

## **RFP # 14-018: Breakfast Media Campaign**

### **Questions and Answers**

#### **PROGRAM QUESTIONS**

1. Of the 5,500 schools offering breakfast, please provide a breakdown by program type (e.g., grab and go, breakfast in the classroom, etc.). Please also provide this breakdown by school type and program type (e.g., K-2, K-5, 6-8, etc.).

The NYS Education Department, Child Nutrition Program Administration (CNPA) does not collect this granular level of information from schools participating in the School Breakfast Program (SBP).

2. Geographically speaking, which parts of NYS have the highest and lowest student participation in SBPs? Please also break down by school type (e.g., K-2, 9-12, etc.).

An Excel spreadsheet detailing school breakfast participation compared to enrollment is posted at <http://www.p12.nysed.gov/comprocontracts/14-018/>.

3. Is there State funding available to districts to support the expansion of the SBP?

Every meal served to SBP participating students is reimbursed by the federal government and the State of New York at a fixed rate based on the eligibility category of the student (free, reduced or paid). At this time, there is no other funding provided by the State of New York. Private entities and associations have provided competitive grant funding for breakfast start-up, breakfast in the classroom, etc.

4. How is student 'participation' in Think Breakfast (TB!) currently being measured?

Student participation in TB! has been measured simply by the number of students in total that were signed up by teachers, and the number of materials shipped to teachers for these students.

5. How is teacher 'participation' in TB! currently being measured?

Teacher participation in TB! has been measured simply by the number of individual teachers who signed up for the TB! initiative. There is no data on how many teachers actually used the materials in the classrooms after receipt.

6. Is there any connection between TB! and No Kid Hungry in NY?

TB! is an initiative that has been administered by the NYS Education Department Child Nutrition Program Administration (CNPA). No Kid Hungry is managed by Share Our Strength. These initiatives both focus on increasing breakfast consumption and increasing access to breakfast for children, but are independent of each other.

7. Can you please provide a sample of the most recent collateral package for teachers?

Previous campaign materials can be viewed at [www.thinkbreakfast.net](http://www.thinkbreakfast.net).

8. Are there any community partners with whom NYS is collaborating to increase the number of schools offering breakfast programs and the number of students participating?

The majority of public schools in NYS offer breakfast programs to students, but these programs are underutilized in New York State and in the Nation. There are many NYS partners collaborating to increase participation in the School Breakfast Program (SBP) through increased service modalities (Breakfast in the Classroom, Grab and Go, Breakfast Vending, etc.) and other initiatives (promotion of the Community Eligibility Provision (CEP) in high need districts/schools, etc.). The focus of the previous TB! campaign was to increase breakfast consumption at home or at school. The availability and utilization of the SBP in schools is an avenue to achieve this goal.

9. Is there an incumbent agency for this RFP?

There was an incumbent that was awarded the contract from previous RFPs.

10. Are three letters of client references needed for subcontractors?

The three letters of reference should be for the prime contractor. Please keep in mind that subcontracting is limited to 30% of the total contract budget, and is defined as non-employee direct personal services and related incidental expenses, including travel.

11. When was TB! first launched in NYS?

The 2002-2003 school year was the first year of the TB! campaign. The TB! campaign has been implemented in schools every year since then, excluding the 2014-15 school year.

12. What research, planning, and evaluation activities provided the evidence base for TB! when it was first developed and launched?

- Were social marketing or behavior change theories applied?
- Was TB! concept-tested among students, parents and/or teachers?
- Is the evidence base for the development of TB! available for review?

The research and planning for the first year of the TB! campaign was based on NYS breakfast participation data and materials provided by USDA Team Nutrition, National Food Service Management Institute, School Nutrition Association, as well as research on breakfast consumption by children and adolescents and in particular in the school setting. The TB! materials were developed using the outcomes of the research review. This evidence base is not available for review. CNPA expects the vendor will use current evidence-based research and data in the development of the TB! proposal.

13. Where the RFP indicates that proposals should support the goals of the Healthy, Hunger Free Kids Act of 2010 (HHFKA), could you clarify which of the many goals embedded in HHFKA the RFP is referring to, or where within the HHFKA you believe the goals are stated for proposers to refer to in their response?

The HHFKA references many areas that overlap with TB! including expanding access and opportunities for students to eat a healthy breakfast at school, and making cafeteria classroom connections to ensure students develop the knowledge and experience to make healthy food choices for lifelong good health. The lessons and themes of TB! should support the development of a healthy school environment and should bridge to the home environment, where independent choices will be made by students.

14. What was the teacher/student enrollment in TB! in the most current year?

In the 2013-14 school year, the last year of TB!, approximately 18,500 teachers signed up to receive TB! program materials for approximately 475,000 NYS elementary students.

15. Where can proposers see the results of teacher surveys/evaluations?

Teacher surveys/evaluations are not available for review. The evaluation process was semi-automated only over the past couple of years whereby teachers could post their evaluations online, therefore, the majority of evaluations are in paper form.

16. Has any type of survey/evaluation been conducted among students?

No, survey/evaluation has not been conducted among students to date.

17. In the past, who has implemented the teacher survey/evaluations, when and with what methodologies and budgets for survey/research design and data collection?

The previous TB! contractor implemented the teacher survey/evaluation each year. The survey/evaluation was primarily a paper form that teachers completed and mailed back to the contractor. NYSED has not established a budget amount for evaluation or research and data collection and is not providing this information from the previous contract.

18. In the past, how many teacher survey/evaluation responses were collected?

It is estimated that we received teacher evaluations from approximately 20% of TB! participants.

19. Who has coded and analyzed the teacher survey/evaluation responses?

The vendor analyzed the survey responses. Responses were not coded, but rather provided anecdotal information to inform future campaigns regarding what activities and promotions within TB! worked and what did not.

20. What process is in place to review/discuss survey/evaluations with TB! program staff and stakeholders?

Each year, the TB! contractor would meet with CNPA staff to discuss the comments received from the teacher evaluations and to discuss potential modifications to TB! for the upcoming year as a result of the comments.

21. For the 30% of the budget that can be utilized in other, non-print creative venues, such as a music video or social media campaign, what online/digital media channels does the State of New York offer that the successful bidder could potentially use to reach NYS students, parents, teachers, and administrators at no additional media costs?

The CNPA website, [www.nysed.gov/cn/cnms.htm](http://www.nysed.gov/cn/cnms.htm), could be used to link a music video or other TB! social media message. The CNPA offers no other online/digital media channels to proposers. The proposal should outline the creative venue and factor in the cost of all components of the campaign, while keeping in mind that this is a “best value competitive procurement” with 20 percent of the total available points awarded based on cost, with lowest cost proposals receiving the highest score.

22. What print or other advertising media does the State of New York offer that successful bidders could potentially use to advertise the website url or social media address for a TB! music video or other TB! social media message?

The CNPA offers no print or other advertising media to successful bidders. The proposal should outline the print/advertising strategy and factor in the cost of all components of the campaign.

23. How and when would print materials such as posters for classrooms and cafeterias, CD-ROMS, graphic notebooks, and pencils and pens be distributed so that they reach students, teachers, parents and administrators?

The proposal should describe and include all costs for dissemination to the target audience. The previous vendor mailed complete TB! packages to each teacher who signed up, which included materials for the number of students in each class. In the first year of the contract, it is expected that the campaign will be launched and campaign materials will be available in the second half the school, by March or April of 2016. In subsequent contract years, it is expected that campaign materials will be available within the first half of the school year.

24. Does NYSED require pre-testing TB! campaign materials before they are produced and distributed? If not required, is pre-testing encouraged? If required or encouraged, what type of pre-testing is required or encouraged?

NYSED does not require pre-testing TB! campaign materials before they are produced and distributed, although it does require the vendor to get prior approval from NYSED for all components of the campaign prior to distribution. If a vendor plans to pre-test TB! campaign materials before they are produced or distributed, this process should be fully described and justified in the proposal.

25. What entity or process determines the success of the annual TB! program, based on what data/inputs?

Historically, success was measured by the growth in teacher/student participation in the TB! initiative over the years and the anecdotal information provided by teachers during the survey/evaluation process.

26. What is the typical approval process for TB! creative materials, from initial concept to final produced materials.

Annually, the TB! vendor would meet with CNPA and propose a theme and creative materials to be used in conjunction with the theme. The development of each aspect of the annual campaign by the vendor would follow with the approval of each component by the CNPA prior to the production and distribution of final materials.

27. Is the cost of printing and dissemination of materials included in the budget? If so, what have been the costs for the previous years?

All campaign costs must be included in the budget. The cost of printing in previous years is not being provided in this Q and A.

28. Is the vendor responsible for all fulfillment costs including postage/delivery?

The vendor is responsible for all costs of the TB! campaign from development to delivery.

29. Are you anticipating bidding firms to present original creative? If so, how many examples of new creative for this campaign are you expecting to receive?

The proposal must include a brief, all-inclusive description of the entire statewide media campaign for the first year, the 2015-16 school year as well as projected activities for years 2 – 5 that demonstrate consistent activities with the first proposal as well as how to sustain and grow the campaign.

30. Is it acceptable to include a URL in our hard-copy proposal to show relevant examples of our work?

Yes, it is acceptable to include URLs in the hard-copy proposal to show the relevant samples of your work. Please note that the NYSED CNPA does not have access to YouTube, Facebook, Twitter or any other social media. If a URL is linked to one of the social media websites, the evaluation team will not be able to view the media and use it in the consideration of the proposal.

31. Is there an incumbent agency? If so, why are you looking to change?

The TB! campaign has been in existence since the 2002-2003 school year with the exception of the 2014-15 school year. While the TB! campaign has been administered by a single agency

over the span of this time, it was through three distinct competitive RFPs that this agency was awarded the contract. This RFP represents an opportunity for all interested parties to provide a proposal that will be evaluated using the criteria established in the RFP. Although there is a requirement in the RFP to use the established TB! logo for recognition purposes, the RFP will be awarded to the vendor that receives the highest combined technical and cost score. This is an open, best value competition that will be conducted fairly and in accordance with NYS procurement laws and guidelines.

32. Will the vendor that is awarded the TB! contract be provided with a mailing list in Excel or similar format?

CNPA will provide the TB! vendor with all school contact information in excel format.

33. Does the defined budget include shipping costs?

The defined budget should include all costs associated with the TB! campaign from development to dissemination.

34. Will shipping be executed to School District Distribution Centers?

Shipping should be executed to individual schools for teacher/student distribution.

35. Is there currently an incumbent marketing partner for this program, and if so, how many years have they been working on the TB! program?

There is not currently an incumbent marketing partner for this program. The last contract ended April 1, 2014. All aspects of the TB! campaign in previous years were managed in total by the vendor, including the marketing and distribution.

36. In the RFP there are references to both 'social marketing campaign' and 'social media campaign.' Are you using these interchangeably or when you refer to social media do you specifically mean Facebook, etc.?

These two terms are being used interchangeably. But it should be noted that social media, i.e., Facebook, Twitter, etc., cannot be linked to the CNPA website.

37. Are you happy/unhappy with the previous advertising agency's performance/work created for this breakfast media campaign?

CNPA is satisfied with the previous advertising agency's performance. The previous vendor was creative, responsive, and professional, and brought all campaigns to completion within budgetary and annual timelines. Again, the current contract is an open, best value competition that will be conducted fairly and in accordance with NYS procurement laws and guidelines.

38. The work on the campaign begins November 2015. Is the anticipated launch date for the new campaign fall of 2016 (the start of the new school year)?

It is the expectation that the vendor awarded the TB! contract will immediately begin planning for the TB! campaign in order for the full TB! campaign to be implemented for the 2015-16 school year.

39. When was the last research done on the impact of the current campaign? If research has been done, will that information be made available to the vendor awarded the contract.

No research has been done on the impact of the current campaign. Again, success of the campaign has been measured by teacher and student participation, and by the anecdotal evidence supplied via teacher surveys.

40. When was the last research done on this demographic? Is a discovery phase of the new campaign acceptable or should that not be part of the project deliverables? Are there existing primary and secondary research reports available for review?

There is a vast amount of research on this demographic in the literature. A discovery phase could be part of the project deliverables, but should not replace a campaign for the 2015-16 school year. The expectation is that the vendor awarded TB! will fully implement a campaign for the 2015-16 school year.

41. Are creative concepts expected as part of the submission materials or should the campaign theme and plans to in written form only, with supporting case studies?

A brief, all inclusive description of the entire statewide media campaign for the first year, the 2015-16 school year as well as projected activities for years 2 – 5 that demonstrate consistent activities with the first proposal as well as how to sustain and grow the campaign.

42. Can you share the media spend and channel breakdown, including social media, for at least the past year?

The last year of the TB! campaign was the 2013-14 school year. While a video was created for this campaign year, CNPA will not provide the particulars of the cost of the video as part of this Q and A. The video was used on the Thinkbreakfast.net website, but was not aired on public media.

43. The RFP notes the updating and enhancing of the website. Can you provide more detail on these expectations? Does this mean simply adding new content or is the door open to optimizing the user experience? What is the current site platform? Is it an open source or was it built using WordPress or something similar?

The main part of the website is WordPress. Also located within the website is the database with the teacher registration information. The database uses MySQL. The current TB! website is the location where teachers, students and parents can access games, videos and materials from previous campaigns and where teachers have signed up electronically for the campaign. All materials contained on this website are the express property of the NYSED CNPA. The TB!

vendor awarded from this RFP process will use the existing website where historical and current TB! materials are stored. The vendor should fully describe any proposed enhancements to the TB! website in the response to the RFP.

44. Can you provide click through data on site performance?

No. We do not have data on site performance.

45. Of all the print/collateral materials created, can you provide the top three performers in terms of audience engagement?

The posters and activity books were very popular.

46. Which video projects do you feel were most successful and why?

The video projects that were created supported the TB! jingle that was released in the first years of the TB! contract. In later years, video included an exercise video and a flash mob using an entire NYS elementary school. The TB! jingle was used throughout all years of the TB! campaign for continuity. NYSED considers each of these to be successful based on teacher feedback.

47. Can you list all of the potential target audience members from most important to least important and why? Who are the primary influencers?

The most important target audience members are students, parents, teachers, school administrators, the school community and the community at large. All influence the student. The student ultimately is the primary target.

48. How set is the percentage of medium? Why that 70/30 split?

The 70/30 split was based on our experience with previous TB! campaigns and will remain 70/30 as established in the RFP. The previous TB! contracts had a different split, but our experience was that the teachers and students requested and utilized the print portion primarily, as TB! is primarily a classroom-based promotion. The current RFP reflects that.

49. It seems to us that the goal is changing habits, but is success measured by number of teachers that download or number of children that start to eat breakfast/exercise?

It is correct that the goal is to promote positive behaviors that translate into lifelong habits. All TB! strategies should target that goal. While we do not have the capacity to conduct the longitudinal research and data collection necessary to determine if we have changed students' habits, we can provide information and materials that support the goals of the Healthy Hunger Free Kids Act and the creation of healthy school environments, and measure participation and feedback.

50. Do you have, or are you exploring partnerships (corporate or local)? Are you working with the Department of Health at all?

We are not currently exploring partnerships with corporate or local entities. We have long term relationships with the Department of Health regarding Child Nutrition and health issues.

51. Do you determine participation on the number of downloads of the materials? Another measure?

All previous campaigns created teacher sign up, and the shipment of materials to individual teachers for the number of students in the class. The participation was based on actual teacher packages sent and the number of students served by those teachers. The vendor may choose to track web hits or the collection of data through other means. Any approaches to tracking participation should be fully described in the response to this RFP.

52. Do you have any information on where your program has the most use/reach? Regional, grade level, etc.?

Participation was fairly consistent statewide and within grades 1 – 5, the target audience.

53. Do you currently partner with schools? Would students, teachers and/or parents be made available for focus groups or surveys?

CNPA does not currently partner with schools. CNPA will not be making focus groups available to vendors. Proposals should fully describe all activities that will be part of the 2015-16 TB! campaign, including the use of focus groups or surveys and how those activities will be conducted.

54. Does the program have priority areas/schools across the state?

No, TB! should be made available to all elementary students in New York State.

55. Was there a trigger for issuing the RFP at this time? Need to increase awareness? Need to increase participation? Both?

The previous TB! contract ended April 1, 2014. CNPA did not have a new RFP ready in time for the 2014-15 school year. The new contract is being issued for the 2015-16 school year.

56. Does the program currently receive (or expect to receive in the near future) any federal funding or grants?

The funding that is available through this RFP process is federal funding. No further federal or grant funding will be made available for this initiative outside of the contract award.

57. What would you say are the most common criticisms you receive from students, teachers and parents? Most common sources of praise?

The survey/evaluation praised the TB! music and other videos, games and activity books, as well as the ease of implementation of the TB! program. The most common criticism was that the activity book was not grade specific.

58. Does the budget include production costs?

The budget is all-inclusive for TB! activities including creative, development, duplication, dissemination, etc.

59. Page 5 of the document states that the campaign should be considered a social marketing campaign yet on page 6 it indicates that 70% of the campaign should be print. Are we reading this correctly?

Yes, TB! since its inception has been a classroom-based campaign using print media. A social marketing campaign, by definition is the application of commercial marketing concepts, knowledge, and techniques to non-commercial ends (such as campaigns against smoking and drunken driving) for the society's welfare. A social marketing campaign uses commercial marketing in promotion of goods and services in a way that helps in promoting the consumers' and, by extension, the society's well being. TB! is a social marketing campaign.

60. The vendor will develop a sound educational curriculum within TB!. The winning vendor will need to develop a variety of lesson plans and activities that can be used by teachers in classrooms to stimulate learning and which include sound nutrition linked with mathematics, English language arts, global studies and science, etc. The winning vendor will need to include activities that support the goals of the HHFKA and help schools to make cafeteria-classroom connections. For what grade levels will the curriculum cover? For what time period will the curriculum have to cover? One lesson per day, per week, for how many months? Are these strictly classroom activities or include outdoor as well? Is training for teachers expected for this curriculum?

The lesson plans would be for the elementary target audience, grades K – 5. The period of time should be determined by the vendor and described in the proposal. The lesson plans would be for classroom or outdoor activities. Teacher training would not be necessary for a well-written lesson plan.

61. Have you worked with a vendor in the past? If so, for how long? Are you currently working with an agency?

We have worked with a vendor since the first year of TB! in 2002-2003. We do not currently have a contract for TB! and are therefore not currently working with a vendor. The current contract is an open, best value competition.

62. Please define promotion in the context of this project (page 14, paragraph D)

Promotion, initiative, program and campaign are used interchangeably in this RFP for TB!.

63. Is the 70% print, 30% other media requirement based on percentage of budget, or percentage of overall campaign materials? Does this ratio need to be sustained every year of the contract?

70%/30% is based on percentage of budget, and should be sustained every year of the contract. The budget narrative submitted with the cost proposal should fully and clearly describe how the cost reflects this 70/30 ratio. The Project Description within the technical proposal must also include an item-by-item description, including quantity of the products proposed, reflecting the 70% for print and 30% in another creative venue.

64. Is the vendor responsible for order management (taking orders/requests for materials and distribution) or are all print materials delivered to the State to distribute?

The vendor is responsible for all aspects of TB! from creation to duplication to dissemination.

65. What are the current outreach channels to reach the 18,500 teachers and 475,000 students?

The previous outreach channels are the TB! website and print materials.

66. Can you provide quantities of previous materials?

Previous campaigns grew to accommodate the growing number of participants, which in the 2013-14 school year had reached 18,500 teachers and 475,000 students.

67. What is the greatest challenge NYSED is trying to overcome with this campaign?

CNPA is trying to address the underutilization of the School Breakfast Program.

68. Is there research that supports the Think Breakfast! name?

No there is no research to support the Think Breakfast! name, but there is name recognition of TB! in NYS schools as it has been available to schools for the past decade.

69. Is this program expected to run only in schools with the SBP/National School Lunch Program (NSLP)?

While the address lists provided to the vendor will include only participants in the SBP/NSLP, all NYS schools can apply to participate.

70. Can you please clarify the impact that is desired to be measured via teacher surveys? The stated goal at the bottom of page 6 are student outcomes, so is the survey designed to measure impact in terms of teacher's perception of student's attitudes, or just rates of enrollment.

Page 6 does not address teacher surveys in relation to the impact on student behavior. The entire campaign should focus on supporting the goals of TB! which are to change or strengthen student attitudes about the importance of consuming a healthy breakfast each day and getting daily physical activity.

71. On what platform was your website built? Are you happy with the platform?

The previous platform was Word Press and the teacher database used MySQL. The CNPA was happy with the look and ease of navigation of Thinkbreakfast.net.

72. How many New York State teachers have registered in the TB! program in a given, recent year, or a typical recent year?

In the last year of TB! availability, the 2013-14 school year, 18,500 teachers signed up for 475,000 students. Each year, the teacher and student participation grew from the previous year. In the 2002-2003 school year, approximately 200,000 students participated.

73. Is the approved contract of the most recent Breakfast Media Campaign contractor available for review, and in particular the cost proposal?

Most of the materials from previous campaigns can be found on the Think Breakfast website. However, the previous contract and the cost proposal are not available for review.

74. The RFP calls for a marketing materials break out that is 70% print and 30% other channels, is there some fluidity around these percentages or are these absolute?

The Project Description in the technical proposal must include an item-by-item description, including quantity of the products proposed based on 70% for print and 30% in another creative venue. Also, the budget narrative should fully and clearly describe how the cost proposal reflects this 70/30 distribution.

75. Can you also let me know who the incumbent is and send over the winning proposal from the RFP prior?

The TB! incumbent was Imagine That Marketing, LLC. CNPA will not be providing the winning proposal from the prior RFP.

76. First campaign year is indicated as the 2015-16 school year. If the contract isn't awarded until November 2015, when is actual implementation expected? Or, will the 2015-16 consist of maintaining current campaign and developing the new one.

It is the expectation that upon award, the vendor awarded the new contract will immediately begin development of a TB! campaign for the 2015-16 school year. Each school year of this five year contract it will be the expectation that the vendor will develop and implement TB!.

77. Are complete and designed campaign concepts required for the proposal?

As stated in the Project Description on page 14 of the RFP, a brief, all-inclusive description of the entire statewide media campaign for the first year (the 2015-16 school year) as well as projected activities for years 2 – 5 of the contract that demonstrate consistent activities with the first year proposal as well as how to sustain and grow the campaign should be included.

78. What is the rationale for 70% print/30% other media?

Experience with growth in participation over the life of the previous TB! contracts. We found that year after year, more and more teachers signed up. In the last year of the campaign, even though the vendor printed more materials than the previous year, we still did not have enough printed materials for all interested teachers. TB! is intended to be a classroom based initiative. The printed classroom materials are what teachers say have made TB! successful.

79. After reviewing the TB! website, it looks like brochures are shipped to teachers. The RFP states that ‘vendor’s marketing materials should reflect the following composition: 70% print and 30% that can be utilized in another creative venue such as a music video or social media campaign (for example only, not all inclusive).’ Shipping costs are not ‘print’ or ‘other.’ Can you tell us what category shipping falls into?

The creative, printing and distribution of all print materials are considered ‘print.’ The creative, replication and distribution of ‘other’ items would be allocable to the ‘other’ category.

## **FISCAL QUESTIONS**

1. The RFP states, ‘payment will occur based on timely submission of the quarterly reports with an accompanying voucher...submissions are received within 30 days of the end of each quarter.’ Are there pre-established dates for the quarterly reporting? For invoicing? For example: If an invoice is submitted on January 1, will it be paid at the same time as an invoice submitted on February 2? Would like more details for invoice processing and payment timing.

Quarters end January 31, April 30, July 31, and October 31. Timely reporting means that the quarterly reports and vouchers are received within 30 days of the end of each quarter.

2. Is it expected that NYSED will award up to the maximum of one point two million dollars for each year of the contract specifically for the breakfast campaign?

It is expected that NYSED will have available up to a maximum of one point two million dollars for each year of the contract. However, please keep in mind that this is a “best value competitive procurement” with 20 percent of the total available points awarded based on cost, with lowest cost proposals receiving the highest score.

3. Submission documents – Is a Flash Drive acceptable in lieu of a CD-ROM submission?

Yes.

4. Regarding the 30% submission clause, does this apply to labor hours or does it also include EDC's for other direct costs (for example printing & distribution costs, media buys)?

It is not clear what you mean by "30% submission clause." If you are referring to the subcontracting limit: Subcontracting is defined as non-employee direct personal services and related incidental expenses, including travel.

5. Does this 30% subcontractor limit refer to the yearly budget or to the overall five-year program budget?

The 30% subcontractor limit refers to the total, five year budget. Please note that the first page of the RFP incorrectly states that subcontracting will be limited to 30% of the *annual* budget. Elsewhere in the document we correctly state that Subcontracting is limited to 30% of the total contract budget.

6. Would the actual printing costs (pamphlets, flyers, etc.) fall under the 70% print cost or the 30% subcontracting?

The TB! budget categories are 70% print, 30% other. The 30% other is not the same as a 30% subcontractor limit. The 30% other references campaign deliverables, such as a music video or social media campaign (for example only, not all inclusive). Subcontracting is limited to 30% of the total contract budget. Subcontracting is defined as non-employee direct personal services and related incidental expenses, including travel. The printing of collateral print materials, such as pamphlets and flyers, for TB! would be allocable to the 70% print category.

7. Would the actual print related costs (fulfillment, distribution, etc.) fall under the 70% print cost or the 30% subcontracting?

Again, the 30% other is not to be confused with the 30% maximum allowable subcontracting associated with this contract. The fulfillment, distribution of items that fall under the 70% print category would be allocable to the 70% print category.

8. Would print advertising (newspapers/magazines, bus/subway signage, etc.) fall under the 70% print or the 30% subcontracting?

Again, the 30% other is not to be confused with the 30% maximum allowable subcontracting associated with this contract. The print advertising could fall under the 70% print category. The proposal should provide the details of any proposed print advertising.

9. Does the budget (\$1.2 million per year) include production costs?

The budget of \$1.2 million per year includes all costs associated with this RFP.

10. The RFP states ‘payments will occur based on timely submission of quarterly reports.’ Will quarterly reports be allowed to include forecasted expenses for the upcoming quarter or will payments be based on costs already incurred?

Reports and invoices should reflect actual expenses incurred.

11. Is the cost of printing and dissemination of materials included in the budget? If so, what have been the costs for the previous years?

Yes the costs are included in the budget. We will not be sharing the costs for the previous years as part of this Q and A.

12. Is the vendor responsible for all fulfillment costs including postage/delivery?

Yes.

13. Is it expected that NYSED will award up to the maximum of \$1.2 million for each year of the contract specifically for the TB! campaign?

It is expected that NYSED will have available up to a maximum of one point two million dollars for each year of the contract. However, please keep in mind that this is a “best value competitive procurement” with 20 percent of the total available points awarded based on cost, with lowest cost proposals receiving the highest score.

14. Submission documents – Is a Flash Drive acceptable in lieu of a CD-ROM submission?

Yes.

15. Do we need to submit a vendor responsibility form with our proposal?

Before an award of \$100,000 or greater is made to a not-for-profit entity, a for-profit entity, a private college or university or a public entity not exempted by the Office of the State Comptroller, the entity will be required to complete and submit a Vendor Responsibility Questionnaire. NYSED recommends that vendors file the required Vendor Responsibility Questionnaire online via the New York State VendRep System; however, the Questionnaire can be submitted in hardcopy with the proposal. Please see the Vendor Responsibility section of the RFP for additional information.

### **MBWE QUESTIONS**

1. If bidder is certified Minority/Women Owned Business Enterprise vendor with the State of New York will that meet the overall project goal of 30% Minority/Women Owned Business Enterprises participation, 17% for Minority Owned Business participation and 13% for Women Owned Business participation?

Yes, please submit the required documentation that reflects full participation. The required documentation is listed on the M/WBE compliance checklist.

2. Subcontracting is limited to 30% of the total contract irrespective of whether the subcontractor is a M/WBE or not, correct?

Yes, bidders must comply with the requirements of this procurement including the 30% subcontracting limit. Subcontracting cannot exceed 30% of the total contract budget.

3. If the bidder is certified as a NYS M/WBE, does it still need to meet participation goals for M/WBE, or would the bidder be considered 100% compliant for M/WBE goals for this RFP? If the bidder is 100% compliant, where would this be indicated/what form would be used?

If the bidder is a certified NYS M/WBE, they should submit the required documentation that reflects full participation. The required documentation is listed on the M/WBE compliance checklist.

4. Can M/WBE participation levels vary from year to year? Are the M/WBE participation goals based on the five-year total budget?

The M/WBE participation goals for this procurement are for the entire multi-year term of the contract.

5. If we know our proposed M/WBE partners, should we include them as well?

Yes, please provide the required documentation as listed on the M/WBE Compliance Checklist.

6. I am in the process of completing RFP # 14-018. I am a certified WBE and am wondering: do I have to fill out the M/WBE Contractor Unavailable Certification document?

No, please submit the required documentation that reflects full participation. The required documentation is listed on the M/WBE compliance checklist.

7. If we were to use a supplier who is a member of the New York State Industries for the Disabled would this count toward achieving the MWBE goal?

No, preferred sources do not count toward achieving the M/WBE goal.