



ADDENDUM NO. 1 TO RFP 9600-91: Marketing and Graphic Design Services

Date: Friday, March 14, 2025

To: All participants submitting Proposals for RFP # 9600-91

From: Freddy Vigilmartinez, Management Analyst, NMC Contracts Division

Subject: Addendum No. 1 to RFP #9600-91

This addendum is to answer the questions that have been received by prospective bidders for RFP 9600-91.

Addendum No. 1: Prospective Bidder Questions

I) Proposal Submission Requirements

- 1. Is a hard copy of the proposal truly necessary, or will a digital submission suffice, considering the environmentally friendly practices mentioned in the RFP?**

Yes. Four (4) Hardcopies of the proposal are required: One (1) original and plus three (3) copies. Please see section 7.2.1.

- 2. Are there specific formatting or file type requirements for the digital copy submitted on the USB memory stick?**

Both PDF or Word format are acceptable.

- 3. Will Natividad Medical Center accept proposals submitted via email if the USB or hard copies experience delivery issues?**

Please ensure that proposals are mailed and clearly marked/dated by the courier prior to the submission dateline. You can also email your proposal in addition to the hard copy proposal.

4. Section 2: Prequalification:

Could you please provide additional guidance regarding the specific information or documentation required for Section 2: Prequalification? This section is referenced in the RFP structure but without clear guidance on the expected content or qualification criteria.

Pre-Qualifications: CONTRACTOR must acknowledge in writing that it meets all of the required pre-qualifications requirements as set forth in Section 5.0 herein.

II) Budget and Financial Considerations

1. Can you provide any additional parameters around the budget or budget range to help inform our proposal response?

Budget for marketing professional fees is \$150k-\$200k for most outside consumer marketing needs for FY 2026. In addition, we may utilize the company for some HR marketing purposes.

2. Are there any cost caps or budgetary constraints we should be aware of for specific components like media buying or production?

This would be part of the overall marketing budget. Production is included in the professional fees whereas ad placement is separate.

3. Will there be opportunities for rate adjustments after the first year of the contract, or will rates remain fixed for the initial term?

Negotiations for rate changes shall be commenced by CONTRACTOR, a minimum of ninety (90) days prior to the expiration of the Agreement.

4. Is there an expectation for the bidder to absorb any specific costs, such as travel for meetings or production expenses?

No, these fees can be covered in the contract.

5. For exhibit A - Pricing, may we amend the form to include additional job classifications/titles as we see fit, or is the expectation that we use the form as provided?

Yes, that's fine to amend as appropriate.

III) Scope of Work and Services

- 1. Can you clarify if all elements listed in Section 5.2 (such as website design, social media, event planning) are mandatory or if we can propose a subset of services based on our strengths?**

Not mandatory. Please propose only those elements that wish to provide.

- 2. Can you specify what you mean by “brand planning, development, and positioning” in 5.2.2 in the scope of work? Are you looking for a firm that can provide a brand redesign /new brand marks, or are you looking for a messaging framework tied to campaigns?**

We have an existing brand guide that we may build upon. We may develop new campaigns. We have no foreseeable plans for a redesign or new brand marks.

- 3. For point 5.2.7 in the scope of work, are you looking for a partner to help you with website maintenance and content for the existing website or are you looking for a partner to provide a completely new website?**

At this time, we are looking for content and improvements for our existing website.

- 4. For point 5.2.8 in the scope of work, are there any social media channels you would like a partner to prioritize, and are you looking for a partner to provide you with suggested content tied to campaigns or manage your social media channels entirely from content to posting?**

We are looking for suggested content only.

- 5. For point 5.2.10, are you envisioning this project to incorporate in-person or digital community engagement for primary data collection, such as surveys and focus groups?**

We may.

- 6. Is NMC looking for a retainer-based relationship for these services, or will work be billed on a per-project basis?**

Work must be billed on an hourly basis.

- 7. Can we suggest alternative approaches or new marketing strategies that are not explicitly mentioned in the RFP?**

Yes.

- 8. How does NMC define the success metrics for each service area (social media, web design, advertising, etc.)?**

We review metrics through a variety of different tools and dashboards.

- 9. We would appreciate clarification on the distinction between the following two scope items to ensure our proposal appropriately addresses each requirement:**

5.2.3: Creative development of marketing collateral and support materials

Employing creative, proactive and collaborative strategies to develop effective marketing materials for our target audience.

5.2.4: Graphic design & coordination of production services for marketing collateral and support materials

Employing technical skills, brand guidelines and industry standards for print, digital and video production to design a wide variety of marketing materials. Coordinate with appropriate vendors to effectively execute projects as directed.

IV) Environmental Practices

- 1. Are there specific certifications (beyond 'Green Certified') that NMC recognizes for environmentally friendly practices? This link does not work for us:**

<https://www.countyofmonterey.gov/admin/policies.htm>

Please see the link below for the COUNTY OF MONTEREY CLIMATE-FRIENDLY PURCHASING POLICY

<https://www.countyofmonterey.gov/home/showpublisheddocument/22305/636241459023900000>

Technical Aspects Timeline

- 1. Section 4 requests a "Proposed Project Timeline for all deliverables," however, the RFP does not specify particular deliverables or projects. Could you please clarify?**

Timelines and deliverables will be defined and determined upon individual project assignments over the lifetime of the agreement.

V) Selection Criteria and Evaluation

1. How will previous healthcare marketing experience be weighted compared to other industry experience?

The evaluation criteria matrix is located in its entirety in Section 9.2 of the Selection Criteria. Direct hospital/healthcare marketing experience is part of the evaluation criteria.

2. Can we include client references from outside the healthcare sector, or will those be less favorable in scoring?

Client references from any sector are welcome. Please refer to Section 9.0 Selection Criteria on the RFP for complete matrix.

3. What is the expected timeline for feedback if our proposal is shortlisted?

The estimated timeline for feedback on proposals is April, 2025 (subject to change).

VI) Miscellaneous Questions

1. Can you share more details about the intended audience or demographics for marketing campaigns?

Natividad serves all of Monterey County, with a large amount of patients coming from Salinas and surrounding areas. Our core marketing audience is largely Hispanic, may speak English or Spanish, is female and in charge of health care decisions for the family.

2. Does NMC have existing marketing and graphic design services, including translation, partnerships or vendor relationships we should be aware of when planning strategies?

Yes. All of the above.

3. Will NMC provide access to existing analytics, CRM data, or any other tools to inform our strategies?

Yes, we can provide some analytics.

4. Can you clarify if there are any restrictions on subcontracting certain elements of the scope of work?

Section 3.1 in the Scope of Work section of the RFP addresses Minimum Work Percentage requirements by contractor. In addition, guidelines and standards for subcontractors can be found in the RFP document in multiple sections.

- 5. Questions are due one week before the proposal is due. Will answers be provided on a rolling basis before the due date/when will responses be provided? Is it possible to provide an extension for the proposal deadline to ensure we have enough time to apply your question responses to our proposal response?**

Answers will be provided on a rolling basis. There is no plan to extend the proposal submission dateline at this time. In the event of an extension, an addendum will be issued with new timelines, if necessary.

- 6. Is there an incumbent? If yes, what is the agency's name and how long have they been the partner for these services?**

Yes. Two vendors: AMF Media Group and Waltz Creative, LLC. Both agreements have been in place since August 1, 2018.

- 7. Is there a local vendor preference?**

Yes. Local vendor preference is stated in Section 10: Preference for Local Contractors.

- 8. What is the budget for this project?**

Budget for marketing professional fees is \$150k-\$200k for most outside consumer marketing needs for FY 2026. In addition, we may utilize the company for some HR marketing purposes.

Signature page to follow

Please be sure to sign and submit the signature page in your bid proposal to acknowledge receipt of Addendum No. 1

This Addendum No. 1 Signature Page below must be signed and submitted with your proposal please.

Per **Section 3.7.** **“IT IS THE CONTRACTORS’ SOLE RESPONSIBILITY TO ENSURE THAT THEY RECEIVE ANY AND ALL ADDENDA FOR THIS RFP** by either informing Natividad Medical Center of their mailing information or by regularly checking the NMC web page at www.natividad.com (Vendors tab). Addenda will be posted on the website the day they are released.”

- ❖ This acknowledgement signature page of Addendum No. 1 must be submitted with your proposal.
- ❖ If this acknowledgement signature page is not submitted with you bid proposal, your entire proposal package may be considered non-responsive.

**RECEIPT IS HEREBY ACKNOWLEDGED OF ADDENDUM NO. 1,
RFP # 9600-91**

Authorized Company Signature

Printed Name

Company Name

Date