

**CITY OF NEW YORK  
DEPARTMENT OF HEALTH AND MENTAL HYGIENE  
REQUEST FOR PROPOSALS  
FOR THE PROVISION OF CREATIVE DEVELOPMENT OF PUBLIC EDUCATION  
PLANS  
PIN: 16OE002200R0X00**

**ADDENDUM #2  
December 11, 2015**

Except as otherwise stated below and by any prior or subsequent Addenda to the above-referenced RFP, the RFP remains unchanged.

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- I. Revisions to the RFP: Deletions are crossed-out; new language is bolded:
- A. Section III(B)(3)(b)(iii), page 7 of the RFP is hereby revised as follows:
- iii. Create ~~and maintain~~ social media, including, but not limited to, Facebook, Twitter, blogs, etc.*
- B. Section IV(B)(6) , page 21 of the RFP, is hereby revised as follows:
6. *A sealed outer envelope, enclosing the ~~three~~ **five** sealed inner envelopes. The sealed outer envelope should have two labels containing:*
- *The proposer's name and address, the Title and PIN of this RFP and the name and telephone number of the Proposer's Contact Person.*
  - *The name, title, and address of the Authorized Agency Contact Person.*
- C. Section IV(A)(2)(c)(iv), bullet 4, page 17, is hereby revised as follows:
- *Provide ~~one (1)~~ **two (2)** creative executions **and TV storyboard** (on 8.5"x11" paper) in response to the Sample Creative Brief.*
- II. **Pre-Proposal Conference Questions and Answers (See Annex A):** Attached is a copy of vendor questions and DOHMH answers from the pre-proposal conference.
- III. **Emailed Questions and Answers (See Annex B):** Attached is a copy of the vendor questions received via email on or before November 20, 2015 and DOHMH responses.

IV. **REVISED Attachments B1, B2, and B3 (See Annex C):** Attached are REVISED Attachments B1, B2, and B3. Please return completed copies of these documents with your proposal.

A. Revisions to Attachment B1: Deletions are crossed-out; new language is bolded:

Page 1:

Subject: to raise awareness about hepatitis C (HCV) by New Yorkers, and to increase testing and linkage to medical care.

Dear Proposer:

Please submit a proposal for an outdoor **and TV** media campaign to increase testing for Hepatitis C (HCV) among people born during 1945 – 1965.

....

Page 2:

Submission Requirements:

- 2 concepts that could be used as an outdoor ad **and storyboard for a TV concept**. Art should be sized for a subway square.
- Submissions must be made in PowerPoint, PDFs or JPGs
- Fill out Work Plan Form (attached)
- All submissions must be received by date xxxx.

Budget

- Approximately ~~\$100,000~~ **\$300,000**

V. **Pre-Proposal Conference Attendee List (See Annex D):** Attached is a list of attendees from the pre-proposal conference.

VI. **REVISED Item 3: Acknowledgement of Addenda form (See Annex E):** Attached is a revised Item 3: Acknowledgement of Addenda form. Proposers are directed to sign this version of the form and submit it with their proposals.

**Questions and Answers from Pre-Proposal Conference on November 18, 2015**

**Please Note:** Be advised that some answers to some questions may have been clarified or modified since the reading at the Pre-Proposal Conference. All potential Proposers are strongly encouraged to read this Q&A for the final agency responses.

**As deemed appropriate by DOHMH, similar/same questions have been consolidated and one response is provided.**

1. **Question:** How will you notify us of bid winners? When will winners be chosen? Will winners host a meeting with applicable MWBEs?  
**Answer:** Selected vendors will be notified after the evaluation process is complete, and selections will be announced in the City Record. DOHMH anticipates that awards will be announced in Spring 2016. Contractors may convene MWBEs at their convenience.
2. **Question:** How specific are you with “existing form” in terms of prime contractors? If a company’s ownership changes from 100% by one party to 50% for two parties, and one party had the original 100% ownership, can either company submit?  
**Answer:** The Proposer must explain its ownership structure and demonstrate that it has existed in its current form for at least 3 years.
3. **Question:** How timely are invoices from contractors paid?  
**Answer:** The agency complies with the prompt payment provisions of the NYC Procurement Policy Board Rules, which is generally 30 days after the agency’s acceptance of a proper invoice.
4. **Question:** What is the necessity of the waiver?  
**Answer:** If the proposer has a reason to request a waiver from the MWBE Participation Goal, you may submit a waiver request.
5. **Question:** 508 Compliance – will the contracted agency be responsible for completing work for 508 compliance? Or will the City agency be responsible for that?  
**Answer:** It is our understanding that Section 508 Amendment of the Rehabilitation Act of 1973 applies to federal government agencies only.
6. **Question:** Multiple languages – how many?  
**Answer:** Per Section IV.A.b.iv of the RFP, the proposer must demonstrate capacity to produce Campaign in English, and at a minimum, Chinese, French Creole, Italian, Korean, Russian and Spanish.
7. **Question:** Five similar campaigns requirement: does work as a subcontractor satisfy this requirement?  
**Answer:** As per Section IV.A.2.a.ii of the RFP, the Proposer needs to describe and demonstrate that they have *led or had a major role in* the production and creative development of at least 5

major advertising campaigns targeting the 5 boroughs of New York City. The Proposer should clearly explain their role in each campaign (e.g., as a prime or subcontractor).

8. **Question:** Five similar campaign requirement: is this same requirement [apply to] MWBE firms?  
**Answer:** Yes.
  
9. **Question:** Can we submit more than the minimum requirements for resumes and creative samples? If we wish to include all video(s) or audio(s) on the CD-ROM, is there a limit to the number of spots or samples allowed?  
**Answer:** As stated in Section IV.A.2.a.iv of the RFP, among other things listed in this section, the Proposer must include 1) the three best ad campaigns and 2) a story board of a TV spot and spot production for story board of a TV spot that actually aired.
  
10. **Question:** What is determined “home base” in NYC for out-of-state or Upstate agencies?  
**Answer:** As indicated in Section IV.A.2.b.v of the RFP, the proposer must demonstrate that it is be located within 50 miles of NYC.
  
11. **Question:** re: Proposal cover letter. Who should the “Proposer’s Authorized Representative” be?  
**Answer:** This should be the person at the proposing firm who is responsible for proposal development and who can potentially answer any questions related to the proposal submission.
  
12. **Question:** If we make an RFP mistake, can we fix it?  
**Answer:** According to the New York City Procurement Policy Board Rules, Proposers may modify their proposal up to the due date upon written notice. And after the due date, “successful proposals” may be modified at any time if the terms are made more advantageous to the city.
  
13. **Question:** Can the organizational chart include a prime and major subcontractor staff if the prime staff is identified on the chart?  
**Answer:** Per Section IV.A.2.b.vi of the RFP, a proposer must submit a chart showing how the proposed services will fit into the proposer’s firm. The chart must include a narrative indicating the number of permanent in-house staff along with their titles and full time employees.
  
14. **Question:** Is a background in advertising essential in consideration?  
**Answer:** All responsive proposals will be “considered.” The RFP provides specific expectations regarding proposers’ background and experience.
  
15. **Question:** Is there a page missing in the RFP describing the TV concept for Hep-C since you ask for costs but no concept?  
**Answer:** Attachment B-1 Creative Brief and budget have been amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component.

16. **Question:** Would any MWBEs here today be able to identify themselves?  
**Answer:** A list of all attendees at the Pre-Proposal conference is attached to this RFP Addendum. Those entities that self-identify as MWBE or (City) Certified MWBE are indicated in the sign-in sheet.
17. **Question:** May we have the bidder's list?  
**Answer:** A list of all attendees at the Pre-Proposal Conference is attached to this RFP Addendum.
18. **Question:** if we don't waive MWBE, should we submit the form by December 18 or December 11?  
**Answer:** Requests for a waiver from the MWBE Participation Goals *only* are due by December 16, 2015. The Full Schedule B – M/WBE Utilization Plan is due December 23, 2015 with the proposal submission.
19. **Question:** If a subcontractor will play a major role to the prime contractor, can its case studies and creative samples be submitted along with the prime contractor samples?  
**Answer:** The Proposer should determine what to include in their submission in order to demonstrate its experience, organizational capability and approach.
20. **Question:** if our firm has not produced a TV spot, but a firm that we would consider a subcontracting partner has produced one, is it acceptable to submit their story board?  
**Answer:** No.
21. **Question:** RE: Experience targeting five boroughs of NYC (Section III.B.1.ii): Would national campaigns that also ran in all NYC boroughs qualify or does the campaign have to specifically target NYC boroughs?  
**Answer:** The proposer is expected to demonstrate that it has led or played a major role in the production and creative development of at least 5 major advertising campaigns targeting the 5 boroughs of New York City. The expectation is that the proposer's work primarily targeted the NYC audience.
22. **Question:** If our firm has not produced a TV spot, but has produced a web video of similar length, is it acceptable to submit that story board?  
**Answer:** Proposers may submit a web video as a supplement to a TV spot. A web spot may not substitute for a TV spot.
23. **Question:** (Reference Attachment B) Can we submit more than two Hep-C concepts?  
**Answer:** Please submit the requested number of concepts (two).

24. **Question:** For the creative assignment, does \$100,000 cover agency fees and production out-of-pocket costs (photos, illustration)? Is media cost not included?  
**Answer:** Attachment B-1 Creative Brief and budget have been amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component. This budget does not include placement costs.
25. **Question:** You indicated not just creation of social media assets but maintaining them – can you provide more detail about that expectation (amount of monitoring, timeframe, etc.)  
**Answer:** The RFP has been revised to exclude *maintaining* social media channels. Please see section I of this Addendum #2.
26. **Question:** Is there supervising agency for 6 separate vendors?  
**Answer:** DOHMH will execute contracts with six contractors for these services, and will be the primary monitor.
27. **Question:** Each (of the) 6 (vendors) gets \$3 million for a total of \$18 million?  
**Answer:** DOHMH anticipates that each contract awarded from this RFP will have a maximum reimbursable amount of \$3 million. However, there is no minimum or maximum guarantee of work associated with any of the contracts.
28. **Question:** Will this contract include media placement or do you have a contract in place with a media placement firm?  
**Answer:** It is anticipated that the contracts will include media placement services in the event that the agency requires those services for a particular Campaign. However, DOHMH does have another contractor for media placements.
29. **Question:** Is there a separate budget for the TV spot (Attachment B-1 Sample Creative Brief provides \$100,000 budget)?  
**Answer:** Attachment B-1 Creative Brief and budget have been amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component.
30. **Question:** B-1 and B-2 Attachments require time estimates for creative development and production of TV spot. Do you not want spec TV on which to base the estimate?  
**Answer:** Attachment B-1 Creative Brief and budget have been amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component.

31. **Question:** Website: will fulfillment be housed at nyc.gov or will be it possible to create a stand-alone site?

**Answer:** The answer will depend upon the campaign assignment and the requirements of the requesting City agency; the Contractor may be required to provide either type of fulfillment.

32. **Question:** Mobile: if we recommend an SMS based text program, will we be required to use a specific provider (mobile messenger partner) like Mobile Commons, that has many city contracts?

**Answer:** Yes.

33. **Question:** Organizational Capability - Capacity – discussing all upcoming accounts or projects: Is this concerning only projects related to this NYC contract or all agency projects?

**Answer:** Proposer is expected to address all anticipated upcoming accounts or projects.

34. **Question:** RE: Subcontractors: Should the proposal include a “table of contracts” for subcontractors?

**Answer:** Proposer may include this. However, this is not a requirement.

35. **Question:** Can agency subcontractors be located outside of NYC?

**Answer:** Contractors may propose subcontractors located outside of NYC. All subcontractors must be approved by DOHMH prior to commencing any work.

36. **Question:** Is there a way to submit as a subcontractor or apply for a portion of services?

**Answer:** Proposals must be submitted by prime contractors. We encourage you to reach out to other entities here today if you want to subcontract.

37. **Question:** Is pre-billing allowed or work in progress billing for TV or other such production allowed?

**Answer:** Under the City’s payment guidelines, contractors may only invoice for, and the City will only pay for, approved and completed work.

38. **Question:** Does the \$3 million per contract cover agency fees only or does it include out-of-pocket (pass through) costs as well?

**Answer:** It is an all-inclusive amount.

39. **Question:** Can 3% MWBE requirements be met by a printing firm? (Will there be enough printing to meet the requirements?)

**Answer:** The agency does not anticipate that the contractors will be responsible for printing.

40. **Question:** Media: Is there any expectation that portions of the creative will need to be run in donated media (not paid)?

**Answer:** No.

41. **Question:** What is an FMS Vendor ID #?  
**Answer:** An FMS (Financial Management System) Vendor ID is a unique code issued to contractors by the NYC Comptroller's Office.
42. **Question:** If a bidder has satellite offices outside NYC, are those offices acceptable resources for providing flexibility and capacity (assuming main office and account person are in NYC)?  
**Answer:** As indicted in the RFP, proposers must demonstrate that they are located within 50 miles of NYC due to the high levels of coordination necessary between City agencies and the contractor.
43. **Question:** Ad Agencies go by different names today – PR, branding, integrated communications. Does it matter how agencies self-identify?  
**Answer:** No, as long as the agency can fulfill the requirements of the contract.
44. **Question:** If no sample TV concept is required, what is the basis for the TV production timeline?  
**Answer:** Attachment B-1 Creative Brief and budget have been amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component.
45. **Question:** What is the relationship, if any, with "I Love NY" program efforts?  
**Answer:** There is no relationship.
46. **Question:** Will there be any event based marketing asked for?  
**Answer:** Possibly, depending on the Campaign assignment.
47. **Question:** How important is it to have experience with an education campaign?  
**Answer:** As stated in Section III.B.1.iii, the contract would, at minimum, have led or had a major role in creating large-scale public health campaigns and materials in a target community.
48. **Question:** Five ad campaigns required as evidence of capability – must they be "public education" or non-profit sponsored or on health topics?  
**Answer:** As stated in Section IV.A.2.a.iii, proposers need to demonstrate that it has, at minimum, led or had a major role in creating media campaigns and materials in a target community. Greater consideration will be given to proposers who demonstrate this experience with health related media materials.
49. **Question:** What do you mean by other city agencies may utilize your services (the on-call) but DOHMH will manage?  
**Answer:** DOHMH hold all contracts that result from this RFP. However, other City agencies besides DOHMH may use these contracts for their own public education and media campaigns.

In these instances, DOHMH will oversee the Campaign in consultation with the other City agency.

50. **Question:** Why awarding contract if there's no work to follow?

**Answer:** DOHMH anticipates that there will be work associated with the contracts that result from this RFP. However, there is no guarantee of any particular level of work for any particular contractor.

51. **Question:** What constitutes a "Qualified JV [Joint Venture]"? Are joint ventures allowed with two companies submitting as one prime contractor with one designated account manager? Are joint ventures allowed between two firms if neither is an MWBE firm?

**Answer:** DOHMH encourages the proposer to be identified as a prime and the others to be identified as subcontractors.

52. **Question:** If MWBE status of a prime is pending certification, should this information be furnished as part of a potential waiver?

**Answer:** You may provide this information if you believe it supports your request.

53. **Question:** We can produce all other deliverables except TV which we can subcontract. Will [this] disqualify [us] or hurt our chances?

**Answer:** The proposer is expected to demonstrate that they have a done a storyboard of a TV spot and spot production from the storyboard, of a television spot that actually aired. Proposers that cannot demonstrate this will have their proposal evaluated accordingly.

54. **Question:** What size agency is ideal as it mentions having "sufficient in-house staff"?

**Answer:** There is no restriction or specific requirement in terms of staff but the proposer must demonstrate the capacity to meet the RFP requirements.

55. **Question:** Do breast cancer ads qualify as a public health campaign?

**Answer:** Depending upon the context and message, a "breast cancer ad" may qualify as a public health campaign.

**Answers to Questions received in writing by the Questions Due Date 11/20/15**

**NOTE: As deemed appropriate by DOHMH, similar/same questions have been consolidated and one response is provided.**

1. **Question:** There is no sample Creative Brief for the TV spot. Is this missing, or are we to use the outdoor brief? Is there a budget for TV separate from the outdoor budget?  
**Answer:** As indicated in section I of this Addendum #2, Attachments B1-3 have been amended. The same brief should be applied to the outdoor media and the TV spot to address this question.
2. **Question:** Since TV production costs are dependent on the creative concept, should we include a TV concept in our proposal so that the development and production costs have a context?  
**Answer:** Proposers should include a storyboard for the TV spot and itemize costs and timeline for each component.
3. **Question:** RE: Attachment B-3 “Production and Research” and “Development/Production of the TV Spot” - Does “Production” refer to the subway car creative development and production?  
**Answer:** “Production and research” refers to pre-production. “Development/production” refers to the actual production. Attachment B-3 has been revised to include “Production and research” and “Development/production” for the outdoor media as well.
4. **Question:** I did not attend the Pre-Proposal Conference. Will I still be able to submit my proposal?  
**Answer:** Yes. As indicated in Section I of the RFP, attending the Pre-Proposal Conference was optional.
5. **Question:** We are MBE’s registered with the Greater New England Minority Supplier Diversity Committee. We are a CT based business. We will still qualify to bid on your RFP?  
**Answer:** As indicated in Section III.B.2.v of the RFP, the proposer must be located within 50 miles of NYC. Additionally, with respect to M/WBE goals, you must be a NYC certified M/WBE to satisfy participation goals; if you are not NYC certified, you may still engage NYC certified vendors and/or apply for a waiver.

6. **Question:** We understand that our three best advertising campaigns and the TV storyboard with the produced TV spot must be on the online portfolio, CD, or DVD ROM to be submitted (Section a.2.iv of the RFP). May we add after the 3 campaigns and storyboarded TV a portfolio of our creative from other campaigns, including TV/video/radio that are part of our five campaigns that ran in NYC?  
**Answer:** DOHMH requests that proposers supply the requested number of samples.
  
7. **Question:** page 9, Section C “Campaign Assignment Protocol, 2d: what does “liquidated damages tied to outcomes” mean?  
**Answer:** This means that the City agency may recoup money from the Contractor in specific instances where the Contractor failed to perform.
  
8. **Question:** Page 14, Section A. Proposal Format, 2.a.: What is “Autumn 24”?  
**Answer:** This is a typographical error. Please disregard “Autumn24”.
  
9. **Question:** Page 15, Section b Organizational Capability, iii: What level of discussion are you expecting around other projects, given client confidentiality?  
**Answer:** Proposers are not required to disclose confidential information. Proposers are expected to be able to fully explain their anticipated workload in light of their actual or anticipated project capacity to meet the needs of the client/city.
  
10. **Question:** Page 17, iii. Can you share more about the research required to get creative approved?  
**Answer:** Section III.B.3.c.v of the RFP states that at DOHMH request, contractor would develop and execute pre-and post-campaign research activities, including formative research, focus groups, surveys, user studies and other research to inform media messages.
  
11. **Question:** Page 21, 6: It says to include 3 sealed inner envelopes, but you requested a total of 5 inner sealed envelopes on pages 20-21.  
**Answer:** The sealed outer envelope should include a total of five (5) sealed inner envelopes.
  
12. **Question:** Page 22, Section B. Evaluation Criteria: What is the percentage of the evaluation criteria is based on cost?  
**Answer:** Cost is not an evaluated criterion. However, as stated in Section V.B, awards will be made to the highest technically rated proposers above the natural break in average technical score that offer a Daily Blended Staff Rate that is determined to be both fair and reasonable.

13. **Question:** Page 77: The Brief: Submission requirement: It says we are to provide 2 concepts, but on page 17, iv., 4th bullet it says we are to provide 1 creative execution. Can you please clarify if it is one concept or two concepts?

**Answer:** The RFP, Section IV(A)(2)(c)(iv), bullet 4, page 17, has been amended to provide two (2) creative executions and TV storyboard (on 8.5"x11" paper) in response to the Sample Creative Brief. Additionally, Attachment B-1 Creative Brief and budget are being amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component. Submissions should include two creative concepts.

14. **Question:** Page 77: The Brief: Are we driving to a specific call to action (e.g., website, 800#, social media page, etc.)?

**Answer:** For the Sample Creative Brief, the call to action should direct to *nyc.gov/health*

15. **Question:** Page 77: The Brief: Can we mention that effective treatments are available and HCV cure is possible?

**Answer:** Proposers should use their judgment regarding content.

16. **Question:** Page 79: Attachment B-2: A TV spot is listed, but it's not in the Brief. Does the campaign idea need to include both outdoor and TV?

**Answer:** Attachment B-1 Creative Brief and budget have been amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component.

17. **Question:** Page 79: Attachment B-2: What is the budget for TV? (assuming it is not part of the \$100K budget mentioned on page 77 for the subway outdoor ad)

**Answer:** Attachment B-1 Creative Brief and budget are being amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component.

18. **Question:** Page 79: Attachment B-2: You ask for talent buy out. What are your expectations of policies around talent rights? (Buy outs are expensive).

**Answer:** For the purposes of this Sample, proposers should plan for a one year buy out.

19. **Question:** Page 80, Attachment B-3: Should this attachment should include outdoor, it only lists TV?

**Answer:** Yes, this attachment should include TV and outdoor. Attachment B-3 has been revised, see Addendum 2. Attachment B-1 Creative Brief and budget have been amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component.

20. **Question:** Page 80, Attachment B-3: What is the difference between the 2 “Productions” mentioned in (1) and (2)? Is (1) for creative development and (2) for actual production?  
**Answer:** “Production and Research” is for all costs associated with pre-production, including creative development. “Development and Production” is for actual production costs.
21. **Question:** Do you have brand guidelines that should be used for spec work?  
**Answer:** Yes. DOHMH will provide brand guidelines to the selected Contractors.
22. **Question:** What’s an example of how a campaign required “interpreting data”?  
**Answer:** Past Campaigns have been informed by public opinion surveys, focus groups or other research/data. Contractors must work with data provided such as surveys and be present for focus groups if held to inform their messaging. Further, if not explicitly commissioned as part of a media campaign, Contractors will conduct their own research to help inform their approach and creation of an effective message.
23. **Question:** Are vendors allowed to submit a proposal as a prime contractor and be listed as a subcontractor on another vendor’s proposal?  
**Answer:** Yes.
24. **Question:** You indicated at the pre-proposal conference that the sample creative brief would be amended to include television. Would this change the expected deliverable as well, currently one (1) 8 ½” x 11” execution? Obviously it would be better to know the parameters of this sooner than later.  
**Answer:** Attachment B-1 Creative Brief and budget have been amended to include a total budget of \$300,000 for the production of an outdoor and TV campaign. Respondents should include a storyboard for the TV spot and itemize costs and timeline for each component.
25. **Question:** You request a storyboard and spot produced from it. Our agency always produces from a storyboard; is there a specific capability you are looking to learn about from this request so we can pick the best example?  
**Answer:** As indicated in the RFP, Section IV.A.2.a.iv, the request for the storyboard is included under “Experience” so the information will be evaluated in terms of the proposer’s successful relevant experience.
26. **Question:** Does media planning and buying need to be included in the sample campaign proposed price and time estimates?  
**Answer:** No, just creation and production of the creative concepts.

27. **Question:** Throughout the RFP you ask proposers to describe and demonstrate. By describe and demonstrate are you asking to see case studies and past creative work?  
**Answer:** Proposers are expected to be able to clearly both describe how they fulfill all requirements, and offer concrete and verifiable examples to prove all statements.
28. **Question:** Case Selection, Page.6 B-1-iii Experiences: *At a minimum, have led or had a major role in creating a large scale public health campaigns and materials in a target community?* Can you please provide more details about the definition of a public health campaign? Can this include unbranded health campaigns for private companies?  
**Answer:** Proposers are advised to visit DOHMH’s website to develop an understanding of “public health.” Proposers may choose to describe unbranded public health campaigns.
29. **Question:** Is it expected that contractors have internal research capacity, and if not, can the contractor partner with third party research partners?  
**Answer:** Section III.B.3.c.v specifies that the contractor would need to, among other things noted in this subsection, perform formative research. The proposer may propose to subcontract such work on a particular Campaign. Such subcontract would be subject to preapproval by DOHMH.
30. **Question:** Vendor Campaigns: How many creative briefs/media campaigns are anticipated over the life of the engagement?  
**Answer:** Every year varies, but as an example, last Fiscal Year, DOHMH project managed over 50 projects for itself and 20 projects for other agencies.
31. **Question:** The RFP asks to “provide a timetable and schedule” for the sample creative brief. How many rounds of review and number of reviewers does NYDOH typically have and what is the historical average length for creative campaign development?  
**Answer:** For the purposes of the brief, plan for 3 weeks of review and approval.
32. **Question:** For the Blended Rate please confirm that you are defining that as one day rate that will be charged to DOH across all resources regardless of level.  
**Answer:** As specified in Section IV.A.3.i, the Daily Blended Staff Rate “is the in-house, not to-exceed, all-inclusive rate which would be applied to work performed during the course of the contract. The DBSR represents the maximum rate paid by the Department per day, per person per project, for the duration of the agreement. The DBSR is based upon a seven hour work day.”
33. **Question:** Do reference letters need to be in separate sealed envelopes?  
**Answer:** No.
34. **Question:** Page 21: point 4: For this envelope, do we need any name for the label?  
**Answer:** It would be helpful for the envelope to be labeled “Schedule B.”

35. **Question:** Page 20: three duplicate sets are needed only for 1 (program proposal) and 2 (Price Proposal)?  
**Answer:** Yes.
36. **Question:** Page 23-25: Are we expected to submit Displacement Determination form?  
**Answer:** No.
37. **Question:** Appendix A: We assume that this is a sample contract (and we do not need to submit signature right now).  
**Answer:** Appendix A contains the standard New York City contract terms that will be included in the awarded vendors' contracts. It does not need to be signed or submitted with the proposal.
38. **Question:** Will there be an opportunity to negotiate the contract in the future?  
**Answer:** DOHMH may negotiate with the selected vendors.
39. **Question:** Is there a maximum page length for each response?  
**Answer:** No.
40. **Question:** From the sample creative brief (B1-B3) and p17: What do you mean by "research" for the sample creative development?  
**Answer:** As noted in B-2, research is defined as focus groups, individual interviews, surveys, etc. Any of these methods may be utilized to inform creative messaging.
41. **Question:** Is market research considered a reimbursable cost?  
**Answer:** No, market research cost would be included in B-4, Research Cost Mark-up.
42. **Question:** What type of reporting or evaluation is expected of the agency, and with what frequency? (Assuming formal reports are not included in weekly status reports)  
**Answer:** Reporting requirements are described in the RFP Section III.B.3.c.

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PLANS  
PIN: 16OE002200R0X00**

**REVISED ATTACHMENT B-1**

**SAMPLE CREATIVE BRIEF**

**Creative Brief: Outdoor Media Development**

**Subject:** to raise awareness about hepatitis C (HCV) by New Yorkers, and to increase testing and linkage to medical care.

Dear Proposer:

Please submit a proposal for an outdoor and TV media campaign to increase testing for Hepatitis C (HCV) among people born during 1945-1965.

**Target Audience:**

- All New Yorkers born between 1945 and 1965.

**Messages:**

- CDC recommends one-time HCV testing for all persons born during 1945–1965 regardless of other risk factors.
- You are at risk and should be tested regularly if you:
  - Ever injected illegal drugs, including those who injected once or a few times many years ago and do not consider themselves as drug users
  - Are infected with HIV
- All persons with identified HCV infection should receive a brief alcohol screening and intervention as needed, followed by referral to appropriate care and treatment services for HCV infection and related conditions.

**HCV Statistics in NYC:**

- An estimated 146,500 New Yorkers are infected with (HCV)
- A large proportion (estimates range from 25-75%) do not know that they are infected.
- Persons born between 1945 and 1965 have a higher prevalence of HCV infection but are less likely to be aware of their infection.
- HCV infection disproportionately affects black and Hispanic minorities

Profile of HCV:

HCV is a contagious liver disease that results from infection with the HCV virus. When first infected, a person can develop an “acute” infection, which can range in severity from a very mild illness with few or no symptoms to a serious condition requiring hospitalization.

HCV is usually spread when blood from a person infected with the HCV virus enters the body of someone who is not infected. Today, most people become infected with HCV by sharing needles or other equipment to inject drugs. Before widespread screening of the blood supply began in 1992, HCV was also commonly spread through blood transfusions and organ transplants. Although uncommon, outbreaks of HCV have occurred from blood contamination in medical settings. The risk of transmission from sexual contact is believed to be low. The risk increases for those who have multiple sex partners, have a sexually transmitted disease, engage in rough sex, or are infected with HIV.

Health impact of HCV:

- Chronic HCV is a long-term illness that occurs when the HCV virus remains in a person’s body. Over time, it can lead to serious liver problems, including liver damage, cirrhosis, liver failure, or liver cancer
- It is the leading cause of cirrhosis and liver cancer and the most common reason for liver transplantation in the United States.
- Approximately 15,000 people die every year from HCV related liver disease.

Submission requirements

- 2 concepts that could be used as an outdoor ad and storyboard for a TV concept. Art should be sized for a subway square.
- Submissions must be made in PowerPoint, PDFs or JPGs
- Fill out Work Plan Form (attached)
- All submissions must be received by date xxxx.

Budget

- Approximately \$300,000

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**REVISED ATTACHMENT B-2**

**PROPOSED TIME ESTIMATE FOR SAMPLE CREATIVE BRIEF (Page 1 of 2)**

**Proposer's Name:** \_\_\_\_\_

**Proposer shall utilize this form to provide an estimate for the amount of time Proposer believes that each specification will take. Proposer shall provide an estimate for the overall cost of each specification listed below and a list of the staff required to complete the same in Attachment B-3.**

**If these specifications are missing something that you deem to be important identify the missing component and indicate their impact on the projects overall costs.**

- 1) **Creative Development and Research for Subway Car Advertising (*Research is defined as focus groups, individual interviews, surveys, etc.*)**
  - One-half brand cars include:
    - 6 creative (3 English, 3 Spanish) subway squares (22 x 21) and 2 creative (English and Spanish) overhead cards (11 x 46), 2-3 overhead cards (11 x 70)
    - Concept & Copy Development
    - Art Direction
    - Graphic Design
    - Comprehensive Layouts (7 creative mock-ups - to be used across the three brand car formats: squares, 11 x 46 overhead cards, and 11 x 70 overhead cards)
  - Photos and Images:
    - If original photographs necessary, photographer & assistant
    - Electronic High Resolution scanning (6 scans)
    - Location scouting (3)
    - Photo Shoot Transportation
    - Film
    - Stock Photo Rights
    - Retouching (3 photographs)
    - Engraving/Separations
    - Dupe Plates/Materials
    - If stock photos, provide libraries used and average costs.
  - Typesetting Mechanicals (7creatives)
    - Disks (4)
    - Digital Files (jpegs/gifs: 7creatives)

**Time estimate for (1):** \_\_\_\_\_

**REVISED ATTACHMENT B-2**

**PROPOSED TIME ESTIMATE FOR SAMPLE CREATIVE BRIEF**

**Page 2 of 2**

**Proposer's Name:** \_\_\_\_\_

**2) Creative Development and Production of TV Spot (30 second)**

Pre-Production/ Creative Development, including:

- Story Board/Script Development
- Casting (5 models)
- Location scouting (3 locations)
- Wardrobe
- Props

Production, including:

- Director of Photography
- Camera Operator
- Sound
- Electrician
- Make-up
- Film/Tape
- Equipment Rentals

Talent & Releases/Buyouts (5 models)

Post-Production, including

- Editing
- Off-Line Editorial
- Special Effects
- Music
  - Composition (if original)
  - Production (if original)
- Mixing & Mastering, including
- Clearances & Rights (performance & music licensing)
  - Video Cassettes/Duplication
  - Agency Commission

**Time estimate for (2):** \_\_\_\_\_

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REVISED ATTACHMENT B-3

**PRICE FORM FOR SAMPLE CAMPAIGN (Page 1 of 4)**

Proposer's Name: \_\_\_\_\_

Proposer shall utilize this form to provide cost estimate for the Sample Creative Brief described in Attachment B-1. **NOTE:** the pricing indicated on this Attachment B-3 would apply only to this Sample. However the estimated costs provided here must reflect the prices provided in connection with Attachment B-4.

**A. STAFF FEE SCHEDULE\***

Staff Title	Estimated Hours	Hourly Rate	Estimated Total Cost
<i>1) Production and Research</i>			
<i>2) Development and Production of TV Spot (30 Second)</i>			
<i>3) Development and Production of Outdoor media</i>			
<b>TOTAL A (STAFF FEE)</b>			<b>\$</b> _____

\*The amount in Attachment B-4 for the Blended Average Rate should correspond with the rates set forth herein.



**REVISED ATTACHMENT B-3**

**PRICE FORM FOR SAMPLE CAMPAIGN (Page 2 of 4)**

**B. REIMBURSABLE EXPENSES SCHEDULE**

Reimbursable Expenses Item	Estimated Cost	Markup	Total Cost
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***1) Production and Research***


***2) Development and Production of TV Spot (30 Second)***


***3) Development and Production of Outdoor media***


**TOTAL B (REIMBUSABLE EXPENSES) \$ \_\_\_\_\_**





**REVISED ATTACHMENT B-3**

**PRICE FORM FOR SAMPLE CAMPAIGN (Page 4 of 4)**

**D. TOTAL COST FOR SAMPLE CAMPAIGN LETTER:**

**TOTAL A**                      \$ \_\_\_\_\_

+

**TOTAL B**                      \$ \_\_\_\_\_

+

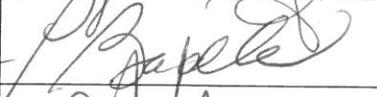
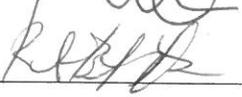
**TOTAL C**                      \$ \_\_\_\_\_

**SAMPLE CAMPAIGN COST \$ \_\_\_\_\_**

Pre-Proposal Conference Attendee Log

	Name of Attendee	Organization Name	Minority or Women Owned Business (MWBE)		Email	Telephone No.	Signature
			Is your firm minority or women owned? (Y/N)	IS your firm a Certified MWBE? (Y/N)			
1	Charlene Haykel	The Haykel Group	yes		chaykel@haykelgroup.com	212-279-1670	
2	Zaida Guerrero	DOHMH					
3	Mike DePirro	DePirro/Garzone	YOS		MDePirroGarzone.com	212-206-6967	
4	Laura Rivera	DOHMH					
5	PAT SASSO	Loop Seven			patrick@loopseven.com	917 495 2565	
6	WALTER PORTER	INSPIRED Marketing Solutions, Inc.	yes		wporter@justskims.com	518 928-3468	
7	Odette Harper	DOHMH					
8	JEAN EDMAN	JOHNSON EDMAN ADV	YES	YES	JEDMAN@JOHNSONEDMAN.COM	646 409 3515	
9	ROBERT SZELFI	VANGUARD DIRECT	NO	NO	RSZELFI@VANGUARDDIRECT.COM	916 622 1044	
10	DAN CHIU	HD MADE	YES	YES	dan@hdmade.com	212-285-2121	
11	Jack Chiles	Sherry Matthews	Y	N	jchiles@sherrymathews.com	646 525 9332	
12	Toni Nopanen	Crystal McKenzie Inc	Y	Y	tnopanen@ominy.com		
13	Lintu Markose	Thomas ARTS	N	N	lintu.markose@thomasarts.com	646-572 7500 x121	

Pre-Proposal Conference Attendee Log

	Name of Attendee	Organization Name	Minority or Women Owned Business (MWBE)		Email	Telephone No.	Signature
			Is your firm minority or women owned? (Y/N)	IS your firm a Certified MWBE? (Y/N)			
14	Michael Santangelo	DOHMH	<del>Y</del>	<del>Y</del>			
15	Kerh Klein	MSA Marketing	NO		KKlein@msanewyork.com	212-532-5179 x202	
16	Megan Paznik	Chelsea Videos	WBE ✓	WBE	megan@chelseavideos.com	646 467 0880	
17	PORTIA BADHAM	BADWIN COMM	MWBE	YES	PBADHAM@BADWINPR.COM	917-902-8303	
18	Namadon Niang	nextmedia.tv	MWBE	Yes	nn@nextmedia.tv		
19	Ronald Bautista	Grupo Parada	Y	N	rbautista@grupoparada.com	201-953-2628	
20	Lori Nguyen	HDMA DE	Y	Y	Lori.Nguyen1J@gmail.com	707-718-2430	
21							
22							
23							
24							
25							
26							

Pre-Proposal Conference Attendee Log

	Name of Attendee	Organization Name	Minority or Women Owned Business (MWBE)		Email	Telephone No.	Signature
			Is your firm minority or women owned? (Y/N)	IS your firm a Certified MWBE? (Y/N)			
1	Rachel Goldner	Starfish	N		rachel.g@starfishco.com	661-345-4111	
2	Katherine Panayotov	Bureau Blank	Y	Y	Kat@bureaublank.com	917-530-3843 <del>917-913</del>	
3	Lisa Garrone	DePiro Garrone	Y	Y	lgarrone@depirogarrone.com	212-206-6967	
4	Jesse Condon	Clear Counsel	N	N	Jesse.Condon@clearcounsel.com	212 812 0085	
5	Carla Harbrink	Prime Access	N	N	carla.harbrink@prime-access.com	212-868-9177	
6	Andrew Schirmer	McCann			Andrew.Schirmer@mccann.com		
7	Hana Hayashi	McCann			Hana.Hayashi@mccann.com	857-389-8765	
8	Thomas Miller	VGD	N	N	thomas@truvgd.com	203-822 8333	
9	Don O'Connell	Vanguard	N	N	don@vanguarddirect.com	212 736-0770	
10	Dzu Bui	Doronus	N		dbui@doronus.com	212-3663688	
11	Sherry Matthews	Sherry Matthews	Y	N	bulldog@sherrymatthews.com	<del>415</del> 823-9443	
12	Jessica West		Y	N	Jessica.west@west.com		
13	James DeAngelis	DCF	N	N	jd@dcfadv.com	212-6259464	

Pre-Proposal Conference Attendee Log

	Name of Attendee	Organization Name	Minority or Women Owned Business (MWBE)		Email	Telephone No.	Signature
			Is your firm minority or women owned? (Y/N)	IS your firm a Certified MWBE? (Y/N)			
14	John Fortune	DCF	N	N	Jfortune@dcdcfad.com	2126259484	John Fortune
15	Allison Womack	Doremus	N	N	awomack@doremus.com	212 366 3046	Allison Womack
16	<del>Sarah Berman</del> Sarah Berman	The Berman Group	Y		sberman@bermangrp.com		Sarah Berman
17	ADRIAN HOPKINS	BUREAU BLANK	Y	Y	ADRIAN@BUREAUBLANK.COM	646 455 7280	Adrian Hopkins
18	Drew Train	Oberland	N	N	drew@thisisoberland.com	646.200.1069	Drew Train
19	STEPHAN STEAD	STERN & CO	Y	Y	SSTEAD@STERNCO.COM	212 888 0044	Stephan Stead
20	J. Mirchandani	WESTCHESTER MARKETING CAFE	Y	Y	JANN@WESTCHESTERMARKETINGCAFE.COM	914-806-7720	J. Mirchandani
21	Sateena Neckla	Capalino + Co	N	N	sateena@capalino.com	212-612-5812	Sateena Neckla
22	Angela Marie Franco	AMF Direct LLC	Y	Y	amf.direct@gmail.com	917-658-7223	Angela Marie Franco
23	Karen Crowe	DOHMH			kcrowe@health.nyc.gov	347 6774014	Karen Crowe
24	MARK SANTANA	ATOMICUS FILMS	Y	N	SANTANA@ATOMICUSFILMS.COM		Mark Santana
25	ANDREW SCHIRMER	MCCANN HEATH	N	N	andrew.schirmer@mccann.com		Andrew Schirmer
26							

Pre-Proposal Conference Attendee Log

	Name of Attendee	Organization Name	Minority or Women Owned Business (MWBE)		Email	Telephone No.	Signature
			Is your firm minority or women owned? (Y/N)	IS your firm a Certified MWBE? (Y/N)			
1	IMRAN HUSAIN	CELERITAS SOLUTIONS	Y	Y	IMRAN.HUSAIN@CELERITAS-SOLUTIONS.COM	347 822 6055	
2	BRIAN JONES	CRYSTAL MCKENZIE, INC	Y	Y	BJONES@CMINYC.COM	212-598-4567	
3	TOM SCANDACIA	THOMAS ARTS	N	N	TOM@THOMASARTS.COM	646-572-7500	
4	VICTORIA ROMANOV	DOHMH				347 396 6692	
5	Margaret Tullai	DOHMH	—	—	mtullai@dohmnyc.gov		
6	Dorothy Hopkins	Stern & Co.	Y	Y	dhopkins@sternco.com	212-888-0049	
7	Anne Carroll	Hard Headed Media	Y	Y	anne@hardheadedmedia.com	347-558-4047	
8	MARGO CARGILL	Titanium Linx Consulting	Y	Y	mcargill@titaniumlinx.com	917-324-3462	
9	BIANCA Y. Lee	White Rose Marketing	Yes	YES	BiancaYLee@whiterosemarketing.com	917-855-7847	
10	Ramiro Gonzalez	Grupo Parado	Y	N	rgonzalez@grupoparado.com	347-634-5184	
11	Patricia Zito	AMF Direct	Y	Y	Patricia.Zito@amfdirect.com	347-210-6737	
12	D. Reddy	Zebra Strategy	Y	Y	denene@zstrategies.net	212-244-3960	
13							

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**ATTACHMENT C**

**ACKNOWLEDGEMENT OF ADDENDA**

**Directions: Complete Part I or Part II, whichever is applicable, and sign your name in Part III.**

**Part I**

Listed below are the dates of issue for each Addendum received in connection with this RFP:

- Addendum # 1, Dated December 4, 2015
- Addendum # 2, Dated December 11, 2015
- Addendum # 3, Dated \_\_\_\_\_, 20\_\_
- Addendum # 4, Dated \_\_\_\_\_, 20\_\_
- Addendum # 5, Dated \_\_\_\_\_, 20\_\_
- Addendum # 6, Dated \_\_\_\_\_, 20\_\_
- Addendum # 7, Dated \_\_\_\_\_, 20\_\_
- Addendum # 8, Dated \_\_\_\_\_, 20\_\_
- Addendum # 9, Dated \_\_\_\_\_, 20\_\_
- Addendum #10, Dated \_\_\_\_\_, 20\_\_

**Part II**

\_\_\_\_\_ **No Addendum was received in connection with this RFP.**

**Part III**

Proposer's Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

