



Request for Proposals for Consultant Services for Strategic Content Marketing

Responses to Written Inquiries from Proposers

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The following questions were submitted to the LHC concerning the above-referenced Request for Proposals for Consultant Services for Strategic Content Marketing, originally published on August 10, 2022.

1. Is this the first time LHC will be contracting with an advertising agency to lead marketing? If not can you please advise of previous agencies LHC has worked with?

Response: The LHC will maintain leadership and control of marketing through its Public Affairs Department and the Director of Public Relations. The selected proposer will only provide support to the Public Affairs staff. There have been contractors who have provided similar support in the past. To obtain information on any previous agencies, a public records request would need to be submitted via email to PublicRecordsRequest@lhc.la.gov.

2. Can you please provide any budgetary guidance or direction that is available to share at this time?

Response: There is no predetermined budget for these services. As previously stated, this contract will be for support services and will be used as needed by the Public Affairs Department. There is no guarantee of a minimum level of services that may be requested by the LHC under this contract.

3. What is the committee's preference for how the cost proposal should be shown? Are you all looking for an hourly rate table, as it will be very hard to project total budget based on the information currently available?

Response: The cost proposal should reflect the proposer's rates for all services contemplated in the Scope of Services. This could be shown as an hourly rate for some services and/or a flat costs rate sheet for development of content and written products (i.e. blog posts, newsletter, pamphlets, etc.). Any variation works as long as the proposer gives the LHC an overall view of their rates for the types of services listed in the scope.

4. Under section B-1i the solicitation references comprehensive advertising strategy. Can you please advise or confirm if the contractor will fulfill media planning and placement as well? If so, has a media budget been determined?

Response: The contractor will not provide media planning or placement.

5. Under section B-1 the solicitation references re-designing the agency's website. Please advise or confirm if development of an entirely new website for LHC will be a part of this engagement.

Response: No. Development of an entirely new LHC website is not contemplated as part of this engagement.

6. Is LHC open to considering an extension to make this solicitation active for a full 30-days?

Response: No. LHC has a need for Department support and is not open to an extension of the solicitation.