

Pete Ricketts, Governor

ADDENDUM ONE

QUESTIONS and ANSWERS

Date: April 29, 2015
 To: All Bidders
 From: Teresa Fleming/Michelle Thompson, Buyers
 AS Materiel State Purchasing Bureau
 RE: Addendum for Request for Proposal Number 4958 Z1
 to be opened May 15, 2015 at 2:00 p.m. Central Time

Questions and Answers

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. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

QUESTIONS	ANSWERS
<p>1. Section IV – B, Page 36 Does DHHS have specific and measurable goals for raising awareness of benefits of organ and tissue donation?</p>	<p>DHHS does not have specific and measurable goals at this time. The bidder's technical response should indicate how to provide statewide education and public awareness on the need for organ and tissue donation.</p>
<p>2. Section IV – B, Page 36 Is there baseline data or research available regarding Nebraskan's current awareness and/or attitudes regarding organ and tissue donation?</p>	<p>Basic information is available on the Donate Life Nebraska website: http://donatelifenebraska.com/understanding-donation/statistics</p>
<p>3. Section IV – B, Page 36 What types of educational and promotional tactics has DHHS utilized in the past? Are there examples available to view?</p>	<p>A sampling of educational and promotional tactics that have been utilized in the past can be viewed at: http://dhhs.ne.gov/publichealth/documents/OTDSampleAds.pdf</p>
<p>4. Section IV – B, Page 36 What is the target audience(s) for the campaign?</p>	<p>Nebraska residents.</p>

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<p>5. Section IV – A, Page 36 Is there information available about the history of the Nebraska Organ and Tissue donor program/fund?</p>	<p>Refer to Section IV, A. Project Overview on page 36 of the RFP.</p>
<p>6. Section IV – A, Page 36 Is there a website where Nebraskan’s can get information on the Organ and Tissue donor program?</p>	<p>Nebraskans can visit www.donatelifenebraska.com for more information on organ and tissue donation in the state of Nebraska. DHHS does not maintain a website at this time.</p>
<p>7. Section II. D. Communication with Staff and Evaluators, Page 2 Will there be a single point of contact who will have final decision-making authority with regard to approvals?</p>	<p>Yes, there will be a single point of contact once the contract is signed.</p>
<p>8. Section II. C. Customer Service, Page 2 If any, what difficulties and/or frustrations have you had in the past that you are hoping to resolve through selecting a new partner?</p>	<p>The current contract is expiring on June 30, 2015. Refer to Nebraska Statutes 73-504 Competitive Bid Requirements and 73-506 State Agency Contracts for Services; Requirements.</p>
<p>9. Section IV. A. Project Overview Page 36 Besides English, what additional languages are you anticipating?</p>	<p>Spanish is anticipated, however, other languages may also be deemed necessary in the future.</p>
<p>10. Section IV. B. Scope of Work; #1, Page 36 What are your ideal outcomes? What does success look like to you?</p>	<p>An increase in the number of Nebraskans who have signed up to be an organ or tissue donor is the desired result of this contract.</p>
<p>11. Section IV. B. Scope of Work; #1, Page 36 Can you provide examples of any supplemental materials that have been previously produced?</p>	<p>Refer to the response for Question 3.</p>
<p>12. Section IV. A. Project Overview, Page 36 Are there specific geographic sections (counties or cities) that will need greater emphasis or have great priority than others?</p>	<p>Unknown at this time. Bidders should provide the best solution to the requirements of this RFP.</p>

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<p>13. Section IV. D. Campaign Requirements, Page 37 Do you currently have any social media communication channels established? If so, what are they? If not, are you open to using social media as part of a larger communication strategy?</p>	<p>There are no social media channels established in the current contract.</p> <p>Yes, social media channels may be considered as part of the RFP response.</p>
<p>14. Section V. 2. Corporate Overview; a. Bidder Identification, Page 38 Is there an incumbent agency?</p>	<p>The current contract is available at the following link: 50471(O4)</p>

This addendum will become part of the proposal and should be acknowledged with the Request for Proposal.