

CMSP Marketing Vendor
Request for Proposals (RFP)
Frequently Asked Questions
Updated September 12, 2018

Q1) Is there an incumbent agency?

R1) No

Q2) Has an overall budget been established for this contract?

R2) No, CMSP is looking for a suite of services to be provided and is asking potential business partners to list those services as a price per item (Item 4A). If there are economies of scale, please describe in your proposal. If unable to quantify item 4B, please describe what kinds of services may be provided on an annual basis and the cost of those services.

Q3) Should respondents assume that all out of pocket costs (e.g. stock or custom photography, printing, mailing or media costs) be excluded from the cost proposal?

R3) CMSP will arrange for printing, mailing and pay media costs directly. Selected marketing firm will invoice CMSP for the purchase of stock photography after consultation and approval by CMSP.

Q4) The proposal format instructions make reference to page number limits but there are no limits under the proposal requirements. Are there page limits?

R4) No, the phrase “and within the page number limits” erroneously appears in Section VII, A2.

VII. PROPOSAL FORMAT INSTRUCTIONS

- A. All Marketing Vendor proposals must be complete at the time of submission and must follow the required format and use the forms and examples provided:
1. Text must appear on a single side of the page only.
 2. Assemble the proposal in the order ~~and within the page number limits~~ listed with the Proposal Requirements section.

Q5) Regarding the request to provide graphic design development for digital, print and collateral materials – are there specific pieces you anticipate creating during this project?

R5) Flyers, posters, letterhead, member ID cards, provider and member materials, etc.

Q6) Should we include Spanish language translation and production of every deliverable in the contract?

R6) No, not every deliverable. In particular the marketing, public relations and social media should be in Spanish as well as English.

Q7) Do you have any metrics, goals, or key performance indicators (KPIs) you are trying to hit on your programs?

R7) Enrollment is the main KPI for both the CMSP and Path2Health program (up to 25,000 Path2Health members).

Q8) Do you want separate websites for each program?

R8) Yes, CMSP currently owns the domains for www.cmspcounties.org as well as www.mypath2health.org.

Q9) Please describe how robust you want web properties to be (functionality beyond current, depth, interactivity, etc.)?

R9) Static only website, no interaction, no forms submitted on-line, no email created from website, no data collection. The websites should include both English and Spanish languages. CMSP is open to the marketing firm's recommendations on additional functionality such as look up and search.

Q10) Can you direct us to websites or web pages that CMSP likes?

R10) www.hawaii.gov, www.oakgov.com, www.mynevadacounty.com, www.mskcc.org/

Q11) Will hosting, on-going maintenance and training be needed for the new website?

R11) CMSP will arrange for website hosting and will perform on-going maintenance. Marketing firm will need to provide CMSP staff with an orientation on the websites so future edits can be made.

Q12) What channels do you want to see included in the definition of “multi-channel outreach”?

R12) Print ads, TV ads, bill boards, bus signs, radio ads, and person-to-person referrals (hospital referrals, grass-root organizations, Path2Health recipients).

Q13) How broad is the market research effort?

R13) CMSP is looking for marketing firm expertise in this area.

Q14) Can you estimate the frequency and duration of the meetings to take place in Sacramento and member counties?

R14) It is anticipated that the selected marketing firm will need to travel to Sacramento for a minimum of two in-person meetings and/or presentations. It is likely that additional meetings could be attended remotely through web conferencing. CMSP is looking for the marketing firm’s expertise and recommendations whether or not travel to the member counties is necessary.

Q15) Are there travel reimbursement limitations?

R15) Travel reimbursements will be discussed during contracting.