

Allegheny County
Department of Human Services
Request for Qualifications Q&A
RFQ for Design, Content and Digital Strategy: Fall 2021

October 12, 2021

1. We are an organization who was qualified under the RFQ for Design, Content and Digital Strategy in the spring. Recently we were notified of a solicitation for what seems like the same project. Can you let me know if we are no longer considered qualified? Or if this new RFQ supersedes the previous, of which we spent quite a bit of time preparing our response?

You are still qualified and this RFQ does not supersede the previous. We re-issued this RFQ to add a new 7th category of work, video production, and to see if there are any other Applicants who can qualify under the six original categories of work. You do not need to submit a new application, unless:

- You would like to apply to video production,
- You would like to apply to one of the other categories that you initially did not apply to, or
- You would like to apply to the categories that you did apply to but were not qualified under.

Going forward, we will add the Applicants qualified during the fall 2021 release to the pool of applicants qualified during the spring 2021 release. Whenever we release a task order for a specific project, all Applicants qualified in both spring and fall 2021 will have the opportunity to respond.

2. For firms that are already awarded and a part of the existing IDIQ, can you please confirm we are able to provide the same information for the “All Applicants” section and only have to provide new content/responses for the new categories of work we intend to apply for?

All Applicants are required to fill out the “All Applicants” section, but Qualified Applicants can use the information they previously submitted in that section.

3. If we decide to add one or more partners to our team for specific categories of work, would our subcontractor also have access to task order proposals released by Allegheny County and if so, would they be able to respond on their own?

Yes. When a task order is released to applicants qualified under a specific category, it will be released to all applicants who have qualified for that category. Task Orders will be released to

the main contact in your proposal, or any other contact(s) you identify to DHS. All qualified entities will have the ability to submit a response on their own or in collaboration with other entities qualified under the desired category of work.

4. For the recent Analytics Site Task Order that was released, can you please clarify which category of work that falls under? Moreover, is web development wrapped into User Research & Testing or a different scope of work category?

The Analytics Site Task Order that was released falls under the “Design” category of work. Currently, web development is not a listed category in this RFQ or listed as part of any other category. As DHS continues to assess our design, content and digital strategy needs, we may re-release this RFQ with a “Web Development” category in the future.

October 22, 2021

5. Can you please clarify whether or not companies are able to submit a response to the Fall 2021 RFQ as a team (i.e., one firm serving as a prime, the other as a sub) or if every company must submit a response independently to be awarded the RFQ?

Yes, Proposers are allowed to submit responses that have a collaborative approach between partners.

6. Similarly, are you able to provide a list of Allegheny County’s existing and qualified vendors from the Spring 2021 RFQ award for future teaming considerations?

Please see the chart below which lists all the providers qualified under the Design, Content and Digital Strategy Spring 2021 RFQ. The green boxes indicate which categories each applicant is qualified for.

Design, Content and Digital Strategy Qualified Providers							
		Design	Branding	Marketing	Content Writing	User Test/ Research	SEO, Web Analytics
1	Allegheny HealthChoices				x		
2	Bellatrix Group					x	x
3	Blender, Inc.	x	x	x	x		
4	Chad Davis Smith					x	
5	Computer Aid	x			x	x	
6	Cynthia Graeff	x					
7	Emily Marko	x	x			x	
8	Firefly Partners						x
9	Bloom Works	x	x	x	x	x	x
10	Octo Design Group	x	x	x	x	x	
11	Pink Frog Interactive					x	
12	Purplegator LLC			x			x
13	SAB Media Group	x	x	x			x
14	Second Block	x					
15	The Hatcher Group	x	x	x	x		
16	Vanguard	x	x	x			

7. Can Allegheny County provide a target or estimated number of task order proposals to be released in the upcoming year? In other words, is there any type of metric or range you are able to provide for each category of work?

DHS cannot guarantee the number of task orders we will release. However, we would estimate that two more Task Orders will be released this year, and 10 more in 2022.

Info Session

8. Is there a possibility you would consider agencies outside of Pennsylvania to work on this assignment?

Yes, we encourage agencies to apply regardless of where they are located.

9. Will MWDBE certifications count towards the goals that you have set forth?

The MWDE program does not come into play at the application level of this RFQ. Once we issue a Task Order for this RFQ, if you're chosen as the provider of the Task Order, you'll complete paperwork and supply the county with your certifications during the contracting phase.

10. You had qualified some agencies in the spring that you added to your Roster. How many agencies did you actually qualify at that time?

- We received applications from 25 total agencies. In each category of work, DHS qualified:
 - 10 out of 21 applications for Design
 - 7 out of 16 applications for Branding
 - 6 out of 14 applications for Marketing
 - 6 out of 15 applications for Content Writing and Strategy
 - 7 out of 11 applications for User Research and Usability Testing
 - 4 out of 9 applications for SEO and Web Analytics

Please see the response to question six to view a chart of all qualified providers.

11. Is the Fidelity Bond a true requirement if you are assigned work?

Yes, a Fidelity Bond is a requirement for all County DHS contracts. Waivers are occasionally granted for this coverage depending on justification/circumstances (e.g., waiving auto insurance for an entity providing completely remote services).

12. We had qualified for some things in the spring of 2021. The things that we did not qualify for, are we able to resubmit for those things to see if we can get qualified in the fall of 2021? Or, at this point, are we just doing video if we are interested in that?

Yes, you can reapply for any of the categories you were not originally qualified in.

13. So, there's no budgetary constraints or – that's not really part of the process. You're strictly looking for qualifications?

Yes. If you qualify under this RFQ, Task Orders will be issued to you according to the categories you are qualified for. Task Orders are individual projects that will have their own budget constraints. Anything specific to a project will be included in the Task Order.

14. We have worked with a broad range of not-for-profits and Human Services organizations, not always exactly in the areas that you designated on page 6. Is that critical to the process? Are you really looking just for someone who's an interested marketer?

It depends on the project. We encourage all who are interested to apply and showcase their best samples of work. It does not have to mirror what we have created for our target audiences. If you've done something close, we are willing to consider it.

15. If you could give any sort of insight into how the Task Order process works, that would be great.

The Task Order process is a smaller version of our normal RFP or RFQ process. Task Orders contain a summary of a project, what we are looking for to complete it, and two or three questions that ask the respondents about their relevant experience and proposed approach for the project. When a Task Order is issued, it is sent to all applicants who have qualified in the category it was issued under. Once received, qualified providers have about two weeks to respond. Qualified providers are not required to respond to every Task Order. Once the responses have been received, a small evaluation committee is formed to read and score the Responses and come to a consensus on which provider is best suited to execute the Task Order. In some instances, evaluators may require more information before making a final decision.

16. Can you tell us how many opportunities have been made available since Spring?

Currently, we have issued two Task Orders. We estimate that there may be one to two more Task Orders in the next couple of months.

17. The RFQ mentions that the response form has to be used to present the application, so you're not looking for any type of proposal, only submit everything on that response form; is that correct?

Yes. The Response Form is your proposal. Please use it. You are also allowed to add screen shots of past work or website links.