



**ADDENDUM #2
Public Health
Vaccination Campaign
RFP # 7283-21**

January 21, 2022

The attached addendum supersedes the original Information and Specifications regarding RFP # 7283-21 where it adds to, deletes from, clarifies or otherwise modifies. All other conditions and any previous addendums shall remain unchanged.

Please note: Due to COVID-19, BIDS will only be accepted electronically by emailing purchasing@bouldercounty.org.

1. Question: I see budget totals, but I do not see timeframe listed. Is there a specific timeframe you'd like for this campaign? (Start Date? Length of campaign?).

ANSWER: March-December 2022.

2. Question: How long do you expect the engagement to be? Would you be willing to undertake a shorter engagement (3-4 months) if all deliverables were complete?

ANSWER: Yes, dependent on changing needs.

3. Question: Do all parts of the scope have to be included in the proposal? Would the chosen firm definitely be responsible for implementation, or would you be amenable to having the chosen firm just create the plan?

ANSWER: The firm should create a plan and BCPH will make changes and have the final say on the final plan that will be implemented.

4. Question: Is there additional funding for digital ads?

ANSWER: There might be through ARPA.

5. Question: Is there additional funding for implementation?

ANSWER: There might be through ARPA.

6. Question: How do you define “media maintenance?”

ANSWER: Monitoring all campaign performance. The consulting company is responsible for maintaining ads, changing ads and creating updated communications. They should also send any questions to BCPH for response. Consultant should develop a tracking system to report on outputs and outcomes, reporting to BCPH of community outreach.

7. Question: What are some of the KPIs you believe are important?

ANSWER:

- **Proactively address issues such as hesitancy, vaccine myths and general concerns**
- **Provide updated vaccine sign-up information**
- **Provide general vaccine information**

8. Question: What are the “phase 1” and “phase 2” you mention in the project overview? Are those the phases of this engagement? If so, can you elaborate on them?

ANSWER: Phase 1 will be focused on Outreach and Education as well as Advertising Services/ Collateral Development. Phase 2 will focus on a strategic influencer campaign as follows:

Influencer Initiative Plan	*Develop influencer initiative framework and profiles. *Craft influencer social press kit with graphics, content and other postable/shareable assets.
Influencer Identification and Recruitment	*Identify local community influencers reaching a variety of priority audiences in Boulder County. Initiative will include 20 influencers. *Cull initial list and vet all potential influencers. *Initiate contact for recruitment and contract all influencers.
Influencer Training	*Train influencers and provide expectations, deliverables and timeline.
Influencer Management and Monitoring	*Follow up with all influencers to address any questions, approve original content, and provide guidance. *Monitor all influencer activity for the campaign, including tracking of impressions and KPIs.

9. Question: Can you clarify the budget that has been set aside for this RFP specifically?

ANSWER: Yes, with ARPA funds.

10. Question: We see on page 6 it states a budget of \$55-75K but the dates are from Sept-Dec. of 2021. Can you clarify the discrepancy in the dates?

ANSWER: We started this process in September 2021, however work will begin and conducted in 2022.

11. Question: Does the stated budget need to include all elements: design, strategy, production and media. Or are there elements that are a different budget?

ANSWER: The budget should be all inclusive.

12. Question: Does the stated budget need to include media buying and planning as well as media placement hard costs?

ANSWER: No, depending on needs, additional funds for media buying might be required.

13. Question: Does this campaign/RFP need to target all audiences or just the two stated as Phase 2 (ages 18-23 and 6-11-year old's)?

ANSWER: Just the targeted audience stated in the RFP with the caveat that their intersectionality and an equity focus on priority populations within the age groups: (Latinx Community, Black Community, LGBTQ+, Faith leaders, Mountain Community, People with disabilities, Limited mobility, Homebound, Native Americans, among others).

14. Question: What is the length of this intended contract term?

ANSWER: Four to six months.

15. Question: What are the largest barriers to outreach BCPH can identify?

ANSWER: Language, internet access, transportation.

16. Question: Does BCPH have any internal goals for increasing youth vaccination rates? If so, how does BCPH measure communication's impact on those?

ANSWER: Depending on the type of communication. For virtual meetings, we would measure attendees, we also measure questions answered. With

partners we measure amount of collateral distributed. Social media analytics also play a role in measuring impact.

17. Question: Does BCPH have defined subpopulations they would like to reach within the target populations (i.e., specific racial, gender, or socioeconomic groups)? If so, which ones?

ANSWER: priority populations within the age groups: (Latinx Community, Black Community, LGBTQ+, Faith leaders, Mountain Community, People with disabilities, Limited mobility, Homebound, Native Americans, among others)

18. Question: Does BCPH have any secondary audiences they'd like to reach via this campaign (i.e., parents, guardians, teachers)? If so, which ones?

ANSWER: Parents, businesses, individuals who do not have health insurance or paid sick leave or do not speak English.

19. Question: What specific and measurable goals does BCPH want to achieve through the campaign?

ANSWER:

- **Provide quick and easy access to transparent information**
- **Give community residents general vaccine information**
- **Proactively address issues such as hesitancy, vaccine myths and general concerns**
- **Provide updated vaccine sign-up information**
- **Provide general vaccine information**

20. Question: What would success metrics look like for this campaign?

ANSWER: We would measure analytics from month-to-month.

21. Question: Does BCPH have an identified timeline for the program to take place?

ANSWER: Not sure what is meant by program. The campaign should be about 4 months long.

22. Question: Does BCPH have a proposed phase timeline?

ANSWER: March-June 2022.

23. Question: Can BCPH clarify the contract period of performance?

ANSWER: Twelve months.

24. Question: Would BCPH be open to using social media platforms like TikTok?

ANSWER: Craft digital and social media applications: Use consultant's established social media platforms, including Tik Tok, in conjunction with BCPH's established social media channels to post and run digital ads in English and Spanish:

25. Question: Are there any social channels or marketing methods that BCPH would like avoided?

ANSWER: Nextdoor.

26. Question: Are there any other social media accounts/campaigns that BCPH believes are using effective strategies? Does BCPH have any examples of effective public health campaigns that could be used as a model?

**ANSWER: COVID-19 Vaccines Help Kids Be Kids
Local Public Health Agencies and Partners Launch Campaign to Inform and Answer Parents' Questions about COVID-19 Vaccine for Children Ages 5-11:
www.COVIDFreeKids.org.**

27. Question: Are there any page limits or formatting requirements for the response?

ANSWER: One-page limit for proposal/1 page for pricing breakout.

28. Question: How does BCPH prefer the formatting of proposed pricing?

ANSWER: No.

29. Question: Does BCPH have preferences for the length of Phase 1 versus Phase 2?

ANSWER: No.

30. Question: Should the proposed project schedule be written in terms of weekly or monthly milestones?

ANSWER: Depends on the type of ads and communications.

31. Question: Does BCPH have a preference for accessible/508-compliant content?

ANSWER: No.

Submittal Instructions:

Submittals are due at the email box only, listed below, for time and date recording on or before **2:00 p.m. Mountain Time on February 4, 2022.**

Please note that email responses to this solicitation are limited to a maximum of 50MB capacity.

NO ZIP FILES OR LINKS TO EXTERNAL SITES WILL BE ACCEPTED. THIS INCLUDES GOOGLE DOCS AND SIMILAR SITES. ALL SUBMITTALS MUST BE RECEIVED AS AN ATTACHMENT (E.G. PDF, WORD, EXCEL).

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 # 7283-21 in the subject line.

All proposals must be received and time and date recorded at the purchasing email 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**

January 21, 2022

Dear Vendor:

This is an acknowledgment of receipt of Addendum #2 for RFP #7283-21, Vaccination Campaign.

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. This is also an acknowledgement that the vendor understands that **due to COVID-19, BIDS will only be accepted electronically by emailing purchasing@bouldercounty.org.**

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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