



The Center for Health Care Services

SUBJECT: Request for Proposals (RFP) for Agency of Record Services, **RFP 2021-014**, Scheduled to Open: **June 23, 2021**; Date of Issue: **April 8, 2021**

FROM: Adam Velez
Director, Contracting and Procurement

DATE: June 7, 2021

THIS NOTICE SHALL SERVE AS ADDENDUM NO. I - TO THE ABOVE REFERENCED REQUEST FOR PROPOSAL

1. Attached Sign In Sheet, posted as a separate document.

QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION 010, RESTRICTIONS ON COMMUNICATION:

Question 1: What is the current branding; what can you share about it?

Response: Please visit our website, chcsbc.org, where you will see our general branding and messaging. Current campaigns are also running via Facebook, digital ads and OOH.

Question 2: Who are your audiences? Do they include influencers/families of those who need treatment as well?

Response: The Center can have a broad audience. Primarily, we would like to focus on those Bexar County residents/individuals who are in need, or know someone in need of our services. Gaining visibility in the community is a major goal for the Center.

Question 3: For the second question of Attachment A, Part Three, are you asking for our process to writing a marketing/campaign plan?

Response: Yes, this is correct. What does your process look like, how are times lines set, what are the communication processes, etc.

Question 4: Of the anticipated \$130k FY 2022 budget, what is the expected budget allocation across traditional media, digital media, direct mail, creative services and other agency activities?

Response: There is not currently an expected allocation for activities. We would like potential

respondents to provide an advertising campaign/plan with their suggested media allocations and in turn budget associated costs with those allocations. The

Question 5: What is the primary goal of the Center's marketing activities?

Response: In no particular order and not limited to, the Center is aiming to increase its visibility in the community, help break down barriers and stigmas of mental health/substance abuse in addition to providing the community with a resource on how to receive services.

Question 6: How will the effectiveness of the partnership be measured?

Response: The effectiveness of our partnership will be measured on budget value, community awareness and users driven to our site and submission of inquiries.

Question 7: Are you open to an agency partner focused on digital marketing and direct mail tactics to raise awareness of the Center's services, with either the absence of traditional media placement or collaboration with your team to leverage traditional channels?

Response: It is the Center's intent to evaluate proposals, and/or services in order to achieve the best value for Center employees and operations.

Question 8: What services, conditions / challenges, or public health initiatives do you intend your marketing efforts to be most focused on?

Response: Please refer to Programs and Initiatives that can be found at chcsbc.org.

Question 9: Please explain any payor relationship dynamics we should be aware of. For example, what insurance is accepted? Are any of your programs cash / private pay only?

Response: Please refer to chcsbc.org

Question 10: Do you offer any cash payer pricing structure discounts to patients?

Response: Please see response to Question No. 9.

Question 11: Do you want résumés and/or bios for the entire team that may touch this, or just key personnel?

Response: Resumes and bios for the team and key personnel that the Center would be working with will need to be submitted.

Question 12: There are several examples being provided in the Experiences and Qualifications section. So based on that, can you please provide a little more detail on what you are wanting to see on this item under the Proposed Plan section: 4. Provide samples of promotional campaigns . Is there something more specific you are wanting to see when you say "promotional campaigns?" besides simply sample advertising campaigns? As well as #10: Provide project examples and case studies that demonstrate measurable results. Is there something specific you are wanting to see here as well?

Response: The Experience and Qualifications section is an opportunity for a respondent to provide information on their experience and what qualifies them to provide services for the Center. The Proposed Plan section is an opportunity for a respondent to provide the Center how it proposes to provide services to the Center. In addition, it allows the potential vendor to provide the Center their vision for providing services. Regarding measurable statistics, if your agency ran a TV spot or digital ad, what was the reach? Did it help generate clicks, an increase in web traffic or an increase in email subscribers?

Question 13: Does the budget include media costs or simply agency fees? Are any other hard costs associated within this budget? Printing? Production? Etc.

Response: Please see response to Question No. 4.

Question 14: Can you direct me to any documents (presentations, handouts, Q&As, sign in sheets) that were distributed as a result of the meeting?

Response: Please see sign in sheet, attached as a separate document titled, "Sign-In Sheet".