

Allegheny County
Department of Human Services
Request for Proposals Q&A

Develop a Foster Care Awareness and Recruitment Marketing/Public Relations Campaign

August 22, 2014

Q: Can you clarify what specific financial statements you require from a for-profit agency? What if the agency has not been audited recently or at all?

A: Under Proposal Instructions and Format (pg. 14 of the RFP), DHS requests that proposers provide a line item project budget and a copy of the organization's most recent audited financial statements. DHS does not request additional financial statements from for-profit agencies. Please submit what documentation you have.

Q: # 7 on your list of deliverables (page 12 of RFP) is the development of a cost effective, research-based media plan. Would you be able to provide a budget range for a media plan? Would \$ 75,000 or \$ 100,000 or \$ 200,000 be within the realm of possibility for a one or two or three year campaign?

A: As indicated in the Proposal, funding for the recruitment of families into a resource family network is provided through a 5-year grant. Allocations for that funding have already been roughly determined (with \$60,000 going towards the recruitment and awareness campaign), and DHS has already committed to absorbing print and distribution costs for awareness campaign materials (which will fall outside of the \$60,000). As such, we would rely on the expertise of the proposer to determine a cost-effective, modestly-funded media plan.

August 19, 2014

Q: Can you provide me with a better understanding of the M/W/DBEs participation form requirements? My company is minority-owned (African-American owned and operated). I have not reached out to sub-contractors at this point. Should I complete the M/W/DBEs waiver form or do I need to contact vendors now from the PA M/W/DBEs list?

*A: Only Minority, Women, or Disadvantaged Business Enterprise (M/W/DBE) firms certified by an acceptable entity can be counted towards the County's goals. A certified Minority Business Enterprise may utilize their firm to fulfill the County's Minority Business Enterprise goal; however, a good faith effort must be conducted to fulfill the County's Women Business Enterprise goal. A certified Women Business Enterprise may utilize their firm to fulfill the County's Women Business Enterprise goal; however, a good faith effort must be conducted to fulfill the County's Minority Business Enterprise goal. A firm certified as both a Minority Business Enterprise and Women Business Enterprise may choose to fulfill the County's Minority Business Enterprise or Women Business Enterprise goal but not both. For more information about M/W/DBE, please reference DHS' M/W/DBE Contract Specifications Manual at:
<http://www.alleghenycounty.us/WorkArea/DownloadAsset.aspx?id=41829>*

August 14, 2014

Q: Do we need to notify DHS before submission if we want to apply for the RFP?

A: No.

Q: As you are most likely aware, there is also an RFP out for the Homebuilders program that is due on 8/25/2014. Many of our agencies have a team of people who collaborate when preparing RFPs. Due to the size of the Homebuilders RFP, most of the energy has been spent preparing our response for the Homebuilders RFP leaving little to no time for the FC Awareness and Recruitment RFP. I am wondering if the county would so kindly consider extending the second RFP two weeks in an effort to engage the full provider network an opportunity to respond.

A: *In order to follow our timeframe for proposal evaluation and contracting, DHS is unable to extend the deadline for submission of the RFP.*

Q: Is it safe to say that foster parents are low-income?

A: *To get a better idea of the profile of an average household with foster children, DHS suggests referencing national data and reports, such as the following issued by the Annie E. Casey Foundation- <http://www.aecf.org/m/pdf/FosterChildren-July-2008.pdf>.*

August 13, 2014

Q: Would it be possible to have a website that is separate from the county site, a microsite that is dedicated to foster care families and tied to the branding that is developed for this campaign? It would of course link to the foster care section on the county website.

A: *It is possible to have a website separate from the county site, subject to working out the logistical details of a separate site, including purchase and set up of a separate URL and maintenance of the site. Given the fact that the entire county website including the DHS portion is currently undergoing a total redesign, it would need to be determined that a separate microsite was necessary to accomplish the campaign goals.*

Q: Do you have a timeframe in mind for the launch and duration of this campaign?

A: *The estimated start date stated in the RFP is Jan/Feb 2015. It is anticipated that the campaign would launch within 6 months of the start and that the brand and materials developed will continue to be used after the conclusion of the time-limited awareness campaign.*

Q: How long does a foster family or individual provide a home for a foster child? And what commitment do they make to serve as a foster family (is it for one child, one year, other?)?

A: *As stated in the RFP, in depth information about the county's child welfare system and foster care including data will be shared with the successful Proposer.*

Q: Can you provide more refined demographics regarding the foster care families in our county? The zip codes or neighborhoods they come from, ethnicity, income and education demographics?

A: *Answer same as above.*

Q: Are there neighborhoods in the county that you have the greatest need for foster care families?

A: Answer same as above.

August 8, 2014

Q: After reading the RFP, it appears as if the Department of Human Services will produce and distribute materials created by the selected marketing agency. Does that mean your department has media placement already established? If so, what is the nature of it - this will help us shape a more focused response.

A: *Over the 17 year DHS has been in existence, the Department has had limited reason or opportunity to do paid media placements (with the occasional exception of paid radio spots). This RFP is looking for the successful Proposer to develop a comprehensive plan, and should that plan include a media component, DHS would look to the expertise of the Proposer to suggest an appropriate media buy, outline the methodology and assist with making any media connections. (Just as DHS will assume cost of printing any approved materials developed, DHS will assume the cost an approved media buy.)*

August 6, 2014

Q: On page 5, you state: Allegheny County intends to use the results of this RFP process to award one contract not to exceed \$60,000 to the Successful Proposer to provide the Scope of Services requested in this RFP.

Please explain how the \$60,000 should be used. Is this amount the maximum amount to be paid by DHS to the Successful Proposer to cover the cost to create and implement the plan? Or, is this the maximum amount to be paid for services (i.e. graphic art design, advertising, events, etc.) needed to implement the strategic plan outlined in the RFP response?

A: *As per the listed deliverables, \$60,000 is the total amount the Successful Proposer will receive for developing an awareness and recruitment plan, the design of any and all creative elements the Proposer deems necessary to enact that plan (including but not limited to outreach materials, branding/logo development, and key messages), and a distribution plan for the creative elements. DHS will be responsible for the production and physical distribution of materials.*