

RESPONSES TO QUESTIONS REGARDING RFQ FOR MARKETING SERVICES

NO. 2024-0602

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No.	Question	Answer
1	What kind of research are you looking for the agency to do? Primary or secondary?	Primary research will be done by our Peer Consult Contractor and our agency’s Peer Support Specialist via surveys conducted in our three cities. We would like the chosen marketing company to do secondary research by using the gathered data to develop effective marketing strategies to engage stakeholders to participate in our Community Planning Process. Also, to reinvigorate interest and encourage stakeholders to attend our different stakeholder opportunities such as community forums, community surveys, Governing Board Meetings, Mental Health Commission meetings etc.
2	What are your main goals for the campaign?	Implementing a focused marketing approach to target specific populations and age groups which aims to increase attendance and participation in the community planning process. We are looking for a marketing team to develop marketing strategies and materials to reach the broader community (i.e., flyers/announcements, online surveys, etc.)
3	What is the paid media budget?	The paid media budget for this project is between \$20,000-\$40,000 each year.
4	How many firms received this RFQ?	We are a public mental health agency, so this RFQ is posted on our website and open to the public to apply. Some agencies find the RFQ on their own so it is hard to say how many will ultimately view and receive it.
5	What was the criteria for selection of the firms you selected to apply for this RFQ?	Quotes will be evaluated based on defined criteria as indicated in Section IV.B of the RFQ.
6	Are you comfortable sharing with the RFQ recipients a range of your allocated budget for this RFQ?	The paid media budget for this project is between \$20,00-\$40,000 annually.
7	Is it possible you may select multiple winners due to the different requests of the RFP?	Unfortunately, no, we are looking to select only one company.
8	Is Tri-City’s current marketing partner participating in this RFQ?	We have one Communication Coordinator who is a TCMHA employee and will not submit a Quote.
9	How many diverse audiences in multiple languages do you want to reach, and can you provide us with the cultures and diverse languages you are currently working with?	TCMHA’s threshold languages are Spanish and English which are the only two languages that will be targeted in this project. Cultural populations that will be targeted in this project are African Americans, Hispanic and Latinos/as/xs, Asian Americans and Pacific Islanders, Native and Indigenous Americans.
10	Do you anticipate additional cultures and languages being necessary?	No, only the ones described on question #9.

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11	Who are these partners that need a toolkit, what is the nature of their partnership, or their businesses and what is the objective of these partnerships?	Our partners are our Community Based Organizations (CBOs) who work with our target populations in our three cities. The objective of the toolkit is to inform these partners of the project, promote the project, and help us spread the word about getting involved in the project.
12	You list one campaign of 6-months to a year, but for a two-year contract, are you thinking only one campaign, or campaigns of varied approach and timing based on insights gleaned from the research and insights (Letter A)?	Since this is a two-year project, we are leaning more towards a campaign of varied approach and timing based on insights gleaned from the research, focus groups, and community feedback.
13	In terms of anticipated awarding of contract date, September 18, 2024, what would hold up finalizing the contract?	Governing Board approval is an aspect that can hold up finalizing the contract. Our Governing Board votes on the approval of these contract proposals so if they bring up concerns or further questions, these could delay the approval process.
14	Is this RFP a committed venture for TriCity MHS, with allocated budget, or is this project likely not to be awarded?	This is a committed venture for Tri-City Mental Health Authority with an allocated budget.
15	How many individuals will be on the selection committee and ultimately interview the top three responses?	Between 3-5 individuals will be on the selection committee as well as in the interview panel.
16	Will there be a single point of contact for this RFP, and will that person be available via Zoom to obtain additional details as well as gain an understanding of the larger TriCity MHS brand today and any currently running projects that may impact this effort?	The point of contact is listed in the RFQ. Any additional details needed can be discussed during the interview process.
17	Is there a current agency partner working with your organization on related marketing efforts?	No, there is currently no partner agency working with our organization on these related marketing efforts.
18	For agencies outside the TriCity MHS area, are you expecting in-person meetings? If so, how frequently?	We are not expecting in-person meetings.
19	While the RFP is listed on your website, can you share how many organizations submitted interest or questions?	We are not prepared to do that at this time.
20	Is there an incumbent doing this work currently? If not, why have you chosen now to bring on an agency?	There is not an incumbent doing this work currently. The funding source for this project is coming through Innovation, which allows projects a limited amount of time to utilize approved funds for the intended project's specifics.

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21	Is there a budget or budget range you can share with us?	The paid media budget for this project is between \$20,00-\$40,000 each year.
22	Will you be selecting multiple firms to build a bench of contractors, or will the contract go to a single agency?	The contract will go to a single agency.
23	How will the proposals be scored?	Quotes will be evaluated based on defined criteria as indicated in Section IV.B of the RFQ.
24	Are there priority audiences/populations you wish to target in the marketing campaign?	<ul style="list-style-type: none"> o Peers including Tri-City staff, clients and community members o African American o Hispanic o Asian American/Pacific Islander o Native/Indigenous Americans o Older Adults (60+) o LGBTQ+ o Transition age youth (16-25) o Family/caregivers of persons served by Tri-City o Law Enforcement, First Responders and Healthcare Providers o School Officials and Child Services o People experiencing homelessness or who are at risk o People with Substance use disorders o People with Disabilities
25	What percentage of the budget should go to paid advertising?	That will be determined by the individual Quotes.
26	Who are the primary audiences and stakeholders who will be using the partner toolkit?	Our partners are our Community Based Organizations (CBOs) who work with our target populations in our three cities.
27	What is the intended goal for the toolkit?	The toolkit's objective is to inform these partners of the project, promote it, and help us spread the word about getting involved in it.
28	How many languages should be included in the toolkit and ad campaign?	TCMHA's threshold languages are Spanish and English which are the only two languages that will be targeted in this project.
29	Will preference be given to firms based in Pomona, Claremont, or La Verne?	No; Quotes will be evaluated based on the criteria indicated in Section IV.B of the RFQ.
30	What is the existing level of participation in your services? Are there certain demographics (age group, gender, etc.) that are over or under-represented?	The existing level of participation is low in this project's services such as Community Planning Process due to the disruption of the Covid-19 pandemic. Current population we would like to see an increase in participation from is African Americans, Hispanic and Latinos/as/xs, Asian Americans and Pacific Islanders, Native and Indigenous Americans.

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31	What’s the purpose of the campaign? To address stigma associated with mental health? To build awareness of services available in the community?	Implementing a focused marketing approach to target specific populations and age groups which aims to increase attendance and participation in the community planning process. We are looking for a marketing team to develop marketing strategies and materials to reach the broader community (i.e., flyers/announcements, online surveys, etc.) To build awareness around the stakeholders’ involvement opportunities compassed in the Community Planning Process such as community forums, community surveys, Governing Board Meetings, Mental Health Commission meetings etc.
32	What is the desired duration of the campaign?	The desired duration of the campaign is 2 years: Ending in 2026.
33	What is the department’s existing communications infrastructure? Do you have in-house staff?	We have one Communication Coordinator in-house who assists us with marketing and socials and will be working alongside us for this project as well.
34	Could you clarify the specifics of the community research requirement?	Primary research will be done by our Peer Consult Contractor and our agency’s Peer Support Specialist via surveys conducted in our three cities. We would like the chosen marketing company to do secondary research by using the gathered data to develop effective marketing strategies to engage stakeholders to participate in our Community Planning Process. Also, to reinvigorate interest and encourage stakeholders to attend our different stakeholder opportunities such as community forums, community surveys, Governing Board Meetings, Mental Health Commission meetings etc.
35	Are there specific details about the target audience you can provide (demographics, behavior, other)?	<ul style="list-style-type: none"> o Peers including Tri-City staff, clients and community members o African American o Hispanic o Asian American/Pacific Islander o Native/Indigenous Americans o Older Adults (60+) o LGBTQ+ o Transition age youth (16-25) o Family/caregivers of persons served by Tri-City o Law Enforcement, First Responders and Healthcare Providers o School Officials and Child Services o People experiencing homelessness or who are at risk o People with Substance use disorders o People with Disabilities