

Potential Vendor Questions and Answers

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Question 1: Hi, this is Albert from EDI Media, a leading Chinese multimedia company in LA. Can we submit the proposal to bid for this project?

Answer 1: Yes, you can submit a proposal to bid for this project.

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Question 2: Please explain why the campaign development timeline in item #1 differs from the anticipated campaign launch and end in the chart under “Required Timeline”.

Answer 2: Proposals should identify the campaign development time needed with aiming for a launch date of 12/1/2023.

Question 3: Please define direct vs. indirect costs.

Answer 3: Direct costs are expenses that can be connected to a specific product, while indirect costs are expenses involved with your organization’s abilities to successfully implement the contract if awarded.

Question 4: References page limits stated at the beginning of each section’s description. We are not seeing these or an area other than Submission Requirements that defines sections. Please advise.

Answer 4: The maximum page is 15 pages. Proposers can choose the lengths of each section if the total for all sections does not exceed 15 pages.

Question 5: May information in tables be single-spaced and of a smaller font?

Answer 5: Tables may be single-spaced but cannot be a smaller font than identified in the RFP.

Question 6: Format of Proposal: States that “Documents should not be embedded within uploaded files, as the embedded files will not be accessible or evaluated.” Given the page constraints, are links to creative assets and other supportive audio/visual materials allowable?

Answer 6: No, the total submission maximum is 15 pages total.

Question 7: Can an appendix be included, and will it count against the total page limit?

Answer 7: No appendixes will be allowed.

Question 8: Is there a specific health care initiative or call to action you’re looking to promote with this campaign?

Answer 8: Interested organizations should be aware of the current important mental health initiatives that impact diverse communities and demonstrate that throughout the submitted proposal.

Question 9: What are the measures of success? Are there key performance indicators (KPI) that will be used to evaluate the campaign?

Answer 9: Interested organizations should identify the measurements of success and KPIs as part of their proposal.

Question 10: Target audience is mentioned but not defined. Is the target audience already determined? If not, is there research available to help determine the target audiences?

Answer 10: Proposals should include which audiences the campaign will target.

Question 11: Please elaborate on “focus on a statewide audience with the ability to localize for county specific audiences”.

Answer 11: The campaign may be launched statewide, and it may be launched for specific counties which is To Be Determined (TBD). Organizations submitting a proposal should have experience and ability to launch statewide or localized (including regional) campaigns.

Question 12: Should the low, medium and high budget recommendations all be for a statewide campaign with priority counties determined by CalMHSA?

Answer 12: Yes.

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Question 13: Can CalMHSA share examples of the “community behavioral health care initiatives” that this campaign will promote?

Answer 13: See Question 8 and Answer 8.

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Question 14: Page 2 states: Homelessness, prevention and early intervention, and culturally congruent services are topic areas for the campaign. The successful organization will work with CalMHSA to identify the first focus of the messaging and subsequent campaign messages. Is the expectation that “subsequent campaign messages” are part of this current contract and timeline? Are multiple campaigns featuring the aforementioned topic areas are expected to launch during this time?

Answer 14: Yes, the “subsequent campaign messages” will be part of the contract award but will have new timelines. If the first phase of the campaign has the intended impact, then the scope and budget will increase.

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Question 15: In “Strategy Development” the RFP asks to “encompass target audience identification”. Should the contractor use any previous research studies completed by CalMHSA to inform the target audience identification/priority or should we assume the contractor shall identify data sources independently?

Answer 15: Proposals should include target audiences the submitting organization identifies as important. CalMHSA will work with the selected vendor to confirm target audiences.

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Question 16: Given the wide variability and scalability of paid media costs, particularly throughout the entire CA market, would CalMHSA be able to provide a maximum budget so that bidders can appropriately right size media expectations or should we base recommendations solely on our expertise, knowledge of the market, and best practices to achieve stated goals?

Answer 16: There is no maximum media buy budget at this point in time. Proposals should include costs for statewide media buys and a range of media buys at the regional or single county level.

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Question 17: In what ways (or not) is the effort built by this contract expected to interface with any of CalMHSA's other existing public education campaigns?

Answer 17: There is no expectation for this effort to interface with current public education campaigns. However, interested organizations may want to include where there are opportunities to interface with current public education campaigns.