

RFP 20252 – CREATIVE & MARKETING COMMUNICATIONS SERVICES
QUESTIONS AND ANSWERS
March 23, 2023

Question #1

Corresponding Section: 2.1

Question:

- (a) With the goal being to motivate consumers to take the steps needed to apply for and enroll in a health plan through NYSOH – and designed to reach diverse group of New Yorkers, can you specify what success looks like?
- (b) Is there a specific target number of consumers you're trying to reach? Is it based on a specific number of applications for enrollment? Or page views on the website? Or a total of these efforts combined?
- (c) Is there a specific metric for the diverse audience reach breakdown? X number of people from BIPOC groups? X number of Black enrollees, X number of Brown enrollees, Asian, etc.

DOH Response:

- (a) Success would be an increase in enrollment, especially in counties and with demographic groups where uninsured rates are the highest.
- (b) The target consumers are the nearly 1 million remaining uninsured New Yorkers. Also, over the next 14 months, NYSOH will be focused on renewing coverage for over 9 million New Yorkers enrolled in public programs.
- (c) The areas with highest rates of uninsured are located in New York City, specifically Bronx and Queen counties where the population is heavily Hispanic speaking (Bronx) and Mandarin Speaking (Queens). There are also large numbers of African Americans in these areas with higher-than-average uninsured rates.

Question #2

Corresponding Section: 4.2.2 Public Relations Plan – Deliverable 1

Question:

- (a) Are you bringing on the contractor to exclusively create a public relations plan – or execute it too?
- (b) Can you provide additional insight into who an available spokesperson from DOH might be in speaking to the press about NY State of Health?

DOH Response:

- (a) The Contractor will NOT handle the paid placement of advertising (media buy) but will advise on strategy.
- (b) For the NY State of Health, the spokesperson is Executive Director, Danielle Holahan.

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Question #3

Corresponding Section: 4.2.2 Message/Concept Development – Deliverable 2

Question:

- (a) Is there sharable previous research or data that can be used to define the target populations mentioned?
- (b) If the research is not shareable, can we know anything more specific about the kind of research that has already been done to inform our suggested research strategy?

DOH Response:

- (a) As stated in 4.2.2, bullet 2 the Contractor must, “Conduct, at the Contractor’s expense, market research, which may include focus group research with representatives of NY State of Health’s target populations, to develop and refine messaging.”
- (b) The Department will share prior research with the selected Contractor, if requested.

Question #4

Corresponding Section: 4.2.3 – Material Design

Question:

- (a) Will there be additional needs for creative design and strategy such as printing, mailing, etc.
- (b) Do you have a quantity for materials needed?

DOH Response:

- (a) The Contractor will develop creative design for consumer educational and promotional materials that correspond with the campaign (open enrollment). NYSOH will be responsible for printing, mailing, etc.
- (b) No set quantity.

Question #5

Corresponding Section: 4.2.3 – Material Design – Deliverable 3

Question: Are printing and shipping costs considered part of the \$500,000 annual budget as set by the RFP - or will they be considered separate?

DOH Response: NYSOH will be responsible for printing and shipping costs outside of the \$500,000.00 annual budget as set by the RFP.

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Question #6

Corresponding Section: 4.2.4

Question: For video production/creation, does DOH have any in-house video production capabilities, and will DOH work with the consultant on any aspects of video production in this scope of work?

DOH Response: The DOH has video production capabilities and will be responsible for production/ creation of videos. The Department does reserve the right to work with the Contractor on certain aspects of the production.

Question #7

Corresponding Section: 4.2.5 – Special Events Planning

Question: Is the agency expected to find staffing to work at events, or will staffers be provided by DOH?

DOH Response: No.

Question #8

Corresponding Section: 4.2.5 – Special Events Planning

Question: Will the agency be responsible for permits, etc. for all events?

DOH Response: NYSOH will be responsible for obtaining permits for the events.

Question #9

Corresponding Section: Section 4.2.5 – Special Events Planning

Question: For events, are costs associated with event setup, breakdown, booking event space, shipping, etc considered part of the \$500,000 annual budget as set by the RFP – or will they be reimbursed outside of that budget?

DOH Response: NYSOH will be responsible for the costs related to event setup, breakdown, etc separately from the \$500,000.00 annual budget as set by the RFP.

Question #10

Corresponding Section: Section 4.2.5 – Special Events Planning

Question: For events, is the consultant expected to be on-site staff for these events, or will that be handled by DOH staff?

DOH Response: NY State of Health will handle the staffing of events.

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Question #11

Corresponding Section: General

Question: Is there an incumbent agency who has been working on this project?

DOH Response: Yes.

Question #12

Corresponding Section: General

Question: Does NYS have collateral that has worked well to repurpose?

DOH Response: See response to Question number 3.

Question #13

Corresponding Section: General

Question: How many responses do you expect to receive for this RFP?

DOH Response: Unknown.

Question #14

Corresponding Section: 6.2 and 7.0

Question: For the (2) samples of work for Section 6.2, C, C.4., it is noted to provide these samples via flash drive however section 7.0 outlines submission for proposals via email.

- (a) How would the department like to receive the (2) sample of work files noted in Section 6.2, C, C.4.?
- (b) Are linked assets in the Technical Proposal acceptable? Or should these be separate video files attached to the submission email?

DOH Response:

- (a) The samples can be E-mailed separately as part of the Technical Proposal or linked in the Technical Proposal.
- (b) See response to Question 14 (a)

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Question #15

Corresponding Section:

Question: I'm in receipt of your RFP for Creative and Marketing Communications Services, and I note the section, Encouraging Use of New York Businesses in Contract Performance. Our agency, Impact Consulting Enterprises in Newark, NJ, is certified as a Minority-Woman Owned Small Business Enterprise by New York State. I want to find out whether your agency will consider only New York State-based agencies to participate in this RFP, or you could accept out-of-state agencies if they're certified by New York State.

DOH Response: The Department encourages the use of New York Business, but does not restrict competition from those entities based outside New York State.