



Questions and Answers No. 1
Request for Proposal MDM0031037031
MHBE Full-Services Communications and Marketing Services RFP
March 19, 2018

Ladies/Gentlemen: This list of questions and responses is being issued to clarify certain information contained in the above referenced RFP. Nothing in MHBE's response to these questions is to be construed as agreement to or acceptance by the MHBE of any statement or interpretation on the part of the Offeror.

1. Question: Is there an incumbent is for this RFP? If so, who?

RESPONSE: Yes, the incumbent for this RFP is GMMB, Inc.

2. Question: Can companies from Outside USA can apply for this? (like, from India or Canada)

RESPONSE: In order to be considered for award, Offerors must meet the Minimum Qualifications as described in Section 1 of the RFP.

3. Question: If from outside the USA, does the vendor need to be present for meetings?

RESPONSE: In order to be considered for award, Offerors must meet the Minimum Qualifications as described in Section 1 of the RFP.

4. Question: Can the tasks be performed (related to RFP) outside USA? (like, from India or Canada)

RESPONSE: In order to be considered for award, Offerors must meet the Minimum Qualifications as described in Section 1 of the RFP.

5. Question: Can proposals be submitted via email?

RESPONSE: No, please refer to RFP Section 5.2 Proposal Submission for submission requirements.

6. Question: 1.2, 1.3, and 1.4: Each asks the offeror to "provide with its Proposal three references." Can you clarify if you are seeking (at least) three references total or (at least) three per each category (integrated advertising campaign, public relations campaigns in health care, and "hard to reach")?

RESPONSE: MHBE is seeking three references that prove an offeror meets the minimum qualification requirement. The same reference can be used to prove more than one minimum qualification requirement.

7. Question: The UX testing/design work is mentioned in 2.3.1.1 (category 1), 2.3.1.4 (category 4), and 2.3.1.8 (category 8). Should we include our response to this work in Category 8 (UX Testing/Web Design Support)?

RESPONSE: Yes, include your response in 2.3.1.8.



8. Question: The Advertising Creative Services section includes digital advertising, as does 2.3.1.4 for Online Marketing/Digital Design. Where should we include our response to this work?

RESPONSE: Please include under 2.3.1.4.

9. Question: Should the unbound copies also include tabs?

RESPONSE: Yes.

10. Question: In RFP Section 5.4.2.3 the list it reads, “Acceptance of all State RFP and Contract terms and conditions (see Section 4.17)” but 4.17 refers to cancellations. Is that intended?

RESPONSE: Yes, please refer to Amendment #1.

11. Question: In RFP Section 5.4.2.6, the subsections here read “5.4.5.6.1 (etc.)” Should they instead read “5.4.2.6.1 (etc.)”?

RESPONSE: Yes, please refer to Amendment 1.

12. Question: In RFP Section 5.4.3 #1 lists the proposal affidavit as Attachment B. Can you confirm this is instead Attachment C?

RESPONSE: Yes, please refer to Amendment 1.

13. Question: Is the fully-loaded labor rate for each labor category/within each scope category the hourly rate or the total fees and expenses?

RESPONSE: The requested labor rate for each labor category/within each scope category is the fully loaded hourly rate per labor category, this rate should include, but is not limited to, all fees, expenses. The hourly rate does not include the cost of materials which will be billed at cost to the MHBE during the life of the Contract.

14. Question: How do you suggest expenses/out-of-pocket costs be included in any given category if they are no associated with a specific labor category?

RESPONSE: The requested labor rate for each labor category/within each scope category is the fully loaded hourly rate per labor category, this rate should include, but is not limited to, all fees, expenses and out-of-pocket costs. The hourly rate does not include the cost of materials that will be billed at cost to the MHBE during the life of the Contract.

15. Question: Is there a total budget?

RESPONSE: The NTE will be based on the approved budget. For FY 18, the total approved budget for this contract was \$2.2 million.

Date Issued: March 19, 2018
Michelle Compton
Procurement Officer