

ADDENDUM No. 1

Request for Proposal
for
COVID-19 PUBLIC HEALTH EDUCATION & AWARENESS
COMMUNICATION CAMPAIGN
No. 22-2509-RFP04

Vendor Questions & Answers

Answers to each question posed is posted below in blue

Q: What are the budget guidelines?

A: The budget for this project is expected to be proposed and presented by each interested vendor as you are advising the DCBOH of what it will cost your company to conduct this campaign.

Q: What is the timeline for this campaign?

A: The start and end dates are dependent on contract execution.

Q: Given the current circumstances, would the contractors still be expected to do door to door canvassing?

A: We are looking to the awardee to be creative in response to the door to door canvassing. This can be done in a few different ways.

Q: Are you looking for the contractor to bring in or suggest other partnerships?

A: Yes, that is correct. We are looking for partners in the community to work with us.

Q: Will the contractor use its own hosting or will DCBOH be providing hosting for the repository?

A: DCBOH will provide the hosting.

Q: Are there any prior event examples that we can see?

A: Yes. This can be discussed with the awardee.

Q: Do you have any survey's on how many people are being vaccinated or need to be vaccinated?

A: We do have some information that can be shared with the awardee.

Q: What would be next steps after award has been made?

- A: The awardee will meet with the program within 10 business days of contract execution for implementation planning.
- Q: Will there be any webinars? If yes, will the contractor host or will DCBOH host?
- A: DCBOH will host any webinars that take place.
- Q: Do you currently have any metrics?
- A: Dekalb County is currently at around 53% vaccination rate and we are looking to get to around 70%.
- Q: How many vendors will be chosen for this campaign?
- A: We are looking for 1 or 2 vendors and they could possibly work together.
- Q: Are you looking to have this campaign run in tandem with the large-scale media campaign?
- A: Yes
- Q: Concerning the scope of services, it states utilize inserts for government service billing and other direct mail options? Does this refer to the Dekalb County water bill mail inserts?
- A: Yes
- Q: How many target populations will be selected under this RFP?
- A: We provide support to all DeKalb County residents. However, in some instances, we identify groups or communities as our primary target population. Our primary target population is underserved DeKalb County residents with high COVID-19 positivity rates and low vaccination rates.
- Q: Will the target populations reflect the populations in the RFP 22-2509-RFP05?
- A: Yes
- Q: Does the contractor have to submit 3 references or 4 references? Page 11 mentions 3 references but the reference sheet reflects 4 references.
- A: 4 references are required.
- Q: Will DCBOH provide any assistance/recommendations/ contacts for the:
- Network of partners – i.e. groups the agency is already working with?
- A. Yes.
- Community Health Ambassador program?
- A. Yes.
- Q: Will the ambassadors and community canvassers be paid out of this campaign budget?
- A: The budget should cover all activities supported in the proposal include ambassadors and canvassers.
- Q: Do you have any focus group or survey data on vaccine hesitancy specific to DeKalb, particularly south DeKalb?
- A: We have limited data that can be shared for DeKalb County and some for south DeKalb.

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A: Yes

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A: Yes

Q: Can companies from Outside the USA apply for this RFP, i.e. like, from India or Canada?

A: No.

Q: Do we need to come over there for meetings?

A: Out of country bids are not accepted at this time.

Q: Can we perform the tasks (related to RFP) outside USA? i.e. like, from India or Canada)

A: Out of country bids are not accepted at this time.

Q: Can we submit the proposals via email?

A: Bid proposals can remit via email. The submission information is available on page 2 of the solicitation.

Q: **Background of Question:** Within this communications RFP and corresponding education and awareness initiative, numerous outreach and engagement requirements are listed and specifically within the Scope of Services Section and line-item H it denotes:

"Developing and disseminating education messages through multiple platforms, including social media; traditional media (local newspapers, magazines, and billboards); phone calls, texts, and emails; and printed materials (brochures, fact sheets, flyers)."

Question: Relative to disseminating education messages through multiple platforms and specific to email, text and social media, does the county plan to leverage a digital enterprise communications platform to assist with this RFP and specific to these Scope of Work requirements?

A: All recommendations for disseminating messages through multiple platforms will be considered.

Dekalb County Board of Health

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