

Question and Answer

SBT Public Awareness & Counter-Marketing Campaign

2019 Request for Proposal

	Question	Answer
1	I'd like to request a copy of the Public Awareness Media Campaign RFP.	<p>The link for the 2019 SBT Public Awareness & Counter-Marketing Campaign RFP is here: http://www.seattle.gov/humanservices/funding-and-reports/funding-opportunities/2019-sbt-public-awareness-campaign-rfp</p> <p>On the right-hand side of the page you will see a series of PDFs and Excel spreadsheet links. The one titled “2019 SBT Public Awareness Campaign Consultant Contract RFP” is the RFP. You can also download any of the other attachments there for your proposal.</p> <p>Refer to the bottom of the posting for our Procurement Schedule. This Schedule holds all relevant dates for proposals.</p>
2	When will the Seattle City Council finalize the budget?	According to the City Budget Process Website , a final budget will be adopted by December 2, 2019 (30 days before the start of the fiscal year).
3	What made you pick these three audiences for the campaign?	The Sweetened Beverage Tax Community Advisory Board (CAB) identified the focus audiences in a memo entitled “Recommendations on the Public Awareness and Countermarketing Campaign Supported by Sweetened Beverage Tax Revenue.” This identification was supported by national and local survey data.
4	Proposed Budget mentioned a budget template linked in Attachments on the RFP. However, the link opens this page: https://www.seattle.gov/humanservices/funding-and-reports/funding-opportunities - I am not finding a budget template on this page, is this link correct? Or can you provide a budget separately?	<p>[From an Email]</p> <p>I’m sorry that you are having trouble with the link. Attached in this email is a direct link to the budget spreadsheet. Let me know if you have any more trouble.</p>
5	Our organization often works with CBOs on projects for clients (including public health campaigns), and we also test messages and campaign concepts	Please include the approaches you described in your proposal. The SBT Public Awareness & Counter-Marketing Campaign Consultant Contract Request for Proposals is searching for innovative approaches to a mass media campaign led by community. We are interested in any proposals that applicants feel fit our RFP. Your

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	with diverse audiences. However, we work with a rotating mix of CBOs based on the individual project's distinct needs rather than having a go-to CBO with whom we always partner. We think this customization benefits our clients, but it takes more time in the formative phase than what you have scoped. Would you be interested in learning more about our approach if it differentiates from the RFP's scope—and would you like to hear about that via a proposal or wait to have a conversation after the RFP process concludes?	organization is encouraged to propose a model that feels most authentic to you and that satisfies the requirements of the RFP.
6	To what degree (if any) is PHSKC participating in the RFP review process and in the implementation of the project? Who at PHSKC is involved?	The Seattle Human Services Department (HSD) is leading this campaign. Public Health – Seattle & King County (PHSKC) does not have a formal role in the campaign.
6	Are there specific CBOs who are a priority for you to work with?	HSD encourages applicants to prioritize those most impacted by the sale of sugary sweetened beverages (SSBs) as identified in the RFP.
7	What is driving the budget and timeline that you specified? For instance: Do you have grant restrictions, such as a deadline for spending down remaining dollars on a	The City budget process is driving our budget and timeline specified in the RFP. However, we encourage firms to propose a realistic and meaningful scope of work and budget. If your firm feels you cannot spend the full amount in the designated time period, please state that in your proposal. Final timelines and contract amounts will be negotiated during the contracting process.

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	grant? Or, have you worked with a consultant to outline a scope that would fit within this timeline and budget?	
8	Thinking about the opportunities and constraints of youth-led CBOs, is the priority to work with a youth-led group who drives their own work or is the priority to meet the deadline? (To be genuinely youth-led, we won't be able to create something new with this timeline.)	HSD's priority is to work with a youth-led group who directs the work and informs the campaign. We encourage firms to propose a timeline that feels most appropriate to how you conduct a community and youth-led public awareness and counter-marketing campaign.
9	If HSD is committed to doing outreach with Latinx communities, are you open to putting together a timeline that is culturally responsive to community organizations? For example, with several events coming up for Hispanic/Latinx heritage month, October would not be a good time to start, if you are focused on Spanish-language kick-off. After all, many orgs will be in the throes of organizing events (including galas) and already strapped for capacity. In November, we're competing with elections, school closings, and holidays.	HSD is committed to the City of Seattle's Race and Social Justice Initiative. As such, we are open to a proposed timeline that is culturally responsive to community organizations.

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10	<p>Is there the possibility to partner with existing school or after-school programs to engage youth, instead of a CBO? While we'd ideally partner with a CBO that has both adult and youth organizing, oftentimes school partnerships are the most effective way to reach youth where they are. Also, if it's youth-led, we should be tapping into an existing youth effort. Some of these efforts will require talking to schools. If we know up-front whether or not a school partnership is acceptable (as an alternative to a CBO), then that can help us focus our efforts.</p>	<p>There is the possibility to partner with existing school and after-school programs. HSD is not looking to duplicate work. We encourage applicants to consider any and all youth networks that are appropriate.</p>
11	<p>Is any part of this effort to build support for a ballot measure or to gauge voter support?</p>	<p>This campaign is not part of an effort to build support for a ballot measure or to gauge voter support.</p>
12	<p>Responses appear due on Rosh Hashanah. Might this be changed?</p>	<p>Yes. The new 2019 SBT Public Awareness & Counter-Marketing Campaign Application Deadline is Wednesday, October 2, 2019 by 12:00 PM, Noon.</p>
13	<p>Will the contractor be responsible for sourcing the Community Based Organization and youth engagement CBO, or does the city already have plans for these partners?</p>	<p>The contractor is responsible for providing a proposal that reflects their knowledge of existing community-based organizations and youth-led organizations. HSD can provide support in this capacity but will not be the sole source of networks.</p>

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14	Are there specific CBO partners suggested by the advisory board?	Applicants are encouraged to prioritize those most impacted by the sale of sugary sweetened beverages (SSBs) as identified in the RFP.
15	Is the Native Population a focus population?	Indigenous and Alaska Native populations are a priority for HSD. While we encourage applicants to prioritize the focus populations identified in the RFP, we welcome project scopes that include this population.
16	Is it allowed by the city to do any pre-billing for car costs or labor hours or both?	No. The City of Seattle has a cost-reimbursement contract structure.
17	Can you give us more information on the Community Advisory Board?	The Community Advisory Board (CAB) consists of 11 members who are residents of the City of Seattle or work within the boundaries of the City of Seattle. Six members of the Board are appointed by the Mayor and confirmed by the City Council. Five members are appointed by the City Council. Please consult the CAB website for more information: https://www.seattle.gov/sweetened-beverage-tax-community-advisory-board
18	Is there information on the research that the CAB has conducted?	Within the CAB's website, you can find board recommendations here: https://www.seattle.gov/sweetened-beverage-tax-community-advisory-board/board-recommendations These recommendations are informed by research conducted by the CAB. The CAB also released its first SBT Annual Report, which you can find here: https://www.seattle.gov/Documents/Departments/SweetenedBeverageTaxCommAdvisoryBoard/FactSheets/2018_SBT_Annual_Report_FINAL.pdf