

**Public Health Campaign  
Opioid Settlement Funds - Request for Grant Proposals  
Questions and Responses**

Can you describe the interface between the entity that will be chosen for the public health campaign and how they will support communications related to activities for the strategic plan development? **All current and past awardees are stakeholders in the process.**

Are current opioid settlement fund grantees eligible to apply for this round of funding? **Yes**

What are Delaware County's expectations for the amount of in-person vs. virtual engagements both with stakeholders and the internal county team? **All expectations are outlined in the Request for Grant Proposal and Delaware County looks forwarding to receiving individualized proposals from interested vendors.**

Is there a requirement for an organization to be based in PA or, specifically, in Delaware County? Or is it sufficient that an organization have work experience in reaching audiences in Delaware County? **Delaware County will review and consider all submitted proposals in response to the Request for Grant Proposals.**

Are any types of organizations/businesses precluded from bidding on this grant? **There are no preclusions.**

The Cost Proposal section states "The applicant is to complete the Cost Report per instructions. Cost Report is a standard variation of the Fiscal Budget package." Is there a budget template that should be used? If so, can you please provide a link to the template and/or the instructions? **A copy of Cost Report is attached, should you wish to utilize it, otherwise, please submit include a full Budget in whatever format you choose.**

Under Attachment 2 (Grantee Contact Person), what information would you like to be included? Name, title, organization, email and phone number. **There is nothing to fill out on that page at this time, the Attachment you are referencing is part of an awardee Grant which was made part of the Request for Grant Proposal as an example of what an Agreement would look like for selected vendors.**

Can Delaware County confirm whether out-of-state entities are eligible to submit a proposal for this project, specifically out-of-state private firms or LLCs? **Delaware County will review and consider all proposals submitted in response to the Request for Grant Proposal for a Public Health Campaign.**

In order to ensure our proposal is responsive to Delaware County's needs and budgets, can you provide details on how much total funding is available for the public health media campaign? **A total of \$5,155,412 in funding is available for this Round which will be used for four initiatives and continued funding of prior projects.**

In the "Information Required from Applicants" section, subsection B states that the cost proposal must be submitted in the required format. **Can Delaware County provide information about the required format for the cost proposal, or point out which section of the RFP contains this information? A copy of Cost Report is attached, should you wish to utilize it, otherwise, please submit include a full Budget in whatever format you choose.**

In the "Cost Proposal" section on page 5 of the RFP PDF, it states "the applicant is to complete the Cost Report per instructions." However, it does not appear that a 'Cost Report' is included in the PDF of this RFP. Can you provide information about the Cost Report, or clarify where respondents are able to obtain a copy of the Cost Report to include as part of a proposal? **A copy of Cost Report is attached, should you wish to utilize it, otherwise, please submit include a full Budget in whatever format you choose.**

Does Delaware County have a preference for the relative amount of the total project budget that should be dedicated to media buying (ad purchasing) for this media campaign? **Interested vendors should include a reasonable complete budget to support their full proposal.**

Does Delaware County currently have any existing media campaigns related to the goals/objectives of the project described in this RFP? **We do not. If so, can you provide any information or details about the size, scope, tactics, concepts, or past/current performance of said campaign(s)?**

Will media produced under this campaign require adherence to any existing campaign brand standards/guidelines and/or any Delaware County brand standards/guidelines? **The media produced will need to adhere to County guidelines and standards.**

Following selection of a contractor/grantee, which department(s) or agencies of Delaware County government will be involved in decision-making or administration related to the work described in this RFP? **The expectation is selected provider(s) would engage all relevant stakeholders, including County Departments.**

Does Delaware County currently maintain any public websites with information related to opioid overdose prevention, harm reduction practices, relevant laws and programs, and/or local harm reduction programs/resources or treatment programs/resources? **There is some information on the County's website regarding the above.**

Has Delaware County already determined any specific groups, populations, communities, or demographics that will be important primary audiences for the public health campaign? **Delaware County residents**

Should each section of both copies of the proposal documents be submitted as separate files? For example, should the Technical Proposal, Cost Proposal, and Transmittal Letter of the ORIGINAL and COPY proposals consist of three separate files each (one file for each section), or just one file each for the ORIGINAL and COPY proposals (one file containing all three sections)? **As outlined in the Request for Grant Proposal, submissions must include two separate submissions, and each submission must include three separate documents: Technical Proposal, Cost Proposal (Budget) and Transmittal Letter. One submission, professional on formal letterhead, marked ORIGINAL. The other, marked COPY, must be a duplicate that is deidentified.**

Are any of the attachments included in the RFP PDF required to be completed and submitted with proposals (i.e. Attachment A on page 6 of the PDF, Attachment 1 on page 11, Attachment 2 on page 12, etc)? **There are not.**

Re the Technical Proposal requirement "A. Organizational history, structure, and experience": Given the relatively brief 20-page limit for the Technical Proposal, can images, photos, and/or other work samples of prior projects be included in an Addendum to the Technical Proposal, in addition to the 20 pages of technical proposal responses? **If not, is it acceptable to include only web links to images, photos, videos, and further information of prior work in the relevant section of the Technical Proposal? Please submit a proposal within the outlined parameters that best outlines your plan.**

Does Delaware County have any requirements or preferences for file names for submitted proposal documents, or any requirements for the submission email (specific information to include in the subject line, for example)? **All submission details are outlined in the Request for Grant Proposal.**