

**RFP 17498 – CREATIVE & MARKETING COMMUNICATIONS SERVICES**  
**QUESTIONS AND ANSWERS**  
**December 4, 2017**

**Question #1**

**Corresponding Section:** Section 1, Calendar of Events

**Question:** The anticipated contract start day is August 1, 2018 – would you be open to starting some work earlier?

**DOH Response:** *Due to approval timeframes, August 1, 2018 is the earliest anticipated start date for this contract.*

**Question #2**

**Corresponding Section:** Section 2.0, Overview

**Question:** Will multiple vendors be awarded for this RFP?

**DOH Response:** *No, as set forth in Section 2.0 of the RFP, it is the Department’s intent to award one (1) contract from this procurement.*

**Question #3**

**Corresponding Section:** Section 2.0, Overview

**Question:** In the RFP document, section 2.0, it states that it is the Department’s intent to award 1 contract from this procurement. I wanted to confirm that this means that 1 creative agency will be awarded the full contract, which includes all 5 deliverables. Is this correct? Or, is it possible that a different agency would be chosen for each of the 5 deliverables?

**DOH Response:** *The one (1) contract awarded from this procurement will be responsible for completion of all deliverables listed in the RFP.*

**Question #4**

**Corresponding Section:** Section 2.1, Introductory Background

**Question:** How does DOH prioritize increasing enrollment for the “Essential Plan”?

**DOH Response:** *Programs are not assigned a “priority” level.*

**Question #5**

**Corresponding Section:** Section 2.1, Introductory Background

**Question:** The RFP references “the coverage”, is this for the Essential Plan or all health plans?

**DOH Response:** *The reference to “coverage” in the first paragraph of section 2.1 refers to all health insurance programs available to consumers on the NY State Marketplace.*

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**Question #6**

**Corresponding Section:** Section 2.1, Introductory Background

**Question:** Can you give us some background on this statistic? Only 1 in 5 New Yorkers have registered for ACA.

**DOH Response:** *Per Section 2.1 Introductory Background, enrollment data can be found at: <https://info.nystateofhealth.ny.gov/2017openenrollmentreport>. Over 4 million New Yorkers have enrolled in coverage through NY State of Health. We would not expect all New Yorkers to enroll in coverage through NY State of Health as many individuals have insurance through other sources, including their employers.*

**Question #7**

**Corresponding Section:** Section 2.1, Introductory Background

**Question:** Has the DOH done research as to why only 1 in 5 New Yorkers has registered for ACA?

**DOH Response:** *Information was provided as background and is not relevant to a bidder's ability to respond to this RFP*

**Question #8**

**Corresponding Section:** Section 2.3, Term of the Agreement

**Question:** Section 2.3 says the Department. Spends \$400,000 annually on services related to Deliverables 1-5 in section 4.2. Does that figure include the cost of producing materials or is that taken from a special budget?

**DOH Response:** *The \$400,000 annual budget includes Deliverables 1-6 (see Amendment #1), it does not include the cost for the production/printing of materials.*

**Question #9**

**Corresponding Section:** Section 2.3, Term of the Agreement

**Question:** Has anything changed in terms of size and scope/deliverables and expectations from previous years as it relates to the investment in the program?

**DOH Response:** *No.*

**Question #10**

**Corresponding Section:** Section 2.3, Term of the Agreement

**Question:** Is there an incumbent, if so who?

**DOH Response:** *No, there is no current incumbent.*

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**Question #11**

**Corresponding Section:** Section 3.0, Bidder’s Qualifications to Propose

**Question:** Since [Vendor] is a new company and has only been in operation for under 2 years, but our team has combined experience of over 40 years, is it acceptable to submit samples of work we did in our prior Marketing/PR roles?

**DOH Response:** *Yes.*

**Question #12**

**Corresponding Section:** Section 4.1, Performance Expectations

**Question:** “Plan and execute NYSOH awareness and enrollment special events, statewide.” Can you please further define what is meant by “plan”? Is the contract just meant to plan your participation in an existing event?

**DOH Response:** *No. It will be the contractor’s responsibility to plan NYSOH’s participation in special events. For a full description of the contractor’s responsibilities concerning special events planning see section 4.2.5 of the RFP.*

**Question #13**

**Corresponding Section:** Section 4.1, Performance Expectations

**Question:** “Plan and execute NYSOH awareness and enrollment special events, statewide.” OR is the contractor planning/designing original events? If so, is the contractor responsible for marketing/advertising the events?

**DOH Response:** *See response to Question 12. No, the contractor would not be responsible for marketing and advertising, but is expected to collaborate with NYSOH and its advertising agency.*

**Question #14**

**Corresponding Section:** Section 4.1, Performance Expectations

**Question:** What were the KPI’s from the previous marketing communications/PR efforts in 2017? Of those KPI’s which ones would you consider the primary KPI and how did you measure success?

**DOH Response:** *In the past, NY State of Health has measured the success of marketing and public relations efforts through: consumer engagement with videos, including the number of views/impressions, the number of “clicks” from the videos to our website; the number of materials distributed at NY State of Health-sponsored events; and the number of enrollments that resulted from consumers who either clicked through to our website from promoted videos or completed an application at a NY State of Health-sponsored event.*

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**Question #15**

**Corresponding Section:** Section 4.1, Performance Expectations

**Question:** Is the purpose of the RFP to focus on the state led enrollment programs – or should federal efforts also be considered?

**DOH Response:** *The purpose of the RFP will be to focus on the state led enrollment programs. NY State of Health is a state-based marketplace. While we follow federal rules, the focus of the Public Relations activities are state-marketplace programs and enrollment.*

**Question #16**

**Corresponding Section:** Section 4.1, Performance Expectations; Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** Section 4.1 lists: Plan and Execute NYSOH awareness and enrollment special events statewide. Section 4.2.5 States that there will be one major special event campaign per year per region (5 regions). Are there more than 5 special events?

**DOH Response:** *As described in section 4.2.5 of the RFP, it is anticipated that the State will hold one major special event campaign per year per region. Historically, the special event campaign includes more than one event per campaign per region. As such, DOH assumes planning and execution of ten (10) events per contract year. The actual total number of events held each year may vary from year-to-year.*

**Question #17**

**Corresponding Section:** Section 4.1, Performance Expectations

**Question:** Can you provide a list of metrics for success of Key Performance Indicators your agency uses to measure success in an initiative such as this?

**DOH Response:** *See response to Question # 14.*

**Question #18**

**Corresponding Section:** Section 4.1, Performance Expectations

**Question:** What are the goals for the Department of Health during the Open Enrollment Period?

**DOH Response:** *The goal of NY State of Health is to enroll new consumers into a quality, affordable health plan through the Marketplace and to re-enroll current consumers.*

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**Question #19**

**Corresponding Section:** Section 4.1, Performance Expectations

**Question:** How does the Department of Health measure the success of the contractor?

**DOH Response:** *See response to Question # 14.*

**Question #20**

**Corresponding Section:** Section 4.1, Performance Expectations

**Question:** Are there certain geographic focus areas the DOH has in mind?

**DOH Response:** *This is a Statewide Marketing and Outreach effort.*

**Question #21**

**Corresponding Section:** Section 4.2, Deliverables

**Question:** What will the approval process be on creative?

**DOH Response:** *All deliverables to be generated by the contractor will require written approval by NYSOH staff before final production (email signoff is acceptable).*

**Question #22**

**Corresponding Section:** Section 4.2.1, Public Relations Plan – Deliverable 1

**Question:** How effective have your current and past marketing efforts been in promoting awareness and use of the NYS State of Health Marketplace? Can you explain where and why they may have not performed as well as you would have liked?

**DOH Response:** *Current and past marketing campaigns have performed well and were successful. To date, more than 4 million New Yorkers have enrolled in coverage through the Marketplace.*

**Question #23**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Will previous messaging and concepts (both approved and discarded) be made available prior to agency submission for review?

**DOH Response:** *Previous messaging and concepts (both approved and discarded) can be made available to the selected contractor.*

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**Question #24**

**Corresponding Section:** Section 4.2.2, Message Concept/Development – Deliverable 2

**Question:** Would you be willing to share the process/methodology for previous message testing?

**DOH Response:** *Message testing was primarily conducted by using focus groups with consumers. Summaries of the focus groups can be made available to the selected contractor.*

**Question #25**

**Corresponding Section:** Section 4.2.2, Message Concept/Development – Deliverable 2

**Question:** Please provide more insight into NYSOH’s “target audience” for this campaign (e.g., key behaviors, specific demographics, etc.).

**DOH Response:** *Target audience includes (but is not limited to) populations and communities with higher uninsured rates than the New York State average. Populations: Young adults (ages 19-25); Hispanics/Latinos, Blacks/African Americans; low to moderate income (200-399% FPL).*

**Question #26**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Are there specific demographic groups which the NYSOH considered underserved and would like to target?

**DOH Response:** *NYSOH activities should focus on populations with higher uninsured rates:*

**Question #27**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Section 4.2.2 Related to Market Research, the contract begins in August 2018, so the first wave of research would not occur until June of 2019, correct?

**DOH Response:** *We expect that market research would begin as early as the contract is finalized. to inform message/concept development for the 2019 Open Enrollment Period which will begin approximately November 1, 2018.*

**Question #28**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Is the marketing development for the Essential Plan or for all health plans available on the NY State Marketplace?

**DOH Response:** *All health insurance programs available to consumers on the NY State Marketplace.*

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**Question #29**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Other than Mandarin, English and Spanish, are there other languages that need to be considered for materials development?

**DOH Response:** *NYSOH materials are available in 27 languages, however the contractor is not responsible for the translation.*

**Question #30**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** How is the DOH currently testing message effectiveness (what methodology)? Is the DOH happy with that methodology? What would make the research more effective to their current needs?

**DOH Response:** *Messages have been tested through focus groups. Bidders should propose the testing methods that they think are the most appropriate.*

**Question #31**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Is the DOH looking for more directional feedback (qualitative, i.e. focus groups) or more quantitative (feedback representative of these populations in NYC)?

**DOH Response:** *Messages have been tested through focus groups. Bidders should propose the testing methods that they think are most appropriate for this work.*

**Question #32**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Will the DOH continue to use the existing “4 Million Reasons” theme? Or are you looking for something completely new?

**DOH Response:** *The “4 Million Reasons” campaign is for NYSOH’s 2018 Open Enrollment. Historically we have had a new campaign for each new Open Enrollment Period.*

**Question #33**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Is there any research data available to show how consumers felt about the “4 Million Reasons” campaign?

**DOH Response:** *No, it is too early in the process for the Department to have received any research data on the “4 Million Reasons” campaign.*

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**Question #34**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** The RFP states that the contractor shall create messaging and concepts in June which will be utilized for a November 1 open enrollment period. However, on the Calendar of Events it states that the anticipated contract will start on August 1, 2018. Please confirm the timing of the award of the contract in relationship to the concept and messaging development in respect to the Open Enrollment period of November 1.

**DOH Response:** *In future years, work should begin in June for the next Open Enrollment Period that begins November 1. However, the first year of this contract period will be compressed due to the contract being awarded in August 2018.*

**Question #35**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Is this a request for respondents to provide original and/or new creative content (ex.: storyboards, campaigns messaging, concepts) that would be used to promote NYSDOH programs, or is it sufficient to show previous, but relevant, work that was done for other clients?

**DOH Response:** *Per Section 6.2.4.3.B3. Approach to Project, this is a request for examples of past work.*

**Question #36**

**Corresponding Section:** Section 4.2.2, Message/Concept Development – Deliverable 2

**Question:** Is it your expectation under the scope of work for this RFP that the winning bidder be responsible for online ad testing of the content they produce?

**DOH Response:** *Yes. Evaluation of the materials/concepts developed under this contract is expected.*

**Question #37**

**Corresponding Section:** Section 4.2.3, Material Design – Deliverable 3

**Question:** Would the contractor be responsible for distribution of materials we develop through media placements or other mechanisms?

**DOH Response:** *NY State of Health would distribute materials through our media distribution channels.*



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**Question #38**

**Corresponding Section:** Section 4.2.3 – Material Design

**Question:** What program does NYSDOH require/prefer the files be built in?

**DOH Response:** *The current materials are built in Adobe InDesign; however, this is not a requirement.*

**Question #39**

**Corresponding Section:** Section 4.2.3, Material Design – Deliverable 3

**Question:** Will vendors be required to utilize current branding or is there an opportunity for vendors to provide new/updated branding options?

**DOH Response:** *Vendors will be able to provide new/updated branding options subject to NYSOH approval, but options must be aligned with the NYSOH brand guidelines at:*

*<https://info.nystateofhealth.ny.gov/resource/ny-state-health-brand-guidelines>. NYSOH is under no obligation to accept proposed new/updated branding options.*

**Question #40**

**Corresponding Section:** Section 4.2.3, Material Design – Deliverable 3

**Question:** Section 4.2.3 States that the bidder is not responsible for production/printing of materials. Are the special event booth elements included in the materials the bidder isn't responsible for production?

**DOH Response:** *No, the selected contractor will be responsible for the design and layout of the special event booth. The physical production of the booth and any display items (i.e., signage, tablecloths, balloons) will be paid separately, subject to the review and approval of NYSOH.*

**Question #41**

**Corresponding Section:** Section 4.2.3, Material Design – Deliverable 3

**Question:** Section 4.2.3 Does NYSOH plan to integrate any of the campaign elements into the webs site? If so, is that handled internally or is the contractor expected to manage development?

**DOH Response:** *Campaign elements may be integrated into the website. The contractor will be required to work with NYSOH staff to ensure file structures created by the contractor comply with web formatting.*

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**Question #42**

**Corresponding Section:** Section 4.2.3, Material Design – Deliverable 3

**Question:** Who created the current NY State of Health branding guidelines and marketing materials?

**DOH Response:** *NYSOH brand guidelines were developed in collaboration with DDB Worldwide. Marketing materials have been developed in collaboration with a number of vendors including Ketchum Public Relations and the Haykel Group, Inc*

**Question #43**

**Corresponding Section:** Section 4.2.3, Material Design

**Question:** Many examples of rack cards and information sheets on the NYSDOH website are provided in multiple languages. Is the contractor expected to provide these materials in alternate languages? If so, how many languages and which ones?

**DOH Response:** *The contractor shall be responsible for providing to NYSOH the templates and/or electronic files needed to reproduce the design/concept into other languages, but the contractor shall not be responsible for the production/printing or translation of the materials.*

**Question #44**

**Corresponding Section:** Section 4.2.3, Material Design

**Question:** There are videos on the NYSDOH website which are labeled as “ads.” Will ads be produced as part of the 5 annual videos? If so, approximately what percentage?

**DOH Response:** *No. The types of shareable content required of the contractor are categorized on our website as “videos.” The development and production of ads will be handled separately from this contract.*

**Question #45**

**Corresponding Section:** Section 4.2.3, Material Design

**Question:** There are videos on the NYSDOH website which are labeled as “ads.” Historically, what percentage of the 5 annual videos have utilized full animation?

**DOH Response:** *All of the sharable content videos will use full animation.*

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**Question #46**

**Corresponding Section:** Section 4.2.4 Shareable Content Development

**Question:** Are you able to provide specific examples of previous infographic design?

**DOH Response:** *Examples of previous infographic design can be found here:*

<https://info.nystateofhealth.ny.gov/sites/default/files/2015%20Infographics%20-%20Renewals%20and%20Subsidies.pdf>

<https://info.nystateofhealth.ny.gov/sites/default/files/2015%20Infographics%20-%20Qualified%20Health%20Plans.pdf>

<https://info.nystateofhealth.ny.gov/sites/default/files/2015%20Infographics%20-%20Where.pdf>

<https://info.nystateofhealth.ny.gov/sites/default/files/2015%20Infographics%20-%20Who.pdf>

**Question #47**

**Corresponding Section:** Section 4.2.4, Sharable Content Development – Deliverable 4

**Question:** If the contractor recommends that the sharable content be shared via paid social posts, would the media of those posts be paid from the overall \$400,000 budget or is there a separate media budget?

**DOH Response:** *No, the cost of paid promotions of sharable content is not included in the \$400,000 budget for deliverables 1-6.*

**Question #48**

**Corresponding Section:** Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** Is there an existing infrastructure of community contacts and navigators that currently working with NYSOH on the special events that the contractor would work with on each event?

**DOH Response:** *Yes. Please see here for additional information on NY State of Health certified assistors: <https://info.nystateofhealth.ny.gov/IPANavigatorSiteLocations>.*

**Question #49**

**Corresponding Section:** Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** Does DOH provide staffing for the special events, or is this the responsibility of the vendor?

**DOH Response:** *The DOH or one of its partners will provide staffing for special events. The contractor is not required to staff the special events.*

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**Question #50**

**Corresponding Section:** Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** Can you provide a list of which events were considered the most successful to attend and table by the NYSOH over the last three years?

**DOH Response:** *NYSOH sponsors, conducts, and organizes more than 1600 events each year. Events that have been considered the most successful include, “Sign Up NY” statewide mall tour event featuring Marvel Superheroes, New Tang Dynasty (NTD) Informational Seminars, Pharmacy events, Library events, College Campus events, Farmers Market events and Holiday Food Pantry events.*

**Question #51**

**Corresponding Section:** Section 4.2.5 – Special Events Planning

**Question:** Does an existing event partner database exist that can be used to further build the event network? And is the contractor expected to staff the all events, in addition to NYSDOH staff?

**DOH Response:** *A partner database does exist and can be shared with the selected bidder. The contractor is not required to staff special events.*

**Question #52**

**Corresponding Section:** Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** For the execution, is it expected that the bidder will provide staffing for the events or simply design the materials/booth and prepare the event?

**DOH Response:** *The contractor is not required to staff special events. Per the RFP, pricing for special events pertains only to the resources needed to plan and execute the regional public events. Section 4.2.5, Special Events Planning, lists the annual tasks that the contractor is responsible for.*

**Question #53**

**Corresponding Section:** Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** Is the contractor expected to conduct smaller campaign events beyond the one major event per region per year?

**DOH Response:** *It is not specifically required per this RFP.*

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**Question #54**

**Corresponding Section:** Section 4.2.5, Special Events Planning

**Question:** Are there any existing assets for the special events that can be repurposed, or will the booth, materials and other items need to be created anew?

**DOH Response:** *Per the RFP, the contractor will be responsible for the design and layout of the booth and materials only. Existing assets for special events include a booth, tablecloths, banners, signage, promotional items, and interactive “games” and may be repurposed.*

**Question #55**

**Corresponding Section:** Section 4.2.5, Special Events Planning

**Question:** Do you already have advocacy partnerships that can be leveraged? Will you be willing to share a list of them prior to agency submission for review?

**DOH Response:** *NY State of Health partners with organizations throughout the state in an effort to promote the Marketplace. A list of partnerships will be shared with the selected contractor.*

**Question #56**

**Corresponding Section:** Section 4.2.5, Special Events Planning

**Question:** Will the contractor be required to provide onsite staffing for the events? If so, is staffing events included in the not-to-exceed labor hours listed in Attachment C, P. 29?

**DOH Response:** *The contractor is not required to provide onsite staffing for special events.*

**Question #57**

**Corresponding Section:** Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** Do you anticipate the majority of special event activations to be downstate?

**DOH Response:** *We expect the special events to be distributed across the State. The exact locations will be determined in coordination with the contractor.*

**Question #58**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” Historically, what types of venues have been used?

**DOH Response:** *NYSOH past events have utilized shopping malls and college campuses.*

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**Question #59**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” Can you please clarify if events are meant to be created/designed by the contractor, by DOH, or a combination?

**DOH Response:** *It will be the contractor’s job in collaboration with NYSOH staff to create/design, plan and execute regional public events that promote NYSOH and educate consumers about NYSOH and its health plan options.*

**Question #60**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” Are these events just for DOH or are there other vendors involved?

**DOH Response:** *These events are to create awareness of and enrollment into NY State of Health programs*

**Question #61**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” Typically how long are the events?

**DOH Response:** *There is no set requirement on length. In the past, events have been all day-long events over the course of a weekend.*

**Question #62**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” How many people typically attend the events?

**DOH Response:** *We are looking for the selected contractor to identify events that could attract hundreds of attendees.*

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**Question #63**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” Is there an expectation that the contractor provide support staff for events?

**DOH Response:** *The contractor is not required to provide onsite staffing for special events.*

**Question #64**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” How many staff support members should be provided by the contractor for special events? How many for other events (malls and colleges)?

**DOH Response:** *The contractor is not required to provide onsite staffing for special events.*

**Question #65**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” What is the expected roll [sic] of contractor support staff beyond what was specifically outlined in Section 4.2.5?

**DOH Response:** *The full description of what is expected of the contractor is in section 4.2.5.*

**Question #66**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” Can you please provide descriptions/examples of booth design? Are these simple tables with tabletop displays? OR more elaborate popup displays with lights and features such as video screens?

**DOH Response:** *Previous booth designs have included banners, balloons, cutouts, tables, and large branded NY State of Health signage. The space should also allow consumers to have private conversations with NYSOH assistants.*

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**Question #67**

**Corresponding Section:** Section 4.2.5, Special Event Planning

**Question:** “It is anticipated that the State would hold one major special event campaign per year per region. The campaign may include events in each region of NYS. Regions are defined as: New York City, Long Island, Capital/Mid-Hudson/North Country, Western NY, Central NY/Southern Tier.” Are materials designed under Section 4.2.3 meant to be used at the events? OR do event specific materials need to be created? If so, can you please provide specifics?

**DOH Response:** *There could be times that specific materials may need to be created for special events, this is dependent upon the event and the desired effect of the messaging and education on the audience.*

**Question #68**

**Corresponding Section:** Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** Does the Department of Health currently have a booth that is utilized for events?

**DOH Response:** *Yes. NY State of Health has a booth that can be used for special events.*

**Question #69**

**Corresponding Section:** Section 4.2.5, Special Events Planning – Deliverable 5

**Question:** If a new booth needs to be created would the production and manufacturing costs of the booth be part of the \$400,000 budget?

**DOH Response:** *No.*

**Question #70**

**Corresponding Section:** Section 4.3, Other Creative Media and Marketing Services – Task Order Request Process

**Question:** “...the contractor to provide tasks that fall outside the creative media and marketing services required in Section 4.2. These specific tasks if performed under the scope of this contract will be intermittent.” Can you please specify what “specific tasks” might be required in the scope for Deliverable 6?

**DOH Response:** *The type of tasks included for Deliverable 6 could include providing consultation to clients regarding crisis management, media strategy, and/or media training.*



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**Question #71**

**Corresponding Section:** Section 4.3, Other Creative Media and Marketing Services – Task Order Request Process

**Question:** "...the contractor to provide tasks that fall outside the creative media and marketing services required in Section 4.2. These specific tasks if performed under the scope of this contract will be intermittent." Do you have previous PR plans which you will share with a selected vendor?

**DOH Response:** *Previous PR plans (both approved and discarded) will be made available to the selected contractor.*

**Question #72**

**Corresponding Section:** Section 4.3, Other Creative Media and Marketing Services – Task Order Request Process

**Question:** "...the contractor to provide tasks that fall outside the creative media and marketing services required in Section 4.2. These specific tasks if performed under the scope of this contract will be intermittent." What has been the historic budget allocation for each of the deliverable sections?

**DOH Response:** *There is no historic budget allocation by deliverable.*

**Question #73**

**Corresponding Section:** Section 4.4, Account Management and Staffing

**Question:** What will be the reporting structure for the awarded vendor? Will the vendor work exclusively with DOH staff or additional state and/or public entities?

**DOH Response:** *The contractor's work will be managed and monitored by NYSOH staff throughout the life of the contract.*

**Question #74**

**Corresponding Section:** Section 5.18, Encouraging the Use of New York Businesses in Contract Performance

**Question:** Is it preferred that the prime contractor be located in NY?

**DOH Response:** *There is no preferred qualification(s) contained in the RFP.*

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**Question #75**

**Corresponding Section:** Section 5.4, Payment

**Question:** What are the payment terms for the reimbursable items like securing venues and shipping materials (Page 6 & 10)? Article XI-A of the Finance law does not have a timeline (i.e. Net 30) for payment when we looked it up online NYS.law.

**DOH Response:** *Pursuant to section 5.4 of the RFP, invoices and/or vouchers for reimbursable items that are submitted in accordance with the requirements in the RFP are, subject to prior DOH approval, and when applicable, at contracted New York State rates, and are payable within 30 days.*

**Question #76**

**Corresponding Section:** Section 5.5, Minority & Women-Owned Business Enterprise Requirements

**Question:** Does Section 5.5 and attachment F apply to [Vendor] if we are a certified WBE?

**DOH Response:** *Yes.*

**Question #77**

**Corresponding Section:** Section 5.5, Minority and Women-Owned Business Enterprise Requirements

**Question:** If a bidder is certified as a WBE for NY State does that certification aid in the ranking and rating of their RFP submission?

**DOH Response:** *Yes. See Section 8.0 of the RFP, Method of Award.*

**Question #78**

**Corresponding Section:** Section 5.9, Subcontracting

**Question:** Does the DOH encourage partnerships and/or subcontracting relationships with other entities (e.g., multi-cultural marketing specialists to assist with rollouts to targeted communities)?

**DOH Response:** *The DOH encourages partnerships and/or subcontracting relationships that promote the contractor's optimal performance under the contract.*

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**Question #79**

**Corresponding Section:** Section 6.2.4.3, Approach to Project

**Question:** Is sub-contracting allowed for items like videography, printing, graphics, copywriting, etc. if [Vendor] is managing and overseeing the contractors and NYSDOH is invoiced ONLY by [Vendor]? (Page 20)

**DOH Response:** *Yes, see Section 3.0 Bidders Qualifications to Propose and Section 5.9 Subcontracting for the requirements surrounding subcontracting.*

**Question #80**

**Corresponding Section:** Section 6.2.4.3, Approach to Project

**Question:** For the deliverables on Page 20, C4-5, is it acceptable to submit work that we managed and gave creative direction for to a contractor, i.e. videographer, photographer, designer?

**DOH Response:** *Yes*

**Question #81**

**Corresponding Section:** Section 6.2.4.3, Approach to Project – E. Other Creative Media and Marketing Services

**Question:** “E.1. Describe your experience providing consultation to clients regarding crisis management, media strategy, and/or media training.” Are these items the extent of the scope/tasks for Deliverable 6 as requested above in Section 4.3?

**DOH Response:** *These are examples of some of the tasks for Deliverable 6 that could be required, that fall outside the creative media and marketing services stated in section 4.2 of the RFP.*

**Question #82**

**Corresponding Section:** Section 6.3, Cost Proposal

**Question:** Should the Annual Bid Cost maximum allowable bid of \$400,000 include media spend (traditional, digital, etc.) (Page 21)

**DOH Response:** *No, the contractor is not responsible for the media spend within the contract.*

**Question #83**

**Corresponding Section:** Section 6.3, Cost Proposal

**Question:** Section 6.3 (Cost Proposal) notes that the maximum allowable annual bid cost may not exceed \$400,000. Does this amount include the media buy?

**DOH Response:** *No, the contractor is not responsible for the media spend within the contract.*

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**Question #84**

**Corresponding Section:** Section 6.3, Cost Proposal

**Question:** Can you clarify what the specific tasks the winning bidder on the RFP will be responsible for – or more specifically, what costs the (maximum) \$400,000 annual budget is expected to cover? This budget does not include the media placements, correct?

**DOH Response:** *No, the bidders are not required to include the cost of media placements. The \$400,000 maximum budget requirement relates to the cost for Deliverables 1-6.*

**Question #85**

**Corresponding Section:** Attachment C, Cost Proposal; Section 6.3, Cost Proposal

**Question:** Since this contract is subject to a potential partial award, should we break out the Annual Bid by deliverable versus a monthly retainer?

**DOH Response:** *As set forth in Section 2.0 of the RFP, it is the Department's intent to award one (1) contract from this procurement. As set forth in Attachment C, Cost Proposal, a complete Cost Proposal consists of an all-inclusive bid price for each deliverable based on the instructions contained in Attachment C.*

**Question #86**

**Corresponding Section:** Attachment C, Cost Proposal; Section 6.3, Cost Proposal

**Question:** Estimated hours per year for the entire contract. In deliverable #6 there are specific hours estimated that the account team would need to dedicate. Is there an estimate for the contract as a whole or are we bidding on the project as a whole with no hourly requirement?

**DOH Response:** *As set forth in Section 6.3 of the RFP the bid price is to cover the cost of all of services listed therein and the performance of all work set forth in these specifications. The Bidder's annual total Bid Price for Deliverables (1-6) may not exceed \$400,000. The \$400,000 is inclusive of the cost of 300 annual hours provided for Deliverable 6.*

**Question #87**

**Corresponding Section:** Attachment C, Cost Proposal; Section 6.3, Cost Proposal

**Question:** If the contract [sic] is not based upon billable hours, and for example we put together a PR plan, would we then limit the number of revisions offered in the contract before extra billable hours would apply?

**DOH Response:** *The Public Relations plan is Deliverable 1 and included in the fixed price portion of the contract. There are no revision limits in the deliverables including the PR plan. Deliverables 1 through 5 are a fixed price per unit. Deliverable 6 is based upon billed hours for task orders that may occur throughout the contract.*

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**Question #88**

**Corresponding Section:** Attachment C, Cost Proposal; Section 6.3, Cost Proposal

**Question:** In regard to the \$400,000 budget, does this include media buys and full video production?

**DOH Response:** *The \$400,000 amount does not include media buys; it does include video production. Per section 4.2.4 of the RFP, Shareable Content Development, the contractor shall annually be responsible for creating animation and script for videos, handle all video production, secure voiceover talent, and translate videos into Spanish and Mandarin.*

**Question #89**

**Corresponding Section:** Attachment C, Cost Proposal

**Question:** Please confirm that the budget will remain the same (\$400,000 per year) throughout the life of the contract – and that there won't be budget increases in subsequent years.

**DOH Response:** *The budget for Deliverables 1-6 will remain at \$400,000 per year.*

**Question #90**

**Corresponding Section:** Attachment C, Cost Proposal

**Question:** Please confirm that the titles and hours listed are for all deliverables.

**DOH Response:** *Deliverables 1-5 are a fixed price per unit. The title and hours listed are only for Deliverable 6. Per Section 4.3 of the RFP, DOH may require the contractor to provide tasks that fall outside the creative media and marketing services required in section 4.2.*

**Question #91**

**Corresponding Section:** Attachment C, Cost Proposal – Deliverable 1- 5 and Deliverable 6

**Question:** Can we submit a different price per unit for each year for deliverables 1 through 5 and a different job title hourly bid price for each year for deliverable 6?

**DOH Response:** *No, a bidder must submit only one all-inclusive price per unit and only one all-inclusive hourly bid price for each job title in Attachment C. These rates are firm for the entire five-year contract period.*

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**Question #92**

**Corresponding Section:** N/A

**Question:** Can you provide a demographic makeup of the current NYSOH insurance customer base?

**DOH Response:** *Per Section 2.1 (Introductory Background), detailed demographic data on NYSOH enrollees can be found at the following link:*

<https://info.nystateofhealth.ny.gov/2017openenrollmentreport>

**Question #93**

**Corresponding Section:** N/A

**Question:** I'm wondering if my MWBE certification lapsed? Do I need to reapply?

**DOH Response:** *Questions concerning your MWBE certification should be directed to: [mwbecertification@esd.ny.gov](mailto:mwbecertification@esd.ny.gov) or (212) 803-2414.*

**Question #94**

**Corresponding Section:** N/A

**Question:** Can you provide a list of the media outlets used to promote the NYSOH program over the last three years?

**DOH Response:** *Media buy is not included in the tasks/deliverables required by this procurement. A list of media outlets used to help promote NYSOH programs will be shared with the contractor upon approval of the contract.*

**Question #95**

**Corresponding Section:** N/A

**Question:** Can you provide an itemized deliverable list of assets created by your agency partner over the last year?

**DOH Response:** *There is not currently a Public Relations agency partner.*

**Question #96**

**Corresponding Section:** N/A

**Question:** Is there an incumbent for this work?

**DOH Response:** *No, there is no incumbent vendor for this work.*

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**Question #97**

**Corresponding Section:** N/A

**Question:** Do you have an incumbent vendor and are they eligible to bid on this RFP?

**DOH Response:** *No, there is no incumbent vendor for this work.*

**Question #98**

**Corresponding Section:** N/A

**Question:** How will you measure success once engaged with the vendor partner? What measurements and analytical tools are you using now to measure success or ongoing metrics?

**DOH Response:** *NY State of Health has used the following metrics to evaluate success of past public relations and marketing efforts: consumer engagement with videos, including the number of views/impressions, the number of “clicks” from the videos to our website; the number of materials distributed at NY State of Health-sponsored events; and the number of enrollments that resulted from consumers who either clicked through to our website from promoted videos or completed an application at a NY State of Health-sponsored event.*

**Question #99**

**Corresponding Section:** N/A

**Question:** Can you provide an estimate of how much money DOH allocates for public relations activities each year?

**DOH Response:** *This information is not relevant to a bidder’s response to this RFP.*

**Question #100**

**Corresponding Section:** N/A

**Question:** What are your top three enrollment challenges?

**DOH Response:** *Despite NYSOH’s success enrolling over 4 million New Yorkers into its health insurance programs and significant gains in coverage that produced the state’s lowest uninsured rate on record (4.7%), there are still remaining uninsured NYers who are eligible for Marketplace coverage: Hispanics, African Americans, individuals with household income between 200-399 percent of the federal poverty level, and uninsured individuals in certain counties.*

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**Question #101**

**Corresponding Section:** N/A

**Question:** Who is the current media buying partner for the NYSOH?

**DOH Response:** *The current media buying partner for NYSOH is OPAD Media Solutions, LLC.*

**Question #102**

**Corresponding Section:** N/A

**Question:** Can you please provide analytics regarding what marketing tactics were the most effective in achieving NYSOH goals over the 3 years?

**DOH Response:** *NY State of Health's outreach and advertising efforts are multi-faceted and include paid advertising, including digital, TV/radio, and ethnic print; special events; and direct messaging to New Yorkers who have applied through our website. With respect to digital advertising, over the last two years, this drove over 97,000 and 110,000 enrollments, respectively. Display banner ads and search drove the most enrollment. In addition, NY State of Health's "Sign Up NY" Special Event Campaign was successful in reaching New Yorkers: 1) media coverage- more than 158 stories reaching nearly 21 million people 2) social media - 3,365 social media conversations amounting in nearly 22 million impressions mentioning NYSOH 3) custom banner ads resulted in over 2,000 ad clicks 4) collateral - over 58,000 NYSOH fact sheets, coloring sheets and other materials were distributed at the Sign Up NY events.*

**Question #103**

**Corresponding Section:** N/A

**Question:** Would it be possible to get a copy of the list of companies that attended the pre-bid meeting for the above mentioned RFP that took place 11/2/2017?

**DOH Response:** *No pre-bid meeting was held 11/2/2017. There was no pre-bid meeting requirement contained within the RFP.*



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**Question #104**

**Corresponding Section:** N/A

**Question:** Would it be possible to be added to the list of eligible MWBE's and distributed to any respondents for Prime Contractors on RFP #17498 – Creative & Marketing Communications Services? This applies to bidders which may have experience with many platforms, but unfortunately do not individually meet the “Bidder Qualifications to Propose” from Section 3.3 to allow us to respond ourselves.

**DOH Response:** *A list of New York State Certified Minority or Women-Owned Business Enterprises (M/WBEs) with their contact information who expressed an interest in subcontracting opportunities from the resulting contract is posted at:*  
[https://www.health.ny.gov/funding/rfp/17498/mwbe\\_list.pdf](https://www.health.ny.gov/funding/rfp/17498/mwbe_list.pdf)

**Question #105**

**Corresponding Section:** N/A

**Question:** We're a minority-certified printing company in NY looking to connect with any potential prime contractors on this opportunity. I wanted to reach out and see who the incumbent was on this program (if any)? I also wanted to see if the State had a list of potential bidders?

**DOH Response:** *There is no incumbent for this program. A letter of interest was not required for this procurement. A list of New York State Certified Minority or Women-Owned Business Enterprises (M/WBEs) with their contact information who expressed an interest in subcontracting opportunities from the resulting contract is posted at:*  
[https://www.health.ny.gov/funding/rfp/17498/mwbe\\_list.pdf](https://www.health.ny.gov/funding/rfp/17498/mwbe_list.pdf)

**Question #106**

**Corresponding Section:** N/A

**Question:** Can you provide the media buy budget from the last 3 years of the program?

**DOH Response:** *Media buy is not included in the tasks/deliverables required by this procurement. This information is not relevant to a bidder to submit a response to this RFP.*

**Question #107**

**Corresponding Section:** N/A

**Question:** What was the total amount of media buy budget spent on digital advertising vs. physical media such as mailer, print etc over the last year?

**DOH Response:** *Media buy is not included in the tasks/deliverables required by this procurement.*

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**Question #108**

**Corresponding Section:** N/A

**Question:** How does the DOH measure success for this project?

**DOH Response:** *NY State of Health has measured past marketing and public relations work through: consumer engagement with videos, including the number of views/impressions, the number of “clicks” from the videos to our website; the number of materials distributed at NY State of Health-sponsored events; and the number of enrollments that resulted from consumers who either clicked through to our website from promoted videos or completed an application at a NY State of Health-sponsored event.*

**Question #109**

**Corresponding Section:** N/A

**Question:** Not all of the forms provided with the RFP are fillable PDFs. Can fillable PDFs be provided?

**DOH Response:** *Fillable forms have been uploaded to the DOH website and can be found at the following link: <https://www.health.ny.gov/funding/rfp/17498/index.htm>*