

DEPARTMENT OF MENTAL HEALTH
State of Mississippi

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Diana S. Mikula - Executive Director

February 5, 2019

DEPARTMENT OF MENTAL HEALTH
AMENDMENT #2
IFB#: 3160002711
for
Comprehensive Communication Campaign for Opioid Awareness.

Dear Prospective Bidders:

Reference is made to our Invitation for Bid #3160002711 for a Comprehensive Communication Campaign for Opioid Awareness dated January 17, 2019. This letter will serve to acknowledge that the IFB is modified to include pre-bid questions received from prospective bidders and the answers provided to them by the MS Department of Mental Health. All other terms, conditions, and specifications of this solicitation remain unchanged.

Bid Opening Date and Time: February 22, 2019 at 10:00 a.m. CST

Issued by: Toni Johnson, Director
Bureau of Human Resources
601-359-6244

ACKNOWLEDGEMENT

This amendment must be signed and returned with your bid, or otherwise acknowledged prior to the opening date and time shown above. If you have already submitted your bid and need to make corrections, submit a corrected bid with this amendment prior to the opening date and time shown above.

Company Name

Signature

Title

Date

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February 4, 2019

The Department of Mental Health has received several questions concerning IFB#:3160002711. Listed below is a list of the questions and answers.

Questions and Answers for IFB#: 3160002711

Question #1: On page 4, Section 2.3, it states: "The term of the contract shall be for a period of 19 months. The anticipated period will run from May 2, 2019, through September 29, 2019." Should this be May 2, 2019, through September 2020? Is the contract for 16 months?

DMH Response: The contract should be for 16 months and will run from May 2, 2019 through September 29, 2020.

Question #2: On page 6, Section 4.1.2, titled "Minimum Qualifications to be Deemed Responsive", it states: "The bidder must also document experience providing the requested services including number of calls fielded (answered/unanswered) and training provided to existing staff that would be responsible for crisis calls on both the Helpline and the Lifeline."

DMH Response: The statement should read "The bidder must also document experience providing the requested services including previous media placements, public relations/news media collaborations, and website management."

Question #3: On page 6, Section 4.1.7 states: "Bidder must have the capability in all respects to perform fully the contract requirements" and **Section 4.1.8 states:** "Prospective bidders must show it has the resources (financial, equipment, experience, staff) to perform the needed services.

In light of Section 4.1.2, does MDMH consider crisis response part of "needed services" as part of the contract associated with IFB 3160002711?

DMH Response: Several changes made to the document did not save. Sections 4.1.7 and 4.1.8 stand as printed but crisis response is not a part of the needed services.

Question #4: What specific expectations does the Mississippi Department of Mental Health have for the agency ("bidder") who is awarded this contract in relation to "the Helpline" and "the Lifeline"?

DMH Response: None. Several changes made to the document did not save. Any reference to Crisis Telephone Services, The Helpline, or The Lifeline do not pertain to this procurement.

Question #5: What expectation does the Mississippi Department of Mental Health have for the agency (“bidder”) who is awarded this contract for using the allocated budgeted monies associated with IFB 3160002711 for establishing / staffing a “Helpline” and “Lifeline”?

DMH Response: None. Several changes made to the document did not save. Any reference to Crisis Telephone Services, The Helpline, or The Lifeline do not pertain to this procurement.

Question #6: On page 31, under Scope of Services, it states: “Develop communication strategies including but not limited to: website content and updates, social media, outreach materials, advertisements/Public Service Announcements, news media, and presentations for target audiences.”

Will the agency (“bidder”) awarded this contract be granted access to the back-end of the Stand Up MS website (<https://standupms.org>) or will content be generated by the contract-awardee and handed to a team internal to MDMH to be implemented?

DMH Response: The awarded contractor will be granted access to the Stand-Up website. This will include full capability to add content and make necessary modifications.

Question #7: Will the agency (“bidder”) awarded this contract be able to recommend (or directly add) custom tracking code via the back-end of the Stand Up MS website (<https://standupms.org>) for the purpose of providing any in-depth reports that may be needed to fulfill the requirement to “Communicate routinely with DMH to report on progress and performance as part of the ongoing evaluation.”

DMH Response: Yes. The awarded contractor will be granted access to the Stand-Up website.

Question #8: Will the agency (“bidder”) awarded this contract be granted access the Analytics data currently being collected by the Stand Up MS website (<https://standupms.org>) or can specific reports on the current user of the website be pulled by a team internal to MDMH upon request to help guide the discussion around current content performance and needed content?

DMH Response: The awarded contractor will be granted access to the Stand-Up website. The contractor would be expected to pull reports and perform all aspects of this job task.

Question #9: What is the nature of the “presentations for target audiences”? Is this a creative deliverable above and beyond traditional, digital, print, and broadcast media, such as a custom PowerPoint; namely, for actual public presentations, lectures, etc.?

DMH Response: The contractor awarded the bid may be asked to develop a PowerPoint template that is cohesive with other design content. The contractor may also be asked to secure opportunities for Editorial Board meetings with news agencies around the state and for sponsorships and speaking at conferences of target audiences.

Question #10: Can you define “outreach materials”? Do these consist of additional brochures or printed collateral we should factor into our strategic budgeting including design time and associated printing costs?

DMH Response: Outreach materials include items such as brochures, posters, or promotional items that would be used at events that provide an opportunity to market the Stand Up, Mississippi message such as exhibiting at conferences. The contractor awarded the bid would be responsible for printing costs.

Question #11: On page 31, under Scope of Services, it states: “Actively engaging public relations/new media collaboration plans.”

Does MDMH presently retain the services of a PR firm with whom the bid-awardee will need to work with to execute press releases, or is the expectation that the agency awarded the contract will execute all PR functions or retain a PR partner?

DMH Response: MDMH does presently retain the services of a PR firm with whom the Contractor will need to work with to execute press releases.

Question #12: Do you have a sense of numbers in terms of a print run for things like brochures, posters?

DMH Response: MDMH anticipates a maximum of approximately 5000.