

# CUYAHOGA COUNTY BOARD OF HEALTH

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**RFP #2020-05  
HIV Social Media Campaign  
Pre-Bid Webinar Meeting Notes  
& Questions and Answers  
July 23, 2020 at 11:00 A.M.**

The Pre-bid conference PowerPoint presentation may be viewed at the Board website at [www.ccbh.net](http://www.ccbh.net) by clicking on the “Business” tab on the home page.

### **Presentation**

Judy Wirsching presented and reviewed the power point presentation for administrative requirements.

Melissa Rodrigo provided the program overview.

The presentation can be found on the Board of Health website at [www.ccbh.net](http://www.ccbh.net) under the “Business” tab

### **Questions & Answers:**

**Q1.** Is there any more information you can provide around the expectations for RFP responses as part of Section III – Description of Services? When asking for a “social media campaign,” can you clarify how much detail should be included in responses? For example, do you imagine respondents will provide creative social media campaign ideas with sample creative, hashtags, etc. or should responses focus on our process and approach?

**A1.** Please provide enough information we understand your focus, process and approach to the campaign. Examples in some cases could help us with our understanding.

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**Q2.** You share that funding runs from 9/1/20 through 2/28/21. Should we assume this is the timing for all four components outlined in the RFP?

**A2.** This is the overall time frame but we anticipate some elements such as the HIV prevention messaging being able to be implemented by the end of the year. We will work with the selected vendor. In addition, these projects could continue into future years funding dependent.

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5550 Venture Drive ♦ Parma, Ohio 44130

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**Q3.** Can you share a budget range that has been identified from your funding sources? Are you able to share a budget allocation for paid media?

**A3.** We cannot share the budget. We encourage providers as you suggesting certain types a social media options to include a menu of options so the project can be scaled up or down.

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**Q4.** On page five of the RFP, you mention two separate campaigns – one about viral load suppression and another on stigma reduction and reengagement in care. Are you receptive to a single campaign that covers both messages? For example, the End the Epidemic website speaks about stigma associated with care and the role that PrEP has in preventing infection in high-risk individuals. Or, because you're receiving grant funding from two separate sources, do the campaigns need to be separate?

**A4.** The focus of the two campaigns is geared more the care components of the Ending the HIV Epidemic. Focus on reducing stigma HIV positive clients encounter on a daily basis. In addition, a campaign focusing on the importance of viral load suppression and Undetectable equals Untransmittable. Should the campaign meet both deliverable we would be open.

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**Q5.** When referencing radio on page five of the RFP, are you open to both terrestrial radio and other options such as Pandora?

**A5.** Yes, we are open to all suggestions. We ask your approach keep in mind the epidemiological profile of the target populations and zip codes.

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**Q6.** RFP page five mentions that the prospective vendor shall provide CCBH with all necessary specifications related to creative at least one week prior to it being needed by the websites or social media. Can you please clarify what you mean by "specifications"? Does this mean CCBH needs to review and approve materials at least one week prior to the agency disseminating them?

**A6.** CCBH would like to review all methods if final prints are a part of the method one week prior to when the selected vendor needs the final approval. CCBH anticipates working with the selected vendor to have a clear understanding of timelines including deadlines.

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**Q7.** Page five of the RFP mentions working with local personalities with a high number of followers within the targeted demographic. Do you have relationships that you plan to leverage to encourage the sharing of social content or are you looking for the selected partner to make recommendations about local influencers? Have you worked with local influencers before?

**A7.** Do not anticipate CCBH having known relationships with local influencers. No this would be a new approach for CCBH.

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**Q8.** Are you open to partnerships with other local organizations? (For example, The LGBT Community Center of Cleveland) Have you had success with similar partnerships before?

**A8.** We are open to all suggestions. We having working relationships with many organizations but have not done social media within the HIV prevention and care area because of past lack of funding.

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**Q9.** RFP page six mentions that a series of meetings, similar to a focus group, is required to consider input from persons living or working with the targeted communities. Should we assume that this research will be done in the course of campaign development? It's listed after the timing of the final report. Will CCBH supply contact information for prospective participants or is this the responsibility of the selected agency? Are you open to online research as an option? At this point, can you share an idea of how many participants you want to seek input from?

**A9.** CCBH has established relations with HIV community to include HIV service providers, established committees with clients and support groups that can be accessed to obtain input when necessary. CCBH can convene meetings to accomplish this task with the selected vendor leading the discussion. We are open to online research as well but community input is important to us. There might be two or three sessions conducted utilizing established groups.

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**Q10.** Can you please provide your definition of "radio related events" mentioned on page eight of the RFP? Do you still imagine they will be prioritized given restrictions around COVID-19?

**A10.** Due to COVID, we recognize the methods of social media outreach might change. We are going to be flexible with service delivery. The focus should be proposing ways to connect to the target populations identified.

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**Q11.** Is there any more information you can share about the call to action for this campaign? What do you want people to do as a result of seeing the campaign messaging?

**A11.** There could be different calls to action depending on the person receiving the message. I would want a HIV positive client to not fear getting back into care and understanding viral load suppression is importance to their health and the health of the community. It is important for clients newly diagnosed to be aware HIV is not a death sentence. More education can normalize HIV as the chronic disease it is.

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**Q12.** What website/web page will the digital elements be driving traffic to? Will the selected agency be granted access to that website's analytics? Will pixel placement be allowed on the site/page?

**A12.** CCBH will work with the selected vendor to ensure service delivery can be maximized and outcomes are available.

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**Q13.** Have you identified any KPIs or metrics for success for these efforts?

**A13.** No.

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**Q14.** What Facebook page will social content be disseminated from? Is it <https://www.facebook.com/ccbh.net>? What accounts will be used on Instagram, Twitter or other platforms?

**A14.** It will be a CCBH page however it is undecided as of yet if it will be the main CCBH page.

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**Q15.** Cleveland Pride was rescheduled for September 12, 2020. While we recognize that the event may not happen due to restrictions around COVID-19, are you open to opportunities outside of social media, digital and radio that tie into Pride? For example, an ad in the Pride in the CLE Guide?

**A15.** Yes, we are open to all suggestions providing flexibility to the current public health emergency.

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**Q16.** Are there particular reporting requirements because grant funding is available through multiple sources? For example, reporting to show how particular funds will be/were used and the results?

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**A16.** We will work with the selected vendor to ensure grant requirements are met. The final projects will be approved by CCBH to ensure grant requirements are being met. Yes we expect to be able to see outcomes of the various projects.

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**Q17.** Are you open to flighting recommendations to maximize budget efficiencies?

**A17.** We are open to all suggestions.

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**Q18.** Does the funding require the paid media plan to include a certain portion of budget or equal weight/coverage in each county or Zip code?

**A18.** No. However, CCBH will work with the selected vendor on final decisions to ensure target populations are the priority.

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**Q19.** Given the restrictions around COVID-19 causing many bars and clubs to receive less foot traffic, is “geocoding toward bars and clubs” still a priority?

**A19.** Geocoding will still provide a baseline of data so we recommend including but knowing this initiative will need to remain flexible due to COVID-19.

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**Q20.** Given extensive office closures and remote work set-ups due to COVID-19, would it be possible to revise the proposal submission instructions to submit electronically only? Our offices are closed and FedEx/Kinko’s is a high-contact interaction in a region with community spread of SARS-CoV-2. If hard copies are required, please clarify whether five or six copies are needed in addition to the original, noting that page 3 of the RFP Proposal Format has a discrepancy stating “one (1) original and six (5) copies).

**A20.** The submission of hard copies is not waived. One (1) original and six (6) copies are required.

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**Q21.** Would it be possible to waive the notarized signature requirement on Attachment C: Non-Collusion Affidavit due burden of notary access during COVID-19? We also request waiver of notarized certificate mentioned on page 18, section C (a) regarding Signature Authorization, if possible.

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**A21.** Attachment C is an affidavit that must be notarized to be considered effective. Therefore, we cannot waive the notarization of the signature. The notarized certificate mentioned on page 18, section C, is not required with the bid proposal submission. This document is required at the time of contracting.

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**Q22.** Will the successful bidder be considered a vendor or a sub-recipient in terms of OMB regulations and audit guidelines of federal funds?

**A22.** The successful bidder will be considered a contractor (vendor).

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**Q23.** Is there a maximum threshold or range CCBH is able to accommodate with the available funding?

**A23.** Please provide scalable proposals.

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**Q24.** Page 6: Please clarify the meaning of “projects requesting funding consideration” in the cover page outline. In this instance, does “project” refer to the media plan for each messaging component (prevention, U=U, stigma/re-engagement)?

**A24.** With the suggested proposal for projects please exclude the social media plan or identified as component one. CCBH would like to have an understanding of the proposed delivery how many people could be reached with the solution recommended for components two, three and four.

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**Q25.** Page 8: In the quality assurance data collection section, what information is required to be collected and submitted to CCBH?

**A25.** This will be determined with the selected vendor based on social media intervention utilized. CCBH anticipates these to verify and clear expectations will be determined in advance of the implementation.

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**Q26.** Page 8: In the pricing section, the budget is described as one-year. Should this be six months as described in the need statement on page 3 (September 1, 2020 - February 28, 2021), or should we submit a media plan and pricing for a full year?

**A26.** We are looking for a media plan as one project. This project will provide us direction for our social media efforts in the coming years. Timeline outlined above.

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**Q27.** Page 9: "Budgets should not include costs for any item or service...by an entity that provides services on a prepaid basis." Most of the dating apps and Facebook require pre-payment for campaigns in advance by credit card. Please confirm if this stipulation is waived for media buys, as is generally the practice.

**A27.** This stipulation does not apply to media buys.

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**Q28.** Page 16: Section 15 on Criminal Background Checks - please provide clarification whether this is applicable. If so, under what circumstances is it applicable and what defines a "direct service position".

**A28.** The services provided under this project will not require criminal background checks.

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**Q29.** Page 16: Section 18 on Books and Records mentions the "RW Act". Does this refer to the Ryan White Act? Please provide a link to the required records and access stipulations.

**A29.** Yes, this is in reference to the Ryan White Act. Ryan White Part A requires record retention for three years. The Cuyahoga County Board of Health record retention requirements is seven years. We will require the successful bidder to follow the record retention period of seven years for this project.

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**Q30.** Page 20: Is Performance Bond in section G and Letter of Credit in Lieu of Performance Bond in Section I waived for this project?

**A30.** A performance bond is not required for this project.

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**Q31.** Regarding radio specifically, does the agency "providing CCBH with all necessary specifications related to creative" mean that CCBH will be writing the scripts for radio?

**A31.** CCBH will not be writing the scripts for radio. We would request if this is the solution suggested to reach the target audience scripts should be developed by the vendor.

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**Q32.** Is the non-collusion the only document that needs to be notarized?

**A32.** Yes.

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**Q33.** Do the selected vendors need to provide pictures?

**A33.** Yes.

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**Q34.** Will a recording of the call be available?

**A34.** No. However, the answers will be provided to the questions asked today.

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**Q35.** In previous experiences we had with HIV campaigns, we saw a bigger impact when using real community members in the campaign materials. Are there opportunities for photo shoots?

**A35.** Yes. The costs would need to be built into the budget. In addition, the current ability to get together for photo shoots might be impacted due to COVID-19.

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