



MSA RFP Communications Support

Frequently Asked Questions with NACCHO Responses

Vendor Question: We have worked with NACCHO before. Should we resubmit all required documents that NACCHO should already have on file?

NACCHO Response: Yes, please do submit all required documents, as some documentation expires. It is ideal that your submission would be 100% self-contained for review.

Vendor Question: Per the RFP indicating that if we're applying from Florida, we must review and use the "Florida Standard Contract." How do we get the contract?

NACCHO Response: The Florida Standard Contract is for use by Florida's government institutions. If your consultancy or firm is a privately-owned Florida organization, you can use our regular standard contract template.

Vendor Question: Regarding the RFP for the NACCHO Service Agreement – Communications Support, can you provide an idea of the period of performance, so we know how many years of rates to submit?

NACCHO Response: Each NACCHO project leader will be submitting individual statements of work. Some short-term projects only require 3 to 6 months' worth of work, while longer-term projects may require a year or more of service.

Vendor Question: Is NACCHO accepting proposals from outside the United States?

NACCHO Response: NACCHO is a federal contractor. The terms of our federal funding prohibit us from using federal funds for firms outside of the United States.

Vendor Question: Is there evaluation data to be shared regarding previous/current deliverables on their effectiveness?

NACCHO Response: No.

Vendor Question: Does NACCHO have an estimated budget for this work?

NACCHO Response: Each NACCHO project leader will be submitting individual statements of work with budget estimates for individual project deliverables. Please propose hourly rates, per the RFP.

Vendor Question: Does NACCHO envision separate proposal submissions for each desired service area?

NACCHO Response: No.

Related Vendor Question: If submitting one proposal that covers all service areas, does NACCHO request three relevant experiences per desired service area being bid (i.e. communications, creative, graphic design, and video production)?

NACCHO Response: Yes.

Vendor Question: Are the staff proposed as part of this response considered key? Are there any key staff NACCHO would like proposed as part of this submission?

NACCHO Response: As stated in the RFP in section 2, item d), please provide the “names and roles of the primary staff who might be engaged in work for NACCHO, including qualifications (resume/ CV or short bio).”

Vendor Question: Once contractors are awarded the MSA, is there no longer a competitive environment to be awarded the SOWs that follow? Ref: NACCHO states they will “rotate” SOWs when contractors share capabilities for specific SOW service areas.

NACCHO Response: This is correct.

Vendor Question: On what basis will NACCHO attempt to rotate work based on the firms qualified to meet the statement of work?

NACCHO Response: Per the RFP: "If NACCHO has entered into an MSA with more than one firm for the same type of service, NACCHO will use its best efforts to rotate work among those firms qualified to meet the statement of work." Our approach will all depend on the mix/the types of firms ultimately selected.

Vendor Question: Why is this RFP being released now?

NACCHO Response: Several NACCHO program leaders have required deliverables that must be submitted on or before a July 31, 2024 deadline.

Vendor Question: Are we able to send back a red-lined copy of the standard MSA, or do we need to accept it as is?

NACCHO Response: The standard NACCHO contract must be accepted as is. Per the RFP: "Agreement with NACCHO standard contract terms and conditions (Appendix A) is a requirement... Applicants should review all terms and conditions to determine whether or not they are appropriate for submitting a proposal. No modifications to the terms and contract language will be made. Contractors that cannot agree to NACCHO's contract language should not apply for this Master Services Agreement initiative."

Vendor Questions: What items will NACCHO be providing the content for vs. agency created content? You mention infographics, what is the intended use for these? What sort of reports would you be needing? Can NACCHO provide more details on potential data visualization tasks (e.g. what types of data, what platform/format)? Are there ongoing or past projects that the selected communications firm would need to align with or continue developing? Are there specific resources or tools that NACCHO already has in place that the communications firm should utilize or build upon? What is the timeline for implementing the communications support services? Are there critical milestones or deadlines that must be met? The RFP mentions “culturally sensitive” and “diverse groups of health professionals and organizations.” Are there specifics you’d like to see examples of regarding our work that are tailored to specific cultures or professionals? Is there a need for translated content? Are there other languages outside of English you support and want to have a firm support? NACCHO listed specific software tools for graphic design, data visualization, interactivity, and digital/editing. In what ways do you see your team and the firms you hire collaborating and using these tools?

NACCHO Response: Under this MSA, NACCHO program leaders will issue the necessary project background, context, and scope in individual statement of work submissions that outline project goals, deliverables, communication expectations, and timelines. In other words, each NACCHO staff leader would be responsible for submitting an individual statement of work that outlines the specific deliverables, their purpose, the associated budget, and other specifics including, but not limited to, audiences, deadlines, collaborating opportunities, and translation needs, if any. In the statements of work, NACCHO program leaders are expected to include detailed language about NACCHO provided content versus original content developed by consultancies.

Vendor Question: What types of communication strategies have been most effective for NACCHO in the past?

NACCHO Response: Several types of communications, crisis management, marketing and/or promotional strategies have been successfully developed and implemented by NACCHO. Most recently, event conference marketing campaigns resulted in record numbers of attendees at signature conferences in 2023.

Vendor Question: Can you provide guidance on budget considerations for the proposed communications services?

NACCHO Response: Per the RFP, please provide NACCHO with specifics about proposed key staff and their associated hourly rates. Each project to be awarded under the MSA will have different budget constraints.

Vendor Question: Are there any disqualifications for submitting a proposal as an existing affiliate of NACCHO?

NACCHO Response: No.

Vendor Question: Could NACCHO confirm the expected length of the Master Services Agreement?

NACCHO Response: NACCHO MSAs typically last for about two years.

Vendor Question: Once the MSA is awarded, does NACCHO plan to share a forecast for anticipated orders so that the selected vendors can plan ahead?

NACCHO Response: Under this MSA, NACCHO program leaders will issue the necessary project background, context, and scope in individual statement of work submissions that outline project goals, deliverables, communication expectations, and timelines. Because there are no fixed statements of work yet, we are not able to forecast work for future planning.

Vendor Question: Can NACCHO please confirm the proposal page limits and any formatting requirements?

NACCHO Response: Specific requirements are listed in the RFP. A proposal page limit is not required. However, submissions must be electronic, in pdf format.

Vendor Question: The RFP lists several specific digital technology and editing tools. May offerors substitute demonstrated experience with similar tools that perform the same functions?

NACCHO Response: Yes.

Vendor Question: Can NACCHO clarify whether video production projects will include animated videos, live action videos, or a mix?

NACCHO Response: If a vendor has an expertise in video production, please elaborate on all of the relevant skills and work experiences in that area. Moreover, if a consultancy needs to engage other vendors to support specific tasks on a case-by-case basis, please elaborate on all of those details in the proposals as well.

Vendor Question: Can NACCHO confirm if its intention is to pay all orders via check? In the MSA, it reads that this may be changed with a modification. Are there any other requirements to change this?

NACCHO Response: At this point, NACCHO is reimbursing contractors via check.

Vendor Question: May NACCHO confirm if there is a limitation of liability and if indirect damages may be disclaimed?

NACCHO Response: Per the RFP: "All liability to third parties, loss, or damage as a result of claims, demands, costs, or judgments arising out of activities, such as direct service delivery, to be carried out by the Contractor in the performance of this agreement shall be the responsibility of the Contractor, and not the responsibility of NACCHO, if the liability, loss, or damage is caused by, or arises out of, the actions of failure to act on the part of the Contractor, any subcontractor, anyone directly or indirectly employed by the Contractor.

All liability to third parties, loss, or damage as result of claims, demands, costs, or judgments arising out of activities, such as the provision of policy and procedural direction, to be carried out by NACCHO in the performance of this agreement shall be the responsibility of NACCHO, and not the responsibility of the Contractor, if the liability, loss, or damage is caused by, or arises out of, the action or failure to act on the part of any NACCHO employee.

In the event that liability to third parties, loss, or damage arises as a result of activities conducted jointly by the Contractor and NACCHO in fulfillment of their responsibilities under this agreement, such liability, loss, or damage shall be borne by the Contractor and NACCHO in relation to each party's responsibilities under these joint activities."

Vendor Question: May NACCHO confirm that the contractor shall retain all ownership of the pre-existing and underlying intellectual property used to create the deliverables, including any discoveries made via performance of the contract, and NACCHO shall own all deliverables first produced under the contract?

NACCHO Response: All work products created under this Master Services Agreement will be owned by NACCHO.

Vendor Question: Can NACCHO share the estimated budget ceiling that is anticipated across all contracts that may be issued under this MSA?

NACCHO Response: No. Per the RFP, NACCHO is asking for proposals to include hourly rates for associated key staff. There is no budget ceiling.

Vendor Question: If offerors are responding to all three areas of qualification, should offerors share three sample work products for each, or three sample products total across the range of areas they are responding to? What's most helpful for you to review?

NACCHO Response: Please do share three sample work products for each area of expertise you are responding to in your proposals. Solid work experiences and work products in the public health space would be a plus for any of the capability areas listed in the RFP.

Vendor Question: Are offerors allowed to adjust the order of the required elements in the Statement of Purpose (a-f), as long as all are addressed and clearly identified or does NACCHO prefer offerors to respond in the order presented in the instructions to apply?

NACCHO Response: Please do not adjust the order presented in the instructions to apply in your proposal submissions.

Vendor Question: What incumbent organizations are providing support currently, or have provided support in the last year, to NACCHO in the three task areas covered by the MSA?

NACCHO Response: NACCHO has and continues to work with dozens of organizational partners on a variety of communications services needs. We are entering into a Master Services Agreement with up to five firms to streamline the RFP process.

Vendor Question: How many task orders does NACCHO plan to issue in the first year after award of the MSA?

NACCHO Response: Under this MSA, NACCHO leaders will issue the necessary project background, context, and scope in individual statement of work submissions that outline project goals, deliverables, communication expectations, and timelines. We can't predict how many statements of work submissions individual NACCHO leaders will complete in the first year after award of the MSA.

Vendor Question: Does NACCHO want to see Items 5 A-D embedded in the proposal, or can they be provided as separate attachments?

NACCHO Response: Although either is permissible, it is preferable to include all components of the proposal in one PDF.

Vendor Question: There is a section of future statement of work submissions for crisis communication and messaging strategy. We can absolutely support with all of the bulleted items listed. Would including examples and details on these be helpful as well even though you mention they're futuristic?

NACCHO Response: Yes.

Vendor Question: The due date for this is March. 7. Does NACCHO have an anticipated date of when we'll hear back from NACCHO on decisions?

NACCHO Response: NACCHO will announce the selected contractors no later than April 5, 2024.

Vendor Question: There is a requirement that we disclose executive level compensation. Firm X is a privately held company, and we do not share this information with any of our clients, so we're wondering if this is something that will prevent us from being able to participate.

NACCHO Response: The FFATA Data Collection Form must be completed.