

Los Angeles County Department of Mental Health (LACDMH) Social Marketing Campaign Development and Media Buy Plan Development and Deployment

Questions & Answers

Campaign History	
Q	Is there an incumbent agency for either and/or both components of this RFP? If so, who?
A	While there have been agencies managing these components in the past, we do not have an agency providing services at this time. <i>This answer applies to all questions related to incumbent agencies</i>
Q	Is this a new effort for CalMHSA or the continuation of an existing marketing campaign/program?
A	There is not a requirement to continue an existing campaign though messaging must maintain an element of continuity. The goal is to evolve campaigns with the needs of the community.
Q	Can you share any results from the current or prior program serving these goals?
A	Yes, evaluations of the LACDMH campaigns are published online by the campaign evaluator, RAND Corporation.

Contracting/Program Oversight	
Q	Is there a Sample Contract?
A	A contract will be shared with the awardee at the time of selection.
Q	Is an assigned person as the Contract Administrator?
A	Yes, CalMHSA has specific staff assigned to these projects.
Q	For Component 1: What is the expectation of the duration of the contract, especially regards to developing an on-going basis for material for the campaign as needed?
A	The contract will be developed to cover three fiscal years however, deliverables will be measured annually. CalMHSA contracts are dependent upon fund availability.
Q	If the proposal is for one year, does that mean it would be March 2022 through March 2023, or March 2022 – June 2023 to align with the fiscal year?
A	Contracts are developed to align with the Fiscal Year. The initial term of this agreement will be through June 30, 2023.

Scope of Work	
Q	Can you share current examples of the campaign that responders are expected to evolve?
A	Past campaign materials have been robust and developed to meet the evolving needs of the population, whether it be sharing general LACDMH resource information, managing mental health during the pandemic, or special event/activity/program information. Campaign materials will be shared with the awardee. <i>This answer applies to all questions related to examples of existing/past campaigns</i>
Q	Is LACDMH defining the target population for this campaign as all of the County's 10 million residents or just the "global majority" portion of the County's population including the County's 14 threshold languages? Or is LACDMH looking to the proposer to identify the target population? Do you have a specific demographic the program is looking to reach? For example, African Americans, Hispanics, or an age range like 25-54?
A	Identification of target audiences, in conjunction with CalMHSA and LACDMH, is part of the scope of work however; the entirety of Los Angeles County is expected to be reached. LACDMH prevention efforts have specific requirements to reach Transitional Age Youth (in addition to the rest of the population). <i>This answer applies to all questions related to target audiences and demographics.</i>
Q	One of the goals for the social marketing campaign is to increase equity-based messages that increases access to mental health care, including communications in Los Angeles County's 14 threshold languages. Is the proposed contractor responsible for translating messages into the 14 languages?
A	Yes, translation is part of the scope of work but may be accomplished using a subcontractor.
Q	Under Component 2 Minimum Qualifications, could you explain what "large-scale culturally congruent media buys" means?
A	Media buys must reach the entirety of Los Angeles County, adapting to the populations most likely to receive the specific messages.
Q	Component 1. The RFP states that new work "will be built off of previously developed campaigns and messages deployed by LACDMH". Does this mean we must adhere to the brand standards developed to date and is there an opportunity to revisit any part of the brand?
A	There are opportunities to discuss changes however, language/messaging must have a degree of continuity and align with LACDMH preferred language.
Q	For the social media campaign (item 1), are we using the same platforms LACDMH uses now? Is it open to exploring others?
A	There are opportunities to utilize other platforms with approval from CalMHSA and LACDMH.
Q	Are there planned meetings we have to attend with these diverse audiences?
A	Yes, it is expected that the respondent awarded the contract will attend some stakeholder engagement meetings or events, either in person or virtually during the term of the agreement.
Q	To clarify, the media buy needs to be more than paid social, correct? I see Broadcast and print - but are we using the same creative as we used in social?
A	The media buy does need to be more than paid social (widespread print, digital, and broadcast). The creative will be developed to accommodate these, and adapt to the needs of LACDMH and the community.

Funding/Budgets	
Q	For component 2, we understand we will need to propose a budget. Is there a scoring preference for the lowest bid?
A	While overall budget will be a factor in the selection process, selection will not be based on the lowest bid.
Q	Referencing end of page 14: Indirect costs must be itemized and may not exceed 10% of the total budget. For Component 2/Media buying, are media buying commissions included in the 10% maximum or are those separate?
A	All expenses related to staffing or subcontractor pay must be included in the indirect costs, limited to 10% of the overall budget.
Q	Can you give an example of what CalMHSAs defines as “indirect costs” as related to the RFP? Would it be things like video production, video editing, ad production, research costs, etc.? What is allowable under direct costs?
A	Examples of indirect costs include, but are not limited to staffing costs, overhead expenses, subcontractor management, etc. Direct costs are the “hard costs” for the work being produced.
Q	For component 2, we understand we will need to propose a budget. Can you please share previous media budgets from prior years?
A	We would like respondents to develop a budget without taking previous funding into consideration as fund availability can shift significantly. <i>This answer applies to all questions related to media buy funding.</i>
Q	Is the \$500K for Component 1 budget all-inclusive of paid media, production, and agency fees?
A	\$500,000 is inclusive of all costs for the social marketing campaign development. Media placement costs are covered under the budget for Component 2. <i>This answer applies to all questions related to items included in the \$500,000 for Component 1.</i>
Q	Is the stated value for Component 1 – Social Marketing Campaign (\$500,000) intended to encompass the awarded one-year contract or the full project period of three years?
A	Budgets should be developed using the <u>\$500,000 per year</u> and be prorated for the 21/22 fiscal year, ending on June 30, 2022. <i>This answer applies to all questions related to annual funding amounts for Component 1.</i>
Q	Is CalMHSAs requesting a budget proposal that breaks out costs by indirect and direct costs? Can proposers provide budgets with fully burdened rates/hours/costs? Is it required to break out the cost in a specific manner?
A	Please be as detailed as possible in your proposed budget and separate direct and indirect costs.
Q	How long will the \$5M media [buy] budget need to run?
A	The funding for Component 2 is anticipated to be \$5M per year, as long as funding is available.

Qualifications	
Q	Under 3.1.3, can you please elaborate on the experience you are looking for in reference to peers and consumers as well as the Wellness and Recovery model?
A	Agencies who are led by or employ people with “lived experience” in mental health treatment and recovery, are encouraged to apply.
Q	For the Component 2 response, Section I: Past Experience, is CalMHSA only looking for experience working with county or city mental/behavioral health departments? Would work on mental health initiatives for foundations, non-profits, or commercial clients be considered relevant?
A	Respondents are not limited to entities who have worked only with public mental/behavioral health departments, however, should have a broad understanding of government agency processes and dynamics.
Q	Could you clarify your evaluation criteria for this proposal? How are your criteria weighted?
A	CalMHSA does not share the scoring rubric or weighting in advance of award. <i>This answer applies to all questions related to scoring rubrics, evaluation, and weighting.</i>
Q	Under minimum qualifications, 2.1.3 states that the proposer should identify personnel and strategies to ensure messaging is vetted and appropriate. Does CalMHSA have information on the skills sets of the person or persons they deem suitable for this role?
A	Respondents must be able to stay current, and adapt messaging with both LACDMH and socially acceptable language and methodologies. Additionally, Respondents must be able to adapt messaging to address current events which impact societal mental health.

General	
Q	Does the prime contractor need to hold an office in Los Angeles?
A	Yes, the contractor(s) must have an office in Los Angeles County. If there is no physical office address in Los Angeles County because staff work from home, the contractor must attest that staff working on the campaign reside in Los Angeles County.
Q	Can I include opportunities with the proposal for things like Black History Month or Hispanic Heritage month?
A	Yes, Respondents are encouraged to be creative and thorough with proposals.
Q	What are the measurable goals of the campaign? Are there any quantifiable outcomes (i.e. awareness, interest, behavioral change)?
A	Campaigns will be independently evaluated on reach and response to messaging. Respondents are encouraged to include their Key Performance Indicators, especially those that align with the Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) reporting requirements. <i>This answer applies to all questions related to goals and Key Performance Indicators.</i>
Q	What is the coordination currently like between the state and county level programs?
A	MHSA funds are regulated and overseen by the State however, the activities outlined in this RFP are locally managed.

Q	Is this a local extension of the statewide Each Mind Matters campaign?
A	No, this is a separate campaign.
Q	What research has LACDMH been using to inform previously developed campaigns and messages?
A	Messaging for these campaigns has been developed by an agency in alignment with LACDMH. The independent evaluators will provide feedback on campaign outcomes, which the awarding agency will need to take into consideration when evolving messaging.
Q	Who will be the campaign evaluation contractor for this campaign?
A	The RAND Corporation
Q	What are the intended flight dates for the campaign? When do you want the campaign to be in-market?
A	Ideally, there will be messaging developed in time for May (Mental Health Month).
Q	What is the “LADMH messaging and resource library” referred to on page 11 of the RFP?
A	LACDMH lists its existing resources on its website. The awarded respondent will be provided past campaign messaging and collaborate via CalMHSA to obtain current LACDMH messaging/language.
Q	Component 1, Is there a preferred vendor who we would work with (and their costs come out of our budget), or can we select a vendor based on specific criteria that you provide? Do you need to approve the translation vendor?
A	Subcontractors will be selected and managed by the awarded respondent however; the managing agency is accountable for the actions of the subcontractor. CalMHSA does not need to approve vendors in advance but will if requested. Subcontractors should be located in Los Angeles County.
Q	I represent KKGO-FM radio and I have a question regarding social media posts on our Facebook and Instagram sites. Will you provide approved images for us to post and copy points for the social media posts that we run on our sites based on your campaigns? For the media buy, do you have calendar start and end dates that you want to run a commercial campaign? And do you want to run commercials that are :60, :30, :15 and/or :10 seconds long or a mix of all 4 commercial lengths? Also, do you want to see just the spot rates or proposed schedules with spots that reflect a weekly budget?
A	CalMHSA will not be the contracting entity for any media buys. This will be the responsibility of the agency awarded Component 2 Media Buy Plan Development and Deployment. CalMHSA will not develop or provide images for social media messaging. This will be the responsibility of the agency awarded Component 1 Social Marketing Campaign Development.
Q	Is it ok for proposers to ask the LADMH about work they have done previously?
A	The opportunity to ask questions is limited to the processes outlined in the RFP to ensure that all potential respondents receive the same information to develop their proposals.
Q	Regarding the format, there are specific requirements with regard to font, font size and spacing. However, can it be submitted as a Power-point document, or does it have to be strictly text in a Word document?
A	The proposal should be submitted in accordance with the guidelines in the RFP. A word document is needed.

Q	For Component 1, the social media marketing campaign, is the proposal that we're delivering supposed to be concentrated more on content strategy, creative and updated brand guidelines? Or is the proposal more about the "process"?
A	The proposal is more about the process. The strategy and creative are included in the actual contracted scope of work.
Q	Will you be selecting just one contractor? Is there a preference to have one contractor for both components?
A	Selection for each component will be based on the best fit for each component. It is possible this is two different contractors but could be the same contractor for both.