



OFFICIAL RESPONSES TO VENDOR QUESTIONS
RFP-2022-DPHS-22-PUBLIC

No.	Question	Answer
1.	<p>Section 3.2.2.1</p> <p>a. Which COVID-19 resource web pages will the Department be looking to use for these services?</p> <p>b. Who owns the web pages?</p>	<p>a. The web pages are covid19.nh.gov and vaccines.nh.gov.</p> <p>b. The Department owns and manages both of these sites.</p>
2.	<p>Section 3.2.3</p> <p>How does the Department currently engage in social marketing?</p>	<p>The Department has several social media pages managed by staff including the DHHS Facebook, Twitter, YouTube and LinkedIn pages, DPHS Facebook, Twitter, YouTube and Instagram pages, Vaccinate New Hampshire Facebook page, and DPHS Bureau of Infection Disease (BIDC) Facebook and Twitter pages.</p>
3.	<p>Section 3.2.7</p> <p>What de-identified data does the Department have regarding demographics, health attributes and services?</p>	<p>See Addendum #1.</p>
4.	<p>Section 3.2.13</p> <p>Will all current Public Health campaign assets be shared with the winning Vendor?</p>	<p>Yes.</p>
5.	<p>Section 3.2.18.2.10</p> <p>Does the Department have any preference regarding the social pages and accounts that will be used for this campaign?</p>	<p>See Addendum #1.</p>



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6.	<p>Section 3.25</p> <p>To help inform timeline, what does your internal approval structure look like? How long do approvals typically take?</p>	<p>The timeline may depend on the nature and audience for specific content. We engage in frequent communication to relevant parties during content development to inform and expedite the review and approval process. Approvals will come from the Department and/or State leadership.</p>
7.	<p>Section 3.25</p> <p>a. What key performance indicators does the Department value / would like to see reporting for?</p> <p>b. Will the winning Vendor be allowed to place tracking pixels on the website and any relevant landing pages?</p> <p>c. Will the winning vendor have access to Google Analytics for the relevant campaign pages?</p>	<p>a. See Addendum # 1</p> <p>b. The specifics of this arrangement would need review in conjunction with the Department and State data security staff.</p> <p>c. The Department can output and provide Google Analytics reports to the winning vendor during the campaign period.</p>
8.	<p>Section 4.2.1</p> <p>Are there requirements for how the budget is distributed between fiscal years?</p>	<p>The Vendor must propose budgets for each fiscal year based on the services required in this RFP.</p>
9.	<p>Section 6.7</p> <p>Can a potential Vendor submit a proposal via email?</p>	<p>Yes. Please refer to Section 6.7, Proposal Submission.</p>
10.	<p>General</p> <p>a) Can a Vendor from outside New</p>	<p>a) Yes.</p> <p>b) No.</p>

New Hampshire Department of Health and Human Services
Public Health Communications and Media Campaign



No.	Question	Answer
	Hampshire submit a proposal? b) Any preference for in-state vendors?	
11.	General Can a Vendor from outside the United States submit a proposal?	Yes.
12.	General Can the selected Vendor perform the tasks related to this RFP outside of the USA?	No.
13.	General Does a selected Vendor need to come to the Department office for meetings?	In some circumstances, yes.