



**Perinatal Education Campaign – RFP 20/21-06
Questions and Answers – October 28, 2020**

Question	Answer
<p>1. Is media typically placed and purchased for every year of the campaign -- or, if there is no "typical" would that be the expectation for the next contract period?</p>	<p>1. In past campaigns there have been situations where we had less of a media buy during the campaign development period in year 1, and more of a media buy in years 2 and 3 to promote all campaign assets. However, keep in mind that you are not starting from scratch and are building on existing campaigns.</p> <p>We leave it to your discretion as experts in this area and cannot prescribe a “typical” frequency. Utilize your industry knowledge to plan out the proposed media buys and provide the information and logic for that plan in the proposal narrative.</p>
<p>2. Is it expected that every piece of the Perinatal Education Campaign requirements is included in each fiscal year of the contract period, or would we be able to propose a strategic recommendation of what an integrated plan could look like to meet your objectives?</p>	<p>2. We expect that all elements of the Perinatal Education Campaign requirements are included in the proposal. We leave it to your discretion and expertise to propose a recommended plan. The proposal narrative is the space to provide detailed information about what you propose to do and why.</p>
<p>3. What system is currently in place to assess family needs and connect families to First 5 Sacramento-funded and other local resources?</p>	<p>3. Currently all contractors providing direct services utilize a Family Information Form, which collects basic demographic information and some limited information about their needs. Many other programs, like Black Mothers United, do their own in-depth assessment of health status and needs for referrals and services. All of our contractors refer families to First 5 funded and local resources as needed – many of them have a resource sheet of programs to refer to. However, for this campaign it is important to not rely solely on information from our</p>

	forms or other contractors regarding family needs. Community feedback is integral to this campaign.
4. What evaluation contractor is currently in place?	4. Applied Survey Research (ASR) is the evaluator for the Commission.
5. Has an evaluation plan been produced, previously, and if so is it available for review?	5. All contractors provide us with quarterly reports on the progress of their efforts, numbers served where applicable, successes and challenges. However, unlike our direct service programs, there is not an evaluation plan per se that we produce for the perinatal education campaign. In addition to quarterly reports, we have required our current contractor to provide us with data and reports on a regular basis regarding the number of ads, posts, impressions. For example of what is reported to us, you can look at the evaluation report of all of our efforts to reduce African American child deaths: https://first5sacramento.saccounty.net/Results/Documents/1-2020-RAACD_Report.pdf and https://first5sacramento.saccounty.net/Results/Documents/3-yr_RAACD_EvalReport.PDF . Information about our campaign is in the reports.
6. If we submitted electronically and used links within the electronic proposal document's narrative section to reference data as attachments, would any pages of attached reference data be counted toward the 20 page narrative limit?	6. There are a few things to keep in mind. First, the reviewers are limited to what is included in the proposal. They are not able to look at additional materials or visit links to online sources that you may reference in your proposal. Secondly, the information that may be included in the appendices is limited and should not be a place to include samples of prior work, case studies, other reports, etc. The appendices are intended to include the organizational chart, staff resumes or job descriptions if they are not hired yet, and biographical data for subcontractors/consultants if applicable.
7. Is this the last opportunity to ask questions?	7. You may e-mail questions directly fongli@saccounty.net up to two weeks (November 3) before the proposal deadline.

Reminders:

- The Letter of Intent was due by **5:00 p.m. on October 23, 2020**. If a representative of your agency did not attend the Mandatory Conference and did not submit a Letter of Intent, then your agency is not eligible to apply for the funding as the lead agency. We do

encourage partnerships where feasible and if agencies desire to do so. Agencies that missed the mandatory conference and letter of intent, as well as agencies that met those requirements, may want to contact each other to discuss potential partnerships.

- The agencies that successfully submitted a Letter of Intent by the deadline include:
 - The Social Changery
 - Her Health First
 - Rescue Agency
 - Runyon Saltzman, Inc. (RSE)
 - Mercury Public Affairs
- The proposal in response to the RFP is due no later than **5:00 p.m. on November 17, 2020**. Proposals may be submitted electronically, via mail, or hand delivery. We encourage you to plan ahead and allocate ample time for all methods of delivery. Hand deliveries will be accepted between 2:00 p.m. – 5:00 p.m. on November 17, 2020. Please wear a mask and practice social distancing measures if you select this method of delivery.