing, administrative, services, supplies and other elements of your proposal. **Please note: Allowable expenses must comply with U.S. CARES Act provisions for reimbursement.**
2.	[Are electronic submissions accepted?]	Yes. If sending via email, we recommend sending the file as an attachment, along with a separate email with a link to a DropBox folder or other secure file sharing service. ECDOH will make every effort to confirm receipt, but we are not responsible for proposals that are received after the deadline of September 18 at 4 p.m.
3.	To what extent will the agency partner be responsible for developing original copy, as opposed to providing "plain language" equivalents for copy provided from ECDOH?	Original messages will be created or provided by ECDOH.
4.	Will the agency partner be responsible for identifying and collaborating end-to-end with production partners, such as printers?	Many production elements will be a case-by-case determination to make sure all local laws are followed for procurement. For printing specifically ECDOH has the capacity to do some printing in house.

5.	In the request for "video and audio scripts," will the selected provider be expected to source talent, and/or also execute the video/audio production end-to-end work (e.g., filming/recording, production)	Not determined. Talent would depend on topic and be determined on a case-by-case basis. For instance, ECDOH staff or partners may volunteer to deliver messages.
6.	Are estimated production costs part of the budget scope we need to put forward for consideration at the bidding stage?	No.
7.	Will the County provide a preferred list of translators/services or will the vendor need to source?	We have an existing resource for document translation but would be open to other options.
8.	When you mention "create and build local contact lists to use for message distribution", what are you referring to by "contact lists"? And what target audience(s) are associated with these?	Contact lists may include but are not limited to local community leaders, organizations and media outlets that ECDOH has not engaged with in the past. The target audiences include individuals for whom English is not a primary language.
9.	Will the contact lists developed be in tandem with anything provided by the County?	No.
10.	When you ask for "graphics templates, creative media, and contact lists to be shared with Erie County for current and future use", is the expectation that these include native files that can be subsequently edited and changed by the County?	Yes.
11.	Will a sample workplan, data, and benchmarks requested be required as part of this proposal? Or is this something you are requested from the selected partner once work begins?	No.

12.	If selected for an interview with the County, for health and safety purposes can the oral presentation be conducted virtually via a teleconference service (e.g., Zoom, GoToMeeting, etc.)?	Yes.
13.	Will there be any onsite, in-person work expected of the selected provider?	No.
14.	What internal County contact(s) would the selected provider be working with on any of the communications materials design, production and distribution work?	Public Information Officer, Emergency Preparedness staff, Epidemiology staff and other Erie County employees as needed.
15.	Are there specific media platforms the County knows it wants messages to these audiences advertised on, or is the identification of any and all platforms the recommendation of the communications agency?	No.
16.	Which social media platforms are active and which have been most effective for other communications?	ECDOH has an active publishing schedule for Twitter, Facebook and Instagram.
17.	How much of the budget does the County anticipate being allocated to traditional media buying vs. digital media buying tactics?	Not determined.
18.	Does the County prioritize its communications across social media platforms?	ECDOH has an active publishing schedule to Twitter, Facebook and Instagram.
19.	Will the vendor be provided access to all existing digital/social media platforms?	No.

20.	Is this strictly a 6-month contract?	This initiative is funded through the US CARES Act. This funding stream ends on December 31, 2020. Contract duration and payment structure will be negotiated.
21.	What analytics platform(s) are currently utilized on the Dept. of Health website?	Google Analytics and internal reports.
22.	Can access be granted to the analytics platform(s) to be utilized to measure performance?	No. Access cannot be granted to non-Erie County employees. However, analytics reports may be provided as requested.
23.	Does the Dept. of Health have an existing email database that would be leveraged in these communications? Or should the vendor anticipate building the list from zero?	No.
24.	What platform is used for current email communications? Should the vendor anticipate utilizing a separate platform for these communications?	Microsoft Outlook. We would be open to plans that propose a separate (external) email communications platform.