



Substance Misuse and Addiction Prevention

RFP 2022 0600 5101 • 0622-038

Amendment #2

Monday, April 4, 2022

This amendment is being issued to respond to all questions received to date. This document does not need to be returned with proposal submission.

Sec#	Q#	Question Received	A#	Clarification/Response Provided
Cost Proposal	Q1	In the cost proposal worksheet – should the offeror enter \$0 if the project team staff role does not have a rate?	A1	If the project team staff role does not have a rate, leave blank or enter \$0.
Cost Proposal	Q2	I do think that cell C24 on tab 3 should be pulling from cell B32 on tab 2 (not B30 as it's currently set to pull from) – does that seem right?	A2	Cell C24 on tab 3 is corrected to pull from cell B32 on tab 2.
Cost Proposal	Q3	There doesn't appear to be any media placement budget in the cost scenario. How is that accounted for? Or is row 26 on tab three for media placement, rather than media production?	A3	Row 26 is updated to reflect Media Placement Budget. Row 27 Reserved Media Production is appended with - Filming and Editing Budget.
N/A	Q4	Can you make available the winning RFP from the current contractor, along with their hourly rates/price structure?	A4	The technical and cost proposals for project previously solicited was marked as "Proprietary" and therefore we are unable to publicly share these.
N/A	Q5	Can you please let me know who the incumbent is for this piece of business?	A5	The current incumbent is Northwest Strategies.
N/A	Q6	Can you share who is currently doing this work (incumbent)? Does this work need to go out to bid because of state procurement, or are you looking for a change in agencies?	A6	The current incumbent is Northwest Strategies. This contract expires June 30, 2022; therefore, per procurement rules must be resolicited.
N/A	Q7	Can you share the name of the firm that will be conducting the research portion of this work?	A7	Alaska Survey Research for qualitative and quantitative research. This contract expires June 30, 2024.
N/A	Q8	Can you provide the amount spent on media placements for each campaign over the last two years?	A8	Cannabis public education: about \$125,000 annually. Opioid public education: about \$375,000 annually.
Sec 1.03 and 1.12	Q9	In the RFP for Substance Misuse and Addiction Prevention Public Health Campaign Support, there is a discrepancy on due dates. In section 1.03 Deadline for Proposals it states the due date is April 1, 2022, and in the section 1.12 RFP schedule section it states deadline for receipt of proposals is April 7, 2022. Can you confirm which date is correct?	A9	The correction is addressed in Amendment 1. The proposal submission deadline is April 8, 2022 at 2:30PM Alaska Standard Time
Sec 1.03 and 1.12	Q10	SEC. 1.03 on Page 4 states the deadline for receipt of proposals is no later than 2:30PM prevailing Alaska Time on April 1, 2022. SEC. 1.12 on Page 7 states that the deadline for receipt of proposals is April 7, 2022, at 2:30PM. Can you please clarify which is the correct deadline?	A10	The correction is addressed in Amendment 1. The proposal submission deadline is April 8, 2022 at 2:30PM Alaska Standard Time
Sec 1.03, Sec 1.12	Q11	Can you confirm that the RFP deadline is April 8?	A11	The correction is addressed in Amendment 1. The proposal submission deadline is April 8, 2022 at 2:30PM Alaska Standard Time.

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Sec 1.04, Sec 3.03	Q12	In SEC.1.04 Prior Experience references a "portfolio (described in Section 3.03). However, Section 3.03 describes the Deliverables with no mention of a portfolio. Can you please clarify if we are to provide a creative samples portfolio with our submission?	A12	The requirement in Sec 1.04.4 is updated to read as follows: The offeror must provide letters of reference from three (3) previous clients. These letters must address, from the client's perspective, the offerors creativity, cost effectiveness, timeliness, and overall success of the campaign. Submitted letters may not be from the Alaska Division of Public Health. The portfolio verbiage is omitted.
Sec 1.04, Sec 3.03	Q13	In Section 1.04 it states you must have three letters of reference for prior clients for work provided in the portfolio described in Section 3.03, however, there is no description for portfolio in Section 3.03 nor does it indicate a portfolio is required or evaluated. Will you please clarify what the requirements are for the portfolio and if it will be evaluated and how?	A13	The requirement in Sec 1.04.4 is updated to read as follows: The offeror must provide letters of reference from three (3) previous clients. These letters must address, from the client's perspective, the offerors creativity, cost effectiveness, timeliness, and overall success of the campaign. Submitted letters may not be from the Alaska Division of Public Health. The portfolio verbiage is omitted.
Sec 4.06 pg 28, & Attch 2 RFP Checklist pg 45	Q14	Attachment 2 - RFP Checklist (page 45) states that "No portion of the cost proposal may be included within the body of the narrative proposal." Section 4.06 Experience and Qualifications (page 28) states that the personnel roster should include "the total cost and the number of estimated hours" for each individual. Can you please confirm whether the itemized cost for each person who will actually work on the contract should be included in the technical proposal?	A14	Attachment 2 - RFP Checklist, page 45, item 7 is a correct statement. Sec 4.06 Experience and Qualifications, page 28 4th bullet "itemize the total cost and the number of estimated hours for each individual named above" is removed.
Sec. 4.06 pg 28	Q15	On page 28, Sec. 4.06 you ask for itemized total cost and number of estimated hours for each individual, is this to be included with each resume or is this referring to the cost proposal form?	A15	The 4th bullet in Sec. 4.06 has been removed. See A14 above. The cost proposal is a standalone document.
Sec. 4.06 pg 28	Q16	In Section 4.06 the RFP asks for itemized costs and total number of estimated hours for each individual named on the team. Since we are not allowed to disclose costs outside of the separate cost proposal, we're assuming this is an error. Will you please confirm?	A16	The 4th bullet in Sec. 4.06 has been removed. See A14 above. The cost proposal is a standalone document.
	Q17	Do subcontractors also need to provide three letters of reference above and beyond the three letters provided by NWS?	A17	No. Reference letters from subcontractors are not required.
	Q18	What social marketing campaigns/communications have been most effective for DHSS? What were those results?	A18	OSMAP is in the process of evaluating effectiveness of past behavior change campaigns.
	Q19	Is the incumbent agency participating in the review process? Why are you seeking a new agency?	A19	No. The incumbent does not participate in the State's review process. We are resoliciting these services per the State of Alaska procurement regulations.
	Q20	Can you share current marketing/media plans?	A20	See attached media buy plan for Opioids Prevention: (OPI FY20 Media Recommendation.xlsx). The State's media coordinator position has been vacant and it would be this position who manages most of the opioids work, so this is the most recent plan available for Opioids. For marijuana, please see the attached file: " FY22 Marijuana Work Plan.pdf ".

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	Q21	What other state's substance abuse campaign do you admire and why?	A21	Colorado's "Good to Know" campaign yielded intended outcomes (e.g. increased awareness and perceptions of risk associated with cannabis use disorder, driving under the influence of cannabis, and negative cognitive outcomes associated with cannabis use. See the following websites by copying and pasting into your browser. 1) https://cdpsdocs.state.co.us/safeschools/Resources/CDPHE%20Colorado%20Department%20of%20Public%20Health%20Environment/CDPHE_GoodToKnow_FactsTheLaw_FINAL.pdf 2) https://pubmed.ncbi.nlm.nih.gov/27815393/
	Q22	What are the performance metrics for your existing substance abuse campaign? How are you measuring performance?	A22	OSMAP engages in formative research which includes message testing with target audiences. Pre and post test surveys may also be used to assess knowledge, attitudes, beliefs, and behaviors, and any changes that may have resulted in part due to a campaign. We have conducted evaluation efforts to assess effectiveness, reach and recall of message determined through follow-up online surveys. Evaluating in this manner does have limitations, and can be costly, however we have found online surveys to be the most effective in evaluating reach, recall, and resonance due to the ability to embed the PSA into the survey. Depending upon the type of campaign (print, t.v., radio, digital) key evaluation metrics are determined. Other performance metrics have included paid and earned media opportunities, digital/social media analytics, and A/B testing.
	Q23	One of the core tenants of Social Marketing is driving outcomes. How/where will DHSS evaluate and score respondents' likelihood for achieving necessary outcomes?	A23	OSMAP is under contract with Alaska Survey Research for qualitative and quantitative research. This contract will be used to measure desired campaign outcomes. If the budget allows, evaluation may be achieved through pre and post testing via online surveys.
	Q24	It is clear from your scorecard that the <i>cost</i> of agency compensation is going to have the single greatest influence on your decision. You stated the goal of <i>"These campaigns are designed to prevent and reduce substance use disorders and reduce health harms that occur because of substance use."</i> As the CDC and other social marketing practitioners have learned, insight-driven creativity, and media efficiency and effectiveness play a significant role in achieving the best outcomes for your investment. Can you please expound on how and if your assessment will factor in these items relative to your cost consideration? For example:	A24	Per Sec. 6.06 Evaluation of Proposals - The procurement officer, or an evaluation committee made up of at least three state employees or public officials, will evaluate proposals. The evaluation will be based solely on the evaluation factors set out in Section 5. Evaluation Criteria and Contractor Selection. Sec. 4. Proposal Format and Content, covers the areas that will be used for proposal evaluation related to understanding of the project, methodology used for the project, management plan for the project, and experience and qualifications.
	a.	How/where in responses will you judge a responding agency's media planning effectiveness and buying efficiency?		Sec. 5. Evaluation Criteria and Contractor Selection contains all questions related to each evaluation section category where the proposal evaluation committee will focus during their portion of the scoring. Costs and any preferences to be applied will be accomplished by the procurement officer. Per procurement regulations, the lowest percentage for cost weighting possible is 40% for formal procurements.
	i.	A responding agency may have low staffing costs because they are using less experienced staff and/or have very little investment in tools or data. They may also buy cheap, but less effective media placements.		Anything lower than this must be approved in advance of the solicitation through a cost waiver approved by the State's Chief Procurement Officer (CPO).
	ii.	Another agency may have invested in media research, data, and technology resources to support a more experienced staff. They may also have additional in-market advantage given they have the negotiating power/preference given larger investments under management.		

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	b.	Similarly, how/where in responses will you judge an agency's potential to inspire/motivate the changes in behavior that the state is seeking? Will these judgements influence potential cost differences? An example is comparing the effort Nancy Reagan led with the "Just Say No" campaign compared to the "frying egg – Your Brain on Drugs" campaign or the anti-tobacco "Truth" campaign.		
	Q25	<p>We drafted a cost scenario using, essentially, some of the lowest media production rates pitched in the Covid RFP some 18 months ago. That left us with determining hourly rates for our people in the positions you request, at the hours you assigned for each position.</p> <p>Our calculations show that we would have to have a blended average rate of around \$80/hour across all positions to come in under your \$2mm budget for four years. And, that rate would need to be static over the course of that 4-year timeframe as well.</p>	A25	Per Sec. 4.07 Cost Proposal, Offerors must complete and submit this submittal form. Proposed costs must include all direct and indirect costs associated with the performance of the contract, including, but not limited to, total number of hours at various hourly rates, direct expenses, payroll, supplies, overhead assigned to each person working on the project, percentage of each person's time devoted to the project, and profit. The costs identified on the cost proposal are the total amount of costs to be paid by the state. No additional charges shall be allowed.
	Q26	Because we are aware of winning rates pitched in the past (on the low side but not at \$80/hour), we assume either we misunderstand what you are asking for or there is somehow an error in the spreadsheet provided. Would you double check and advise us about this please?	A26	<p>The cost proposal we have developed calls for loaded hourly rates for staff and asks for costs of other various types of activities involving media production. The authorized budget is not to exceed 2M over 4 years.</p> <p>The cost proposal developed for this solicitation is for evaluative purposes and to establish rates. Individual campaign budget development will be required for each campaign once the resultant contractor has been awarded and work can begin specific for each education campaign as described Sec 3.03 in the deliverables description.</p>