

ADDENDUM ONE

Date: July 10, 2013
 To: All Bidders
 From: Robert Thompson, Buyer
 Nebraska State Purchasing Bureau
 RE: Addendum for 4430 Z1

Original Opening Date and Time: July 30, 2013 at 2:00 p.m.

Following are the questions submitted and answers provided for the above mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal.

QUESTIONS	ANSWERS
<p>IV Project Description and Scope of Work D Scope of Work <i>7. For the foreseeable future, existing secondhand smoke, cessation, and chewing tobacco campaign materials will likely continue to be utilized. However, campaign refinement, development and/or production may take place as appropriate throughout the duration of the contract and any optional renewal period.</i></p> <p>1. Is there a location to view or can we have access to these materials prior to the RFP submittal date?</p>	<p>A sampling of current Tobacco Free Nebraska ads can be viewed at: http://dhhs.ne.gov/publichealth/Documents/SampleTFNads.pdf.</p>

Steve Sulek • Administrator

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QUESTIONS	ANSWERS
<p>IV Project Description and Scope of Work</p> <p>D Scope of Work</p> <p>7. For the foreseeable future, existing secondhand smoke, cessation, and chewing tobacco campaign materials will likely continue to be utilized. However, campaign refinement, development and/or production may take place as appropriate throughout the duration of the contract and any optional renewal period.</p> <p>2. If the materials are not available for viewing, can a description of the messaging be provided?</p>	<p>See answer to #1.</p>
<p>3. The RFP references targeted communities and underserved populations. Please provide more detail regarding the targeted communities and/or underserved populations.</p>	<p>Information about tobacco disparate (underserved) populations can be found at: http://www.tobaccopreventionnetworks.org/.</p>
<p>4. The RFP talks about quarterly billing and reduced commission fees. Is the State willing to do direct billing with the media? Is the State willing to work with an organization that does not work on commission and pays for services directly?</p>	<p>No. Yes.</p>
<p>5. Please clarify if the \$600k total budget includes the cost of media spend. It looked like it was for search, but not 100% sure.</p>	<p>Yes, the \$600,000 budget for the 21-month period includes planning, production, implementation/placement and evaluation.</p>
<p>6. Please clarify if we would not only need to carve out media planning, buying, trafficking, analysis, optimization and reporting, but also creative concepting and execution along with media budget, all within the \$600k.</p>	<p>See answer to #5.</p>
<p>7. Within Section 4. Technical Approach, please clarify how "b. Proposed Development Approach", "c. Technical Considerations" and "d. Scenarios" tie together. Should our responses to "b" and "c" include the scenarios in "d"?</p>	<p>Each are separate subsections that must be individually addressed in the response.</p>

QUESTIONS	ANSWERS
8. Please confirm the State expects to receive a full media plan with rates cards and negotiated prices as part of our RFP response.	No. This is addressed in the last two sentences of the Project Environment (Section IV item B).
9. Is the State looking at other contractors to assess against who currently has the contract or is this a new contract opportunity?	This is a new contract opportunity.
10. How much flexibility will the selected partner have to modify the mix of print/digital/earned/etc to achieve the stated project goals?	There will be flexibility with DHHS/TFN input and approval.
11. Who is the current Quitline vendor?	The Nebraska Tobacco Quitline vendor is Alere Wellbeing.
12. Page v “Acceptance Test Procedure” – is benchmark data and other performance criteria available? How has TFN measured the effectiveness of media services in the past? Is there a separate Evaluator? If so, who?	<p>Yes, the benchmark data and performance criteria are noted on page 2 of the RFP (Section I Item B).</p> <p>The effectiveness of media efforts have been evaluated in a variety of ways ranging from telephone and Web-based surveys to focus groups.</p> <p>It will be the responsibility of the awarded contractor to provide media evaluation services as identified on Appendix A.</p>
13. Page vii “Formative Evaluation & Research” – is any of this data available to perspective bidders	<p>A focus group report on past efforts can be found here:</p> <p>http://dhhs.ne.gov/publichealth/Documents/TFN_FG_Results_Aug11.pdf</p> <p>It’s important to note that formative evaluation and research as it relates to this RFP may be different and will affect future media creation and decisions.</p>
14. Page viii “Performance Bond” – is it required?	See Section III, page 19, item EE of the RFP.
15. Page 1 A. Project Background – When did the TFN program begin?	The TFN program began in the early 1990s.
16. Page 1 A. Project Background – Describe the existing TFN network of community contractors/schools involved.	<p>A listing of local Tobacco Prevention Coalitions can be found at:</p> <p>http://dhhs.ne.gov/publichealth/Pages/tfn_tfnc_oal.aspx.</p>

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<p>17. Page 2 Goal #2 – Decrease the smoking rate <u>to</u> 20% or <u>by</u> 20%?</p>	<p>The current adult smoking prevalence rate in Nebraska is 20%. The expectation is that rate will be maintained or decreased.</p>
<p>18. Page 2 Goals Specific to Media Campaign – Is 4,800 the baseline number of website visits... or... is this the goal number?</p>	<p>Baseline.</p>
<p>19. Page 6 F. Submission of Proposals –</p> <ul style="list-style-type: none"> ○ In the middle of the last paragraph in this section, it states “The Technical Proposal <u>must not</u> contain any reference to dollar amounts. However, information such as data concerning labor hours and categories, materials, subcontracts and so forth, shall be considered in the Technical Proposal so that the bidder’s understanding of the scope of work may be evaluated.” <ul style="list-style-type: none"> ▪ Does this include references to dollar amounts of past examples or only dollar amounts tied to this proposal? ▪ What about the dollar amounts under Scenarios #1, #2 and #3? 	<p>Only dollar amounts tied to this proposal.</p> <p>See page 36 of the RFP (section IV Item 4.d.i.): “The scenarios shall not be included as part of the overall budget.”</p>
<p>20. Page 9 A. General – Is cost included within #3, the signed RFP form and contractor’s proposal?</p>	<p>Yes.</p>
<p>21. Page 11 E. Ownership of Information and Data Does this section dictate that all creative costs must include full and complete buy-outs of talent, music and other rights?</p>	<p>Yes.</p>
<p>22. Page 27 Is there a separate contractor for the Youth Prevention effort? If so, who is the vendor?</p>	<p>Yes.</p> <p>Snitily Carr and Rescue Social Change Group are the vendors for Nebraska’s statewide youth prevention efforts.</p>

QUESTIONS	ANSWERS
<p>23. Page 27 Is existing original Nebraska creative, or previously aired MCRC spots, available for review related to:</p> <ul style="list-style-type: none"> a. Secondhand Smoke b. Cessation c. Chewing Tobacco 	<p>See answer to #1.</p>
<p>24. Page 27 If actual creative cannot be accessed, can you provide a list of campaigns with message and materials available for each campaign (TV, radio, print, etc.) and can you include the rights/usage agreements for each campaign?</p>	<p>See answer to #1.</p>
<p>25. Page 27 Is past earned media work available for review – as examples?</p>	<p>A search of the DHHS Website (http://dhhs.ne.gov/) will result in news releases that were produced for the TFN program. Most earned media efforts were conducted external to the current media contract.</p>
<p>26. Page 27 Is past research available for review?</p>	<p>See answer to #13.</p>
<p>27. Page 27 Should Youth Prevention work be completely omitted from this RFP? Does that include past work examples and/or spec recommendations? If proposed strategy includes and/or would be complementary to the Youth Prevention effort, should it be noted in this proposal?</p>	<p>Yes. No. The target audiences for this RFP are noted on page 30 (section IV Item D Target Audiences).</p>
<p>28. Page 27 Will a Youth Prevention campaign(s) be running during the first 21 months of this contract? If so, can the media plan be provided in order to provide strategic alliance with proposed recommendations for the Cessation and Secondhand Smoke plans?</p>	<p>Yes. No, the youth prevention campaign is separate from the campaigns being addressed in this RFP and has different target audiences.</p>
<p>29. Page 27 Is an overview or outline available that shows the State’s Comprehensive Tobacco Prevention and Control Program set up – including community partners, mini-grants, community contractors, etc.?</p>	<p>The TFN program description can be found at: http://dhhs.ne.gov/publichealth/Pages/tfn_tfn_about.aspx.</p>

QUESTIONS	ANSWERS
<p>30. Page 28 Smoke-Free Counter & Calculator Facebook Page Does the contractor primarily manage and maintain this page or will the bulk of that work be done by the TFN Program?</p>	<p>Presently, the Smoke-Free Counter & Calculator Facebook page is primarily managed by the TFN program. Maintenance is a joint effort between the contractor and TFN. The contractor expectations for the page are noted on page 28 of the RFP (Section IV Item A).</p>
<p>31. Page 28 Young Adult Microsites Who designed the current site?</p>	<p>The current media contractor, Snitily Carr.</p>
<p>32. Page 28 Young Adult Microsites Who is designing the site in progress and what is the launch date?</p>	<p>The current media contractor, Snitily Carr. The expected launch date is August 2013.</p>
<p>33. Page 28 Young Adult Microsites Is a test version of this site available for review?</p>	<p>No.</p>
<p>34. Page 28 Developing Components for Microsites What components are anticipated?</p>	<p>This will be a joint decision between the awarded contractor and DHHS/TFN staff.</p>
<p>35. Page 36 4.d. Scenarios #1 – is there an existing network of community support/contractors and is a password-protected web-based portal available to disseminate information and materials?</p>	<p>Yes, see response to question #16. No.</p>
<p>36. Page 37 C. Payment Schedule</p> <ul style="list-style-type: none"> ○ It is made clear that this is a deliverables based system and that invoices must be submitted no later than 30 days after the end of each quarter. <ul style="list-style-type: none"> ▪ Can invoices be submitted monthly for all work completely? ▪ Can invoices for outside expenses, such as media purchases, be submitted monthly? 	<p>No. No.</p>

QUESTIONS	ANSWERS
<p>37. Page 40 Evaluation Does the TFN Program's evaluation staff measure ad awareness and recall and/or determine the effectiveness of proposed efforts? How is this done?</p>	<p>No. Evaluation will be conducted through the media contractor as appropriate.</p>
<p>38. Page 40 Evaluation Are past evaluation examples available for review?</p>	<p>See answer to #13.</p>
<p>39. Page 40 Rate Card Are past examples available for review as to format?</p>	<p>Rate card information can be provided in whatever format the proposer chooses as long as the requirements of the RFP are met.</p>
<p>40. Approximately what percentage of the budget has been split between PR, Media and Creative in prior years?</p>	<p>The split varies annually, but always falls within the perimeters noted in Appendix A – Budget Proposal Worksheet.</p>
<p>41. Is there a certain region that the media buys will be focused? Will Omaha and Lincoln see heavier saturation or is more of a presence in any of the lesser populated areas desired?</p>	<p>This is addressed in the Project Environment section on page 28 of the RFP (Section IV item B). Both campaigns are statewide.</p>
<p>42. What are the expectations for the online buy regarding measurement? Will you be looking at click-throughs or impressions?</p>	<p>Impressions will be the primary metric used to assess online buys. Click-throughs will also be assessed if/when available.</p>
<p>43. If non-traditional media and/or social media is a desired, then we won't be able to measure response through TRPs but through other commonly recognized metrics. Is that acceptable?</p>	<p>Yes.</p>
<p>44. Is there a certain time period that a bigger push is desired as far as media buys are concerned (such as around New Year's resolutions)? If so, would there conversely be months where a lighter push is preferred or do you foresee the buys to happen at a fairly steady pace?</p>	<p>This is addressed in the Project Planning and Management section on page 31 of the RFP (section IV item F) and will be a joint decision between the selected contractor and DHHS/TFN staff.</p>
<p>45. Are we allowed to be a little "In Your Face" with the creative messaging? The youth branch of this campaign will need to rise above the noise a little.</p>	<p>Yes, although all materials will be reviewed by TFN and other personnel at DHHS prior to implementation. Evaluation with target audiences will also occur as appropriate. The target audiences for this RFP are listed in priority order on page 30 (Section IV item D Target Audiences).</p>

QUESTIONS	ANSWERS
<p>46. In order to offer a level of pricing most advantageous to the TFN program, is it possible to invoice for the media buys on a monthly basis as incurred, rather than quarterly?</p>	<p>No.</p>
<p>47. Please confirm that the \$600,000 budget includes the possible development of new creative materials (TV, radio, print, outdoor, social media, etc.).</p>	<p>Yes.</p>
<p>48. IV.A. (Page 27) "Existing secondhand smoke, cessation and chewing tobacco campaign materials will likely continue to be utilized." Are these materials gathered in an online or physical location where we can review them?</p>	<p>See answer to #1.</p>
<p>49. IV. B. (Page 28) "The bidder shall propose detailed media plans that include opportunities to reach 75% to 85% of the target audience each quarter of the year during a campaign, with an average of 1,200 targeted rating points (TRPs) per quarter during the introduction of a campaign and 800 TRPs per quarter thereafter." If the bidding company believes that the budget is best allocated by including other marketing opportunities (eCRM, SEO, paid search, etc.), rather than applying money to a traditional 1,200/800 TRP media plan, will points be deducted from its score?</p>	<p>In order to protect the integrity of the RFP process the State will not comment on evaluation criteria during the question and answer period.</p>
<p>50. V.A. 4.d. (Page 36) "Several communities in Nebraska have adopted tobacco-free or smoke-free parks and/or outdoor recreational area policies." Does a list of these communities exist? If so, where can it be found?</p>	<p>Central City, Fremont, Grand Island, Hastings, La Vista, Lincoln, and North Platte, Nebraska have tobacco-free or smoke-free policies in place.</p>