

REQUEST FOR PROPOSALS NO. ADM-12-026
ADVANCING THE STRENGTHENING FAMILIES INITIATIVE
QUESTIONS AND ANSWERS

November 21, 2011

1. Q. Reference Section II, Background: Can you give an example of the statement that reads, "Identification of opportunities to streamline and maximize VDSS' resources through performance-based contracting, reallocation of funds, and federal waivers."
 - A. **VDSS is exploring ways to reallocate funds through the Promoting Safe and Stable Families Program (PSSF). While the goals of PSSF are similar to those of the Strengthening Families Initiative (SFI), VDSS is evaluating how to align the use of PSSF dollars to ensure alignment with SFI.**

2. Q. Reference Section II, Background: When you mentioned the development of strategic partnerships with internal and external partners, do those partners need to be public or private or is there no preference?
 - A. **In order to advance SFI, VDSS is focusing on developing relationships with internal and external partners that are both public and private.**

3. Q. Reference Section III, Statement of Needs, Part I, Community Outreach and Engagement, Research, Resource Development, and Training: In reference to the statement concerning strong relationships and/or previous experience with major constituencies vital to the success of this initiative, how do you plan to evaluate the Offerors strength of relationships and experience with major constituencies? Will you penalize or deduct points from an Offeror that has campaign experience on a national level vs. specifically local even if they have the connections to develop an effective approach?
 - A. **See Addendum 1 and Questions and Answers (No. 42).**

4. Q. Reference Section III, Statement of Needs, Part I, Subsection 3.1, Community Outreach and Engagement, Item 3.1.1: Do you expect for the Offeror to include their potential list of candidates for the statewide advisory panel in the RFP response or will you allow time for the development of the panel in the actual contracted period.
 - A. **VDSS does not expect Offerors to propose an actual listing of names for the Advisory Panel in their proposals.**

5. Q. Reference Section III, Statement of Needs, Part I, Subsection 3.1, Community Outreach and Engagement, Item 3.1.2: How many sectors must the Contractor solicit and who determines which sectors are considered "key sectors", VDSS or the Contractor?
 - A. **VDSS is not specifying how many key sectors the Contractor should solicit. Key sectors include the faith-based community, business and philanthropic sectors, and community-based organizations (as outlined in the RFP). It is up**

to the Offeror to propose how it plans to solicit input from leaders in key sectors and how it proposes to develop preliminary sector action plans with key leaders.

6. Q. Reference Section III, Statement of Needs, Part I, Subsection 3.2, Research: Is VDSS opposed to the Contractor using a partnership with a local college to conduct the comprehensive research concerning the condition of families, children, marriage and parenting in Virginia so students get work experience?

A. VDSS has no preference regarding how the research is conducted.

7. Q. Reference Section III, Statement of Needs, Part II, Marketing and Public Awareness: What elements (copy and visual) are mandatory for each piece of advertising? Are there any restrictions regarding copy or images?

A. It is up to the Offeror to propose the components for the marketing campaign. See Addendum 1 and Questions and Answers regarding images.

8. Q. Reference Section III, Statement of Needs, Part II, Marketing and Public Awareness: Will you provide a specific list of media in the state that you want this campaign to target or can that be up to the successful respondent with the focus on the highest number of impressions and ad equivalency?

A. No – VDSS will not provide a specific list. It is up to the Offeror to determine who the campaign will target based on work outlined in Item 3.5.1.

9. Q. Reference Section III, Statement of Needs, Part II, Marketing and Public Awareness: In terms of the campaign elements for Part II, what percentage of traditional advertising do you expect us to deliver or do you have an associated media agency to support the launch of this effort? Is our budget to include the actual trafficking and media for print, radio, TV, online, OOH, Taxi/Vehicle, POS/POP, and Mobile, Transit or experiential deliverables?

A. See Addendum 1 and Questions and Answers.

10. Q. Reference Attachment C, Offeror's Data Sheet: Are you using the previous experience project amounts or value of contract as a discriminating factor to eliminate respondents?

A. No.