

**RFP 200000882 - DPA SNAP-Ed Social Marketing Campaign Services
Amendment 2**

Question/ Answer	Question Received / Response Provided	Sec.	Pg.
Q-1	<i>How will you measure the new campaign's success? (i.e. increasing by 2% the daily consumption of fruits and vegetables by your target audiences).</i>	2.01	9
A-1	The proposer should suggest measures related to the campaign goals and methods to collect the data.		
Q-2	<i>Was the campaign that began in 2017 successful?</i>		
A-2	The evaluation of the process has not taken place.		
Q-3	<i>Does the \$550,000 maximum budget only include the first year or the additional two annual renewals as well?</i>	3.01	12
A-3	The budget is for the total of the three years. Each year is a maximum allocation of approximately \$183,333 and is contingent upon federal funding.		
Q-4	<i>I read through the new RFP issued by The Alaska Division of Public Assistance and have a few questions. I also tried to access the link to a three-year social marketing plan (http://dhss.alaska.gov/dpa/Documents/dpa/programs/Nutrition/SNAP-ED/SNAP-ED-Social-Marketing-3-YearPlan.pdf) but the link is not working. Are you able to send over the 3 year plan via email? Also, are you available to connect sometime this week over the phone so that I can run a few questions by you?</i>		
A-4	The above link appears to have the dash "-" missing between the end of the hyperlink name "3-Year"-Plan.pdf. The link is functional and is provided below for reference: http://dhss.alaska.gov/dpa/Documents/dpa/programs/Nutrition/SNAP-ED/SNAP-ED-Social-Marketing-3-Year-Plan.pdf Per Section 1.06, questions must be submitted in writing and directed to the procurement officer.		
Q-5	<i>Is the budget of \$550,000 applicable to each contract year, as federal funds are available, or is it applicable to the entire life of the contract (one-year contract, including two optional renewal years) for a total of three years?</i>		
A-5	See Question 3 Answer above.		
Q-6	<i>Is there an incumbent on this contract? If so, who is the incumbent and how long has it been working with SNAP on developing materials for this project?</i>		
A-6	There is not an incumbent, however, Walsh Sheppard developed and issued the initial campaign in FFY 2019		
Q-7	<i>Is the FY20 media run complete? If so, is the research and evaluation also complete? Are the results available?</i>		
A-7	See Question 6 Answer above.		
Q-8	<i>Are there any campaign reports indicating campaign results, reach/success and campaign recommendations for FY19 or FY20?</i>		
A-8	The SNAP ED Final Report Focus Group can be accessed at the link provided below:		

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	http://dhss.alaska.gov/dpa/Documents/dpa/programs/Nutrition/SNAP-ED/SNAP-ED-Focus-Groups.pdf		
Q-9	<p><i>Section 4.05 – Management Plan for the Project – the copy is cutoff, could you please send the full description?</i></p> <p>The RFP has been amended to include completion of section lanague and can be found in the attached RFP AMD2 file to include the remaining language for this section as follows:</p> <p>Sec. 4.05 Management Plan for the Project Offerors must provide comprehensive narrative statements that set out the management plan they intend to follow and illustrate how the plan will serve A-9 to accomplish the work and meet the state's project schedule.</p> <p>An offerors response to this section should thoroughly describe, at minimum, their approach to: campaign strategy, workplan development, budgeting, materials development, campaign management, media placement, and evaluation. It should also explain how the offeror will approach timeline management to ensure the deliverables will be met within the allotted timeline.</p>	4.05	19
Q-10	<p><i>Cost Proposal – We are concerned the cost proposal as presented will not provide an apples-to-apples comparison of cost from one contractor to the next. It also incentivizes underspending of the contract because it includes media placement as a line item. If the points are awarded based on lowest cost, how is that beneficial to the contract and not counter to the contract purpose? We recommend adjusting the cost proposal to exclude paid media as a line item and instead either evaluate on rates, products, or a combination of rates and products. This will help defend against an offeror proposing a small and unrealistic placement cost (to bring down their overall cost) only to inflate it after award. Could you please provide clarity on the Cost Proposal?</i></p>	8.01	34

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	<p>Per Sec. 8.01, the state recognizes that true expenses for each line item may vary during the contract term, dependent on the final approved workplan. The overall budget, however, will remain the same.</p> <p>The State leaves it to the offeror's choosing and expertise to identify various products and rates for selected media campaigns that are within the confines of annual budgetary constraints and are approved by the project manager. The State reserves the option to reallocate funding from one or multiple components of the project to another, should it become necessary during the course of the project. As long as this is done within the parameters of the annual budget, we feel that leaving the cost proposal as is, remains sufficient for evaluative purposes of this solicitation effort.</p> <p>We did add clarifying language with this amendment, located above the cost proposal which states the following: "Enter the annual estimated costs for deliverable items listed below. Cost Proposals exceeding an annual budget of \$183,333.00 will be considered non-responsive and will be rejected."</p>		
Q-11	<i>Is the \$550,000 budget listed in the RFP to be allocated over the course of one year or (potentially) all three years of the contract?</i>		
A-11	See Question 3 Answer above.		
Q-12	<i>What portion of the \$550,000 is allocated to media?</i>		
A-12	This is yet to be determined, as the State will look to contractor to propose the split between media purchases and other expenses. Different sources of media have different costs.		
Q-13	<i>Do the production costs for assets (videos, radio commercials, etc.) to support the paid media plan need to be included in the confirmed budget?</i>		
A-13	Yes, all expenses should be included in the cost proposal submitted.		
Q-14	<i>Is there an incumbent agency?</i>		
A-14	There is no incumbent agency. Northwest Strategies developed the original social marketing plan. Walsh Shephard developed the current campaign.		
Q-15	<i>Who did the state work with for the 2017 plan and why are they looking for a new partner?</i>		
A-15	<p>The State worked with Northwest Strategies in creating the Three Year Marketing Plan in 2017.</p> <p>The solicitation for these services requires an open competitive solicitation process per Alaska Statute.</p>		
Q-16	<i>What metrics were used to measure campaign success in 2017? What metrics will be used in 2020? Has the previous campaign moved the needle in any of the metrics?</i>		

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A-16	Evaluation of campaign impacts has not yet taken place. The proposer should suggest measures related to the campaign goals, and methods to collect data. Measures should go beyond hits/views, and into actual change or intent to change knowledge or behavior, as well as message recall.		
Q-17	<i>Who are/how many stakeholders are involved in the campaign creative approval process?</i>		
A-17	State SNAP-Ed team and other state agency partners.		