



**ADDENDUM #1
Boulder County Public Health
Public Health Media Buying Services
RFP # 7081-19**

December 23, 2019

The attached addendum supersedes the original Information and Specifications regarding RFP # 7081-19 where it adds to, deletes from, clarifies or otherwise modifies. All other conditions and any previous addendums shall remain unchanged.

1. Question: What is the annual budget allocated for the Public Health Media Buying Services?

ANSWER: The budget depends on the funding and activities planned by each program annually. Historically, individual media buying project budgets have ranged from \$3,000 - \$150,000. There are generally at least 3 projects each year.

2. Question: If the specific budget allocation has not been determined, what is the annual budget threshold that cannot be exceeded?

ANSWER: The annual budget threshold that cannot be exceeded is \$1,000,000.

3. Question: Is there an incumbent? If so, who? If so, how long has the incumbent been working with Boulder County?

ANSWER: Boulder County Public Health has worked with Avocet Communications for media buying services for the past 5 years.

4. Question: What communications and marketing agencies has Boulder County worked with over the last two years?

ANSWER: Boulder County Public Health has worked with Avocet Communications for media buying services for the past 5 years and Gaia

Creative for graphic design support. We have also worked with individual contractors for video production.

5. Question: Does BCPH have a creative team in-house or work with an outside agency to produce any and all necessary placements to fulfill an approved media plan (i.e. copywriting, online and broadcast video production, radio scripts, etc.)?

ANSWER: BCPH has a communication team of two people. Most creative is designed in-house or by our contract graphic designer. Most copywriting and scripting is done in-house and provided to the media buyer "ready-to-go". We generally outsource video production, if needed.

6. Question: Is there a particular media budget that you have allocated for the year or is each project based on grant funding with varying amounts for each campaign? If the former, do you have an amount that you may not exceed?

ANSWER: The budget depends on the funding and activities planned by each program annually. Historically, individual media buying project budgets have ranged from \$3,000 - \$150,000. There are generally at least 3 projects each year. The annual budget threshold that cannot be exceeded is \$1,000,000.

7. Question: What is the standard approval process for BCPH?

ANSWER: The media buying approval process for BCPH is generally via email with the BCPH Communication Manager (who facilitates review with internal staff).

8. Question: Much of the success of our media buys is determined by the creative we are able to use. Would we have the opportunity to coordinate with the individuals who are producing the creative to ensure the quality of creative for the space we are purchasing?

ANSWER: Absolutely!

9. Question: How do you measure and track the success of your marketing campaigns?

ANSWER: Using reports provided by the media buyer (e.g. impressions, CTR, VTR etc.), analytics from our website (if that's where we're directing visitors),

pre/post surveys (if the budget allows), behavior change (event attendance, program participation) etc.

10. Question: Regarding multicultural marketing, are there particular groups (e.g. Hispanic, Asian, LGBTQ etc.) you're interested in targeting? If so, please specify. Are there specific public health issues among these populations that you're most concerned about?

ANSWER: When we need to target to reach a specific ethnic/racial/cultural group, it's most likely Hispanic, LGBTQ, or youth. The public health issue we tackle depends on funding, but is likely to include substance use, healthy eating, birth control, and/or youth empowerment.

11. Question: What public health issues are the priority for the agency? Which issues, historically, have you had the hardest time raising awareness with the public about?

ANSWER: Our current priorities are mental health and health equity. Historically, the issues most difficult to bring about awareness and behavior change have been food safety/restaurant inspections.

12. Question: What are the biggest issues around health equity that the organization faces? How do you see this RFP addressing some of those issues?

ANSWER: Stigma and misunderstanding about the fact that it is our social systems, not individual behavior that creates health inequities. This RFP will help to address these issues by sharing messages that seek to reverse (or at the very least, not promote) this way of thinking.

13. Question: What is the annual media spend for Boulder County Public Health?

ANSWER: The budget depends on the funding and activities planned by each program annually. Historically, individual media buying project budgets have ranged from \$3,000 - \$150,000. There are generally at least 3 projects each year. The annual budget threshold that cannot be exceeded is \$1,000,000.

14. Question: What is the percentage breakdown between traditional and digital media spend?

ANSWER: The split of budget allocated to traditional vs. digital media depends on the target audience, message, and any requirements of the funder. We do tend to use mostly digital, but there are campaigns in which we don't use digital at all.

15. Question: Is there an incumbent media buyer? If yes, can you disclose and are you satisfied with their performance/results?

ANSWER: Boulder County Public Health has worked with Avocet Communications for media buying services for the past 5 years. We are interested in working with the organization/agency that can best meet our needs, regardless of who we have worked with in the past.

16. Question: Do you have advertising tactics that are currently in market? If yes, can you describe?

ANSWER: No, not currently.

17. Question: On the RFP Submittal Checklist one line item states "Detailed project schedule that includes the all-inclusive, total cost of your bid." Without having specific project details, KPIs, and deliverables it is challenging to design a media placement campaign and total cost. Our agency operates under a fixed rate pricing model for traditional and digital media buying, for purposes of this RFP will it be sufficient to provide our traditional media buying markup and digital advertising placement rate card?

ANSWER: Yes

18. Question: Has Boulder County Public Health run similar digital campaigns in the past? If so, are there any specific media channels you want to keep or drop? Would you be able to share performance metrics from previous campaigns?

ANSWER: There are not specific media channels we want to keep or drop. Yes, we would be able to share performance metrics from previous campaigns.

Submittal Instructions:

Submittals are due at the Administrative Services Information Desk or email box (preferred) listed below, for time and date recording on or before **2:00 p.m. Mountain Time on January 8, 2020.**

Your response can be submitted in the following ways. Please note that email responses to this solicitation are preferred, but are limited to a maximum of 50MB capacity. NO ZIP FILES ALLOWED. Electronic Submittals must be received in the email box listed below. Submittals sent to any other box will NOT be forwarded or accepted. This email box is only accessed on the due date of your questions or proposals. Please use the Delivery Receipt option to verify receipt of your email. It is the sole responsibility of the proposer to ensure their documents are received before the deadline specified above. Boulder County does not accept responsibility under any circumstance for delayed or failed email or mailed submittals.

Email purchasing@bouldercounty.org; identified as **RFP # 7081-19** in the subject line.

-OR-

US Mail One (1) unbound copy of your submittal, printed double-sided, 11 point, on at least 50% post-consumer, recycled paper must be submitted in a sealed envelope, clearly marked as **RFP # 7081-19, to the **Administrative Services Information Desk located at 1325 Pearl Street, Boulder, CO 80302.****

All proposals must be received and time and date recorded at the Administrative Services Information Desk by the above due date and time. Sole responsibility rests with the Offeror to see that their bid is received on time at the stated location(s). Any bid received after due date and time will be returned to the bidder. No exceptions will be made.

The Board of County Commissioners reserve the right to reject any and all bids, to waive any informalities or irregularities therein, and to accept the bid that, in the opinion of the Board, is in the best interest of the Board and of the County of Boulder, State of Colorado.



**RECEIPT OF LETTER
ACKNOWLEDGMENT**

December 23, 2019

Dear Vendor:

This is an acknowledgment of receipt of Addendum #1 for RFP #7081-19, Public Health Media Buying Services.

In an effort to keep you informed, we would appreciate your acknowledgment of receipt of the preceding addendum. Please sign this acknowledgment and email it back to purchasing@bouldercounty.org as soon as possible. If you have any questions, or problems with transmittal, please call us at 303-441-3525.

Thank you for your cooperation in this matter. This information is time and date sensitive; an immediate response is requested.

Sincerely,

Boulder County Purchasing

Signed by: _____ **Date:** _____

Name of Company _____

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