



**Finance Department**  
Purchasing Division

**INVITATION FOR BID (IFB)**  
**Specification No. 21-11464-C**  
**FOR**  
**COVID RFP for Public Health Messaging Services**  
**ADDENDUM "A"**  
August 26, 2021

Dear Proposer:

Questions received from proposers along with answers are attached.

**Proposals/bids must be received no later than 2:00 pm, on Thursday, September 2, 2021.**

All responses should be sent via email to [ksullivan@cityofberkeley.info](mailto:ksullivan@cityofberkeley.info) and have **"COVID-19 PUBLIC HEALTH MESSAGING STRATEGIES"** and **Specification No. 21-11464-C** indicated in the subject line of the email. Please submit one (1) PDF of the technical proposal. Corresponding cost proposal shall be submitted as a separate PDF document.

Proposals will not be accepted after the date and time stated above.

We look forward to receiving and reviewing your proposal.

Sincerely,

Darryl Sweet  
General Services Manager

## Addendum “A”

### Questions and Answers for Specification No. 21-11464-C COVID-19 PUBLIC HEALTH MESSAGING

The City of Berkeley has received questions from potential respondents regarding **Specification No. 21-11464-C, COVID-19 PUBLIC HEALTH MESSAGING**. In an effort to provide the same information to all, listed below is the question received to date, with response from City staff.

Except as provided herein all other terms and conditions remain unchanged.

- Q1: We noticed that there was a recent RFP to fund agencies to do community outreach for COVID. Are these the “Community Engagement partners” referred to in the RFP?
- A1: The City of Berkeley has formal/contracted and informal/collaborative relationships with many community partners in the COVID-19 response effort. Both formal and informal community partners would be assets in the effort to develop effective messages to target populations. Additionally, applicants may develop new informal/collaborative partnerships that are not currently established or include formal/contracted relationships as part of their budget proposal.
- Q2: How will these funded agencies be involved in this project?
- A2: See Question#1
- Q3: Are they expected as part of their scopes of work to collaborate with whoever receives the award from this RFP?
- A3: See answer to Question#1
- Q4: It looks like the work will begin around Nov. 1. By when would you expect the campaign(s) to roll out?
- A4: The City of Berkeley has no target date for the campaign rollout. The project is designed to develop effective messages, and to implement as quickly as possible given the health threats of this pandemic. The applicant can suggest a timeline in their proposal.
- Q5: Should the budget contain funds for the actual campaign materials (printing, ad buys, etc.)? Or will those things be paid for by the City?
- A5: Yes, the proposed budget should be inclusive of campaign materials.
- Q6: Who are the communities we will target in this engagement and how were they selected?
- A6: This project will target communities most impacted by COVID-19 and those with lowest vaccine participation. See City of Berkeley Dashboard for details:  
<https://www.cityofberkeley.info/covid19-data/>
- Q7: Have you tried to target these communities in any of your previous outreach efforts?
- A7: Yes.
- Q8: What sort of information can Health, Housing, and Community Services (HHCS) provide on them ahead of the kickoff? Who are the communities we will engage/target in this engagement? Have you done any initial research on these communities? Why are these the selected ones?

- A8: Please see answer to Question#6
- Q9: What is the scope of the request for support in strengthening HHCS's internal communications capacity? Is this purely related to vaccine hesitancy messaging, broader Covid messaging or general health messaging efforts?
- A9: Section C. Communication Strategies is not specific to COVID-19. The scope's goal is to strengthen HHCS department's overall communication strategies through collaborative work with HHCS leadership. Please refer to the RFP for the specific strategies to achieve the goal.
- Q10: What is the timeline that you anticipate for the ongoing coordination?
- A10: See answer to Question #4
- Q11: Will HHCS and its partners including other government agencies assist your consulting partner in connecting with community leaders / groups?
- A11: The City of Berkeley will have designated staff to connect the consulting partner with community leaders/groups.
- Q12: Is HHCS comfortable with a purely remote approach to community engagement given the ongoing Covid health risks or do you expect some in-person engagement as well?
- A12: The City of Berkeley would prefer that the applicant is open to some in-person engagement if warranted, but this is not required. The applicant should propose a thorough, creative, and impactful process for community engagement.
- Q13: Does HHCS require that the messages, assets, and toolkits be provided in Spanish, Mandarin, or any other languages in addition to English?
- A13: HHCS expects all materials and messaging to be culturally and linguistically appropriate to the target population.
- Q14: The "trusted partnerships" that you are seeking to create through this initiative - are these formal arrangements that HHCS is seeking to establish or just collaborative relationships during the process of co-designing and implementing the messaging strategy?
- A14: See answer to Question#1.
- Q15: Does HHCS expect that our proposal will include all external campaign costs (such as online/offline channel placement), or can that be assessed separately once the messaging approach and channels have been defined?
- A15: See answer to Question #5
- Q16: What sort of community assessments, surveys etc. has the City of Berkeley conducted on Covid in general and vaccine hesitancy? Can this data be disaggregated to match the target communities you are trying to reach with this program? Will we have access to this data ahead of kickoff?
- A16: The City of Berkeley has not conducted community assessments or surveys on COVID-19. However, we have received anecdotal information from trusted community partners who can also inform the selected vendor.
- Q17: Are there any other cities that you are looking to for inspiration in terms of Covid messaging in general or vaccine hesitancy campaigns more specifically?
- A17: No.

- Q18: Have you set a target percentage for the impact/outcomes on vaccination rates that you are seeking from this investment?
- A18: The City of Berkeley has not set a specific change in vaccination rate goal for this project.
- Q19: Do you have a strong preference to work with a partner who is based in the East Bay?
- A19: No.
- Q20: Is there an existing network of grantees or community-based organizations already onboard to participate in this effort? If not, is there an expectation for the vendor to identify new groups to be involved in the initiative? If so, is it possible to share the list of existing grantees/CBOs prior to submitting our proposal? If not, can you describe or break down the types of groups in terms of the types of organization they are?
- A20: See answer to Question#1
- Q21: Is there an existing grant program to support community groups that participate in this program? If not, is there an expectation to use funds from this budget to provide grants?
- A21: See answer to Question#1
- Q22: Paid media - would you consider a recommendation to leverage paid media as a strategy to reach target audiences and support the work of participating community organizations?
- A22: HHCS will consider all strategies to reach target audiences.
- Q23: Is your communications partner expected to provide ongoing one-on-one assistance to community groups/individuals or can this be provided via scheduled group settings like webinars/trainings, etc.?
- A23: The communications partner can work with community agencies both one-on-one and in group settings, whichever is more appropriate.
- Q24: Do you have any existing primary research regarding residents' views/opinions about Covid-19, mitigation efforts and vaccines? If so, can you provide?
- A24: No.
- Q25: Are there any types of content/materials that you consider "must haves?"
- A25: "Must have" content/materials have not been identified.
- Q26: Does the City have any language requirements for public health materials that are developed? If so, what are the languages?
- A26: See answer to Question #13
- Q27: Is there an expectation for materials to be printed using this program budget or will materials be provided digitally?
- A27: See answer to Question #5
- Q28: We understand the contract will be awarded in December and work is likely to continue into the first quarter of 2022. Is there a date on which this work should conclude?

- A28: The contract must be expended by 7/31/2023.
- Q29: Can you provide a list of the Department's channels that need to be audited as part of providing strategic communications support to the Department?
- A29: No.
- Q30: Who will be our primary day-to-day contact at the City?
- A30: Designated City of Berkeley Staff will serve as the primary day-to-day contact.
- Q31: What is the process for approving our work product?
- A31: The approval process will vary depending on types of work products and can include various City departments.
- Q32: How many departments will review and sign off on the final work product?
- A32: See answer to Question #31
- Q33: Will community groups play an advisor or approval role on materials/content?
- A33: This project seeks to engage community partners to inform the development of effective messaging strategies and identify trusted messengers.
- Q34: Are the available funds inclusive of paid media or will this funding be separate? If inclusive, is there a range or expectation of the media budget?
- A34: See answer to Question #5
- Q35: To confirm, are client references included in the eight (8) page proposal limit? It is listed as a separate entry on the checklist on page 11 of the RFP.
- A35: Client references can be a separate page and not counted towards the eight-page limit.
- Q36: Is the City of Berkeley currently working with any communications or marketing firms for COVID-19 outreach/messaging?
- A36: No.
- Q37: Would a cover page count towards the eight (8) page proposal limit?
- A37: No.
- Q38: What is the anticipated period of performance? November of 2021 is marked as a potential start date, but an end date is not specified.
- A38: See answer to Question# 28
- Q39: What is the proposed timeline for the scope of work?
- A39: See answer to Question#4
- Q40: Does the City of Berkley have an agency of record? If yes, why is this being submitted for RFP? What did you like or not like about the agency you were previously working with?
- A40: The City of Berkeley does not have an agency of record.

- Q41: Does the vendor have to be in California to have a right to win? If not, how many in-person meetings are required of the vendor?
- A41: The vendor does not need to be in California. Please also see answer to Question #12.
- Q42: Are there any specific verticals, formats, or communication methods preferred or is the client looking for the vendor to make strategic recommendations?
- A42: City of Berkeley/HHCS is looking for the applicant to make recommendations on effective communication methods.
- Q43: Regarding video, how much assets exist that could work? Does the client see a need for video content creation and production?
- A43: No video assets are identified. City of Berkeley/HHCS is looking for the applicant to make recommendations on effective communication methods.
- Q44: What tactics have you used in the past in other public health campaigns? What has worked or not worked?
- A44: See answer to Question #42-43
- Q45: Is the budget inclusive of ad spend and media buys or will there be an additional budget?
- A45: See answer to Question #5
- Q46: Regarding section C. Communication Strategies – is this specific to COVID-19 and vaccination messaging or is this developing an internal communications strategy altogether? If the latter, is there anything in place already or will this be built from scratch?
- A46: Section C. Communication Strategies is not specific to COVID-19. The RFP includes reviewing current communication channels, messages, and ongoing department resources.
- Q47: Would the City of Berkley be interested in any additional services such as crisis and reputation management and/or executive trainings (speaker and media training)?
- A47: The applicant should respond to the specific scope of work outlined in the RFP.

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