



# Department of Health

## Request for Proposals (RFP) #20264

### Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

#### Questions and Answers Posted: 4/12/24

Question #	Corresponding RFP Section	Question	Answer
1.	4.8	How do people go about applying for subcontracting opportunities for projects?	Businesses interested in being considered for subcontracting opportunities should send an email to <a href="mailto:AIGPU@health.ny.gov">AIGPU@health.ny.gov</a> . The email should contain the business name, contact name, title, business address, phone, email, and website link, if available. The New York State Department of Health (DOH) will compile and post this information with the RFP solicitation on the DOH grants and funding opportunity page, here: <a href="https://www.health.ny.gov/funding/rfp/20264/20264.pdf">https://www.health.ny.gov/funding/rfp/20264/20264.pdf</a>
2.	3.0	<p>Are small businesses outside of NY eligible to apply for the grant?</p> <p>In order to bid on the RFP does the vendor have to be a registered business of NY State?</p> <p>In Section 2.0 Overview, “seeking competitive proposals from non-profit and for-profit marketing, social media or video production agencies with experience as a prime contractor to provide services as further detailed in Scope</p>	Any business that can meet the minimum qualifications outlined in RFP Section 3.0 is eligible to apply.

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		of Work”, does this mean that only marketing and production agencies are eligible? Would an experienced team within non-profit university be eligible?	
4.	2.1	<p>On page 4, under section 2.1 it mentions integrating campaigns into the DOH website. How does AI plan to integrate the campaign collateral/social media toolkit into the website? For example, does AI anticipate it living on its own branded webpage/microsite like the overdose prevention initiative (found here: <a href="https://nyoverdose.org/">https://nyoverdose.org/</a>) or on a dedicated site like PrEP Aware week (found here: <a href="https://www.prepforsex.org/">https://www.prepforsex.org/</a>)?</p> <p>Would you be looking for any updates to your existing website during this contract?</p>	<p>The selected contractor will make recommendations on how to best integrate campaign sites into the New York State Department of Health website. The final decision regarding integration will be made by the New York State Department of Health AIDS Institute.</p> <p>Websites will be linked on New York State Department of Health’s website on its own dedicated campaign page. The website will be updated by the New York State Department of Health using assets provided in Section 4.1.6.</p>
5.	2.1	<p>Also related to page 4, section 2.1 website mention, will the campaign have its own branded page(s) or site and, if so, to what degree should the contractor assume we are supporting web page design, webpage architecture recommendations, web programming, web copywriting, and/or website coordination with the DOH IT team? This is important for pricing information and also clarity as AI lists “website development” (pages 6 and 22) as it relates to bidders eligibility. However, beyond listing deliverables that will live on DOH websites, the RFP doesn’t appear to list specific website development work.</p>	<p>The assets the bidder provides for the social media tool kit listed in Section 4.1.6 will be used for the web page, which includes writing first draft web copy that matches outreach that they’re proposing, banners, images, videos in file sizes and types requested by The New York State Department of Health. However, the web programming and design will be built by the New York State Department of Health.</p>
6.	4.1	<p>On page 7, under section 4.1 as well as page 8, section 4.1.2 it mentions focus groups and stakeholder groups. Does AI assume the contractor will identify and recruit the individuals who participate in these groups or will AI provide support in identifying and recruiting these individuals?</p>	<p>The contractor will identify and recruit the focus group members.</p>
7.	4.1	<p>Related to the focus groups mentioned on page 7-8, should the vendor anticipate paying focus group members (especially those with lived experience)? If so, does AI have a typical rate that they use?</p>	<p>Payment for focus groups would be at the discretion of the contractor and their budget. The current typical rate varies based on type (in person vs. virtual) and ranges from \$25.00 to \$100.00 per session.</p>

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8.	4.1	On page 8, under section 4.1.2 it mentions three in-person focus groups. Where in NYS should we assume those are taking place?	The contractor will be required to conduct focus groups based on the topic/need for each annual campaign, which will influence where the focus groups take place.
9.	4.1	Related to page 8, in-person focus groups, if the vendor needs to travel for any of these focus groups, we assume the government per diem rates should be used for budgetary purposes but please confirm.	Yes. Standard government per diem rates listed on <a href="https://www.gsa.gov/">https://www.gsa.gov/</a> should be used. Refer to Per Diem Lookup on the website for rates based on location and dates of travel.
10.	4.1	On page 8, under 4.1.2 and 4.1.3 as well as page 9 under 4.1.4 it mentions developing content in Spanish. Since the content will appear in English and Spanish, should the contractor also assume a focus group will be in Spanish and, if so, should the contractor expect to provide translation services or will AI provide it?	The contractor will be required to form and conduct focus groups based on the topic/need for each annual campaign, which will influence if Spanish focus groups are needed. The AIDS Institute will not provide translation services. Please see Amendment #2.
11.	4.1	Related to page 8 Spanish language, can you confirm that the contractor will be responsible for translating content?	Yes, the contractor will be responsible for content translation. Please see Amendment #2.
12.	4.1	Page 8 mentions 30-45 second videos and 10-15 second videos. Should the contractor assume that these are entirely different videos or shorter/longer versions of the same videos?	The contractor can shoot one video and use that video for that year's campaign, as long as the video content is relevant for the intended audience of the campaign. This also applies to photo shoots. Please see Amendment #2.
13.	4.1	On page 9, section 4.1.3 it mentions models and ambassadors. If it is determined that a campaign would benefit from ambassadors over models, will AI provide support (or support vis-a-vis its grant recipient/subrecipient network) to help the contractor identify ambassadors or should the vendor assume that they are wholly responsible for identifying the ambassadors? Or alternatively are there organizations (grant recipients) who are formally involved in this campaign whose role it is to help identify ambassadors in support of these efforts?  Does the agency have established spokespersons available?	The contractor will be responsible for identifying ambassadors and/or models. The New York State Department of Health AIDS Institute does not have established spokespersons available.
14.	4.1	Also related to page 9 models/ambassadors and the photo/video shoots, are there areas of NYS that the	The contractor will determine the location of the photo/video shoots based on the topic/need for

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		<p>contractor is required to perform the photo/video shoots or is anywhere in NYS sufficient?</p> <p>Is there a preference of the location for the videoshoot? Downstate vs upstate?</p>	<p>each annual campaign and with New York State Department of Health AIDS Institute approval. Please see Amendment #2.</p>
15.	4.1	<p>On page 9, under Task 4.1.3 it mentions waivers. Are the NYS model waivers mentioned in the RFP available in English only or are they also available in Spanish too? If they are not available in Spanish, will AI provide that or should the vendor assume we will translate the waiver on behalf of AI?</p>	<p>A Spanish waiver will be provided.</p>
16.	4.1	<p>Page 10 mentions modifying sizes of creative assets for out-of-home (OOH) ads. Can you confirm whether this would be for the 4 graphic ads only or for video too?</p>	<p>All media is subject to modification requirements.</p>
17.	4.1	<p>Related to page 10, OOH, since some OOH video specs require videos be captured in very specific formats, it's important to anticipate sizes. Will the vendor receive the anticipated OOH specs and/or media strategy in advance of photo and video shoots?</p>	<p>Yes.</p>
18.	4.1	<p>Related to page 10, OOH, what OOH ads and sizes has AI done in previous campaigns and media buys?</p>	<p>The number of campaigns across the agency has varied widely and included things such as bus shelter ads, New York City subway ads, billboards, bus ads, and more.</p>
19.	4.1	<p>On page 10, under 4.1.5, under section b, it mentions distributing to agencies who may not have significant experience and providing facilitation. What level of facilitation does AI expect the contractor to provide? Is this facilitation limited to the Zoom webinars mentioned under section 4.1.6?</p>	<p>The contractor is expected to package the campaign materials developed as part of Deliverables 2 through 4 in a way that is easy for novice or inexperienced users to access and use the materials. This includes ensuring that the materials can be accessed via mainstream network applications and commonly used software programs. Please see Amendment #2.</p>
20.	4.1	<p>On page 10, under section 4.1.6 it mentions 60-minute Zoom webinars (and webinars are mentioned again on page 26 under F.4.1.6)0. How many Zoom webinars does AI anticipate?</p>	<p>Each campaign will have one associated webinar. Please see Amendment #2.</p>
21.	4.1	<p>On page 10, under 4.1.5, under section c, it mentions helping funded agencies. Can you confirm if these agencies are funded to help with dissemination of the campaign information and assets (similar to PrEP Aware Week) or whether NYSDOH grant recipients are given</p>	<p>The contractor will upload campaign information and assets to a file-sharing service, or otherwise share in a manner directed by AI, and AI staff will be responsible for distributing the materials to their funded agencies.</p>

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		access to this information but are not formally engaged/contracted related to the campaign work?	
22.	4.1	On page 10, under 4.1.5, under section c-d it mentions helping with evaluation. Is AI amenable with the contractor using some funding on evaluation tools/software or should we assume using only evaluation tools/software that we already have and/or that are publicly available?	The contractor can use whatever evaluation software they think is appropriate. Any costs for evaluation tools/software must be built into the pricing quoted for the deliverables.
23.	4.1	Page 11 mentions .25 FTE program coordinator and .25 FTE technical expert but states that these could be the same person. Would AI also be amenable if the technical expert percentage was broken up across two experts so long as they totaled .25 FTE?	Yes. Please see Amendment #2.
24.	4.7	Page 13, under section 4.7 it mentions invoices and payments quarterly. Some items, such as reserving a studio for the photo/video shoot and the model payments require upfront expenses on behalf of the contractor. Would AI consider an earlier invoice for these out-of-pocket expenses?	The vouchering is quarterly for this contract.
25.	4.7	Page 13, under section 4.7 mentions payments. The first payment is for deliverables under section 4.1.1. There is, however, a work plan that is mentioned under section 4.1 but that is not listed under subsection 4.1.1. Can you confirm that the work plan would be reimbursed under this first deliverable payment?	Yes, the work plan would be reimbursed under this first deliverable payment.
26.	4.10	On page 15, it mentions M/WBE utilization. If the bidder is a NYS-certified M/WBE then we assume we will not have to submit a M/WBE utilization form, is that correct?	Form 1 must be filled out regardless of the bidder's status, however, the bidder's status will impact <i>how</i> Form 1 is completed. Any questions should be submitted to: <a href="mailto:mwbe@health.ny.gov">mwbe@health.ny.gov</a> .
27.	B.4.1	On page 25, under B.4.1.2 it mentions that creative materials "will be developed in different languages, with different content for each language's slogan." Earlier it mentions only English and Spanish. Can you confirm that there are no other anticipated languages for which materials will be created?	The Department only needs English and Spanish. Please see Amendment #2.
28.	4.1	Page 25 under E.4.1.5 mentions assisting AI in distributing campaign materials widely. Does AI anticipate the vendor will provide recommendations on organic/earned media and dissemination only or does AI anticipate the vendor will provide dissemination	The contractor will provide all materials developed under this contract to AI. AI will distribute the materials to their community partners. Please see Amendment #2.

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		execution support as well (beyond the webinar)? Note: this is not in reference to media buying as we know there is a separate media buying agency.	
29.	7.0	On page 28, under #4 it mentions that the contractor should list the total number of pages and “each subset of pages listed.” What is defined as a “subset of pages” or what subset of pages would you like listed out in the body of the email particularly since the proposals are required to have a table of contents that also list the sections and pages?	For the Technical Proposal, bidders should include the number of pages in total intended for the Technical Proposal Submission. A subset of pages is not required where a Table of Contents is requested.
30.	7.0	On page 28, under #8, it mentions that proposals do not need to be overly long and should not repeat itself. Is there, however, a page limit for any of the three proposals (administrative proposal, technical proposal, cost proposal)?	There are no page limits. Bidders are requested to keep their submissions to the shortest length consistent with making a complete presentation of qualifications.
31.	8.0	Page 30 mentions that up to 30 points (or 30% of the grade) will be designated for cost. Is the cost scoring simply lowest price = highest points or are there considerations related to “best value to the client”? For example, we know from other public health proposals and federal proposals (especially for HHS agencies), best value is often used and takes into consideration price/cost but also quality of service and products, service performance, minimized risk, reliability, optimized innovation etc. On page 29 under 8.1 it mentions that DOH will evaluate proposals related to the “best value” concept, however, on page 27 under section 6.2 “Cost Proposal,” the only instructions for this section are to fill out Attachment E (the budget), which suggest the entirety of the cost proposal is only related to price. Will AI consider including additional sections in the Cost Proposal section related to topics such as cost containment measures, minimizing risk, ensuring quality products/quality assurance measures, staying on budget, service performance, or other similar cost and quality-related topics?	Bidders will submit a Technical Proposal, as detailed in RFP Section 6.2, and a Cost Proposal, as detailed in RFP Section 6.3.  RFP Sections 8.1 through 8.5 address the method of award. Each proposal will be evaluated based on the “Best Value” concept. This entails a technical review and score, and a cost review and score. The technical and cost scores are added together to arrive at the final, total score.
32.	8.0	Given the critical nature of these campaigns, their impact on public and population health, and the need to ensure they reach intended audiences, will AI will consider best value in lieu of lowest cost only in when grading for cost?	Please see response to Question 31.

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33.	N/A	Is there a current incumbent for this contract and, if so, is AI at liberty to share the name of that agency?	There is no current incumbent for this contract.
34.	4.1	How many campaigns in total are you expecting the selected vendor to complete annually within the 120k budget?  Can you please clarify the number of annual campaigns expected? One campaign with six deliverables, for a total of five campaigns over five years (and a total of 30 deliverables)?	Per RFP Section 4.1, one annual campaign. Per Attachment E – Cost Proposal, deliverables 1-6 will take place once annually. This totals 30 deliverables over a five-year contract term.
35.	4.1	Will 3D animation be required or only 2D?	At a minimum 2D animation will be required. Please see Amendment #2.
36.	4.1	Will the photo shoot be simultaneous with video shoot? Or will the photo shoot be at different time/environment?	Please see the response to Question #12 and Amendment #2.
37.	4.1	Will the selected vendor be responsible for hiring and paying the model/ambassador/spokesperson?	Yes.
38.	4.1	Should model/ambassador be the same for original Spanish content?	The model/ambassador can be the same for the Spanish content, as long as the model/ambassador aligns with the campaign and target audience.
39.	4.1	Do any assets need to be created for paid media?	Assets must be created to meet the Deliverables outlined in RFP Sections 4.1.1 through 4.1.6. These assets may or may not be used by the New York State Department of Health AIDS Institute's media buyer for paid media.
40.	4.1	If paid media is included, is media spend to be accounted for in the 120k budget?	The awarded contractor is not responsible for a media buy.
41.	4.10	In order to bid on the RFP is it required that you be certified as a woman owned or minority owned business by NY State only?	No, a bidder is not required to be certified as a woman owned or minority owned business by NY State only to bid. To be eligible to bid, bidders must possess the minimum experience detailed in RFP Section 3.1 and be compliant with RFP Section 4.10.
42.	2.3	On page 5, in Section 2.3 Term of the Agreement, it states that the successful bidder is expected to be engaged for a period of 5 years, with an anticipated start date of October 1, 2024. Does this then mean that the budget for Deliverables 1-6 in Section 4.1 that must not	As stated in Attachment E – Cost Proposal: "The awarded bidder will receive a contract valued at the total bid price (G below) multiplied by five (5)."

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		exceed \$120,000 is for initiatives that take place in year one of engagement only, and that a new budget will be identified every year of the 5 year engagement for the selected bidder to bid against?	
43.	4.1	On page 7, Section 4.1 Tasks and Deliverables, in the third to last paragraph, in the second to last sentence it reads, "The work plan will be used to inform monthly reports and vouchering, as well as..." Can you define what vouchering means in this instance and then explain, how or when vouchering would be applicable as it pertains to the scope of work?	A contractor must voucher (ie: invoice) to be paid for their work. Quarterly, a contractor will submit for expenses incurred (voucher) as it directly relates to the completion of deliverables.
44.	4.1	On page 7, Section 4.1 Tasks and Deliverables, just before section 4.1.1. Deliverable 1: in the second to last paragraph it states, "...however, there may be instances where the contractor will be requested to attend an in-person meeting. Can you expound on the instances of when that may be required, and should travel if any be required be built into the overall budget, or is travel expected to be covered by the vendor?"	It is anticipated that contractors may be requested to attend in-person meetings no more than twice per year. Please see Amendment #2.
45.	6.1	Regarding M/WBE participation (RFP Section 6.1.6) Attachment 5, Form 1 and Form 4: a) If we, the Prime bidder, are an MBE, should we list ourselves as a subcontractor on the forms? b) If we are not aware of which specific WBE we will subcontract with yet, what info should be included on the forms?	A) If the prime bidder is a NYS certified MBE, no. B) Include as much information as possible on the forms; it can be updated once specific WBEs are identified.
46.	6.1	Regarding the State Finance Law Consultant Disclosure (RFP Section 6.1.13), a) Do we need to attach any documents to the proposal? Form A only? b) How do we fill this info out accurately prior to being awarded the contract, since we don't have more project details to inform our requirements and/or this info may be subject to change?	Form A can be submitted by the successful bidder upon notice of contract award. Form B is submitted annually by the awarded contractor.
47.	6.1	Regarding the Sales and Compensating Use Tax Certification (RFP Section 6.1.14), a) Do we need to attach any documents to the proposal? These are forms to be submitted to DTF -- does DOH need copies of ST-220 CA + ST220-TD attached to the proposal?	The successful bidder will complete and submit form ST-220-CA to the NYS DOH, and form ST-220-TD to the NYS Department of Taxation and Finance. These forms can be submitted upon notice of contract award.



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		b) Do these need to be completed by the bidder now, or is this only to be done in the future if awarded the contract and prior to the contract start?	
48.	6.2	Regarding Documentation of Bidder's Eligibility (RFP Section 6.2.3), Can you please list specific examples of documentation that you will accept to meet the requirement?	Bidders must determine the documentation that provides sufficient evidence of meeting the Minimum Qualifications in RFP Section 3.1.
49.	6.1	If the non-profit university is tax exempt, does that disqualify them based on Section 6.1.14, as they do not collect state tax?	Section 6.1.14 has no bearing on bidder eligibility. Eligible organizations must meet the minimum qualifications listed in RFP Section 3.1.
50.	3.2	In Section 3.2 Preferred Qualifications (also section 6.2.3), can the requirements be met amongst experienced team members or do they need each need to be met by all team members?	RFP Section 3.2 and RFP Section 6.2.3 refer to the experience of an organization, not any individual team member.
51.	6.2	To clarify section 6.2.3, the prime contractor must have a minimum of three (3) years of experience with any one of the following: • public health marketing or • website development or • health video production, and then they can subcontract with others, but the subcontractor cannot be the *only* person who has the three years of experience, correct?	Yes, the Prime Bidder must have a minimum of three (3) years of experience in public health marketing OR website development OR health video production, to meet the Minimum Qualifications to Bid (RFP Section 3.1). Subcontractors' experience cannot be used to meet Minimum Qualifications (RFP Section 3.1) or Preferred Qualifications (Section 3.2).
52.	N/A	Could you provide a variety of different creative examples for each campaign initiative?	Bidders can view former campaigns at this link: <a href="https://www.health.ny.gov/diseases/aids/">https://www.health.ny.gov/diseases/aids/</a> .
53.	N/A	Will all previously used creative assets be made available to the new agency?	No, the awarded contract will be for new campaigns with new creative assets only.
54.	N/A	What metrics are you currently tracking?	This information is not relevant to the submission of bids for this RFP.
55.	N/A	Is there anything about the creative for these campaigns that you feel is not working well?	This information is not relevant to the submission of bids for this RFP.
56.	N/A	What do you like/what's working with the current creative for these campaigns?	This information is not relevant to the submission of bids for this RFP.
57.	N/A	Are you willing to share existing or past campaign performance for each initiative?	This information is not relevant to the submission of bids for this RFP.
58.	6.2	Outside of executing the scope of work, what does "success" look like when reviewing the overall objectives of this contract?	This information is not relevant to the submission of bids for this RFP.

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59.	4.0	After the success of your current campaigns, have your goals been updated going forward? What are they?	This information is not relevant to the submission of bids for this RFP.
60.	N/A	What percentage of your overall budget has historically been allocated towards media spend?	This information is not relevant to the submission of bids for this RFP.
61.	N/A	What kind of messaging do you find creates an effective campaign?	This information is not relevant to the submission of bids for this RFP.
62.	Attachment E	What are your timing expectations for the launch of each campaign?	Per Attachment E – Cost Proposal, deliverables 1-6 will take place once annually, with specific timing to be discussed with the awarded contractor and contract manager.
63.	4.1	Do you have first-party data available for digital media targeting?	Please see answer to Question #39.
64.	N/A	May we review any findings or statistics gathered from previous media campaigns?	This information is not relevant to the submission of bids for this RFP.
65.	N/A	Historically, how have benchmarks for success been set and measured?	This information is not relevant to the submission of bids for this RFP.
66.	N/A	There is a line that asks for the "Agency Vendor ID #." Is this the unique entity ID (UEI) # assigned to us from the federal government or is this a NYS-specific number? Can you clarify what the Agency Vendor ID # is?	<p>The Agency Vendor ID is the Statewide Financial System (SFS) Vendor ID which is for New York State funded contractors from the Statewide Financial System (SFS). The UEI # is the Unique Entity Identifier which is required for Federally funded contracts.</p> <p>For the purposes of submitting a bid, an Agency Vendor ID number is not required (it can be provided if a bidder already has one). Upon contract award, if the successful bidder does not already have an Agency Vendor ID number, they must request one by submitting a New York State Office of the State Comptroller Substitute Form W-9, which can be found on-line at: <a href="https://www.osc.state.ny.us/files/vendors/2017-11/vendor-form-ac3237s-fe.pdf">https://www.osc.state.ny.us/files/vendors/2017-11/vendor-form-ac3237s-fe.pdf</a>.</p>