

COUNTY OF DELAWARE

ADDENDUM # 1

Delaware County Health Department (DCHD) Maternal and Child Health Projects: Awareness Campaign and Ongoing Education (eDCHD-032326)

The County of Delaware advertised on the County of Delaware's website/PennBid and in the Philadelphia Inquirer and Daily Times newspapers the Invitation to Bid for: Delaware County Health Department (DCHD) Maternal and Child Health Projects: Awareness Campaign and Ongoing Education (eDCHD-032326) on Thursday, February 26, 2026. Submissions are to be received via PennBid on Monday, March 23, 2026 @ 11:00 a.m.

*****BID QUESTIONS, CLARIFICATIONS AND ANSWERS*****

QUESTIONS HAVE BEEN ANSWERED BELOW. BOTH QUESTIONS AND ANSWERS HAVE BEEN GROUPED TOGETHER FOR A MORE SUCCINCT ANSWERS.

[Budget, Media Buys, Creative, and Print](#)

QUESTIONS 1, 7, 8, 15

Question #1: *I wanted to clarify that the budget for media buys (social media ads, print) is a budget in addition to the \$50,000? Is there a range/budget of where you would like to be for media buying, assuming this is in addition to the 50k?*

Question #7: *Does the budget need to include printing of materials?*

Question #8: *Do you require a specific printer for materials or is the agency allowed to use whomever they prefer?*

Question #15: *Historically, has DCHD produced project materials in multiple languages? If so, what languages are typical?*

Response

Your proposed budget should include:

- All paid social media placements.
- All print production. You may use a printer of your choice.
- Spanish translation costs for campaign materials.
- Any markups, if you plan to charge them. The County will reimburse only for documented expenses unless a markup and rate are clearly stated in your proposal.

For digital materials:

- Vendors should provide a digital version of all print materials suitable for posting on the County website.
- Website versions must present text in a translatable format (e.g., HTML text or editable text layers) rather than text embedded in a flat image such as a PNG or JPG. Text should remain **live and editable**, not converted to outlines, paths, or flattened graphics.
- Spanish-language versions of materials should be professionally translated as part of the project.

- The County website uses an embedded Google Translate tool that provides automated translations into additional languages for website visitors.
- Vendors should also provide final digital files in editable formats (e.g., InDesign, Illustrator, or equivalent) in addition to web-ready versions. Any PDFs provided should preserve **selectable and extractable text**.
- Digital materials should be designed to **support basic web accessibility and translation tools**, including providing text in formats that can be read by assistive technologies.

QUESTIONS 4, 9

Question #4: *Please provide clarification on how much of the materials will need to be mailed so additional cost associated with mailing service can be accounted for.*

Question #9: *If materials need to be mailed for distribution, is postage handled by DCHD/county indicia or by the vendor? And must they come out of this budget?*

Response

The selected vendor is responsible for distributing take-away print materials to community and professional partners. The vast majority of these partners are located within Delaware County, though a small number are located just outside the County. Materials will be provided to each partner location in quantities to be determined.

“Take-away materials” refers to printed materials that partners will make available for individuals to pick up and take with them.

The selected vendor will be responsible for distributing these materials during Phase 1 and as needed, during Phase 2. The vendor may choose the distribution method (e.g., hand delivery, mail, or other approach), which should be described in the proposal.

If mailing is used, the vendor should assume responsibility for mailing and any associated postage costs. Distribution costs should be included in the proposal budget. **(See RFP Section 3.5.6.)**

QUESTIONS 2, 3, 5, 6

Question #2: *What size is expected for a printed piece. It specifies that materials should include “palm cards or other easily distributed, take-away formats”. Can you specify size or is that up to the contractor?*

Question #3: *Is the RFP requesting full color on front and back? The document does not appear to provide specific information regarding whether printed materials must be full color on the front and back.*

Question #5: *What is the quantity for printed material?*

Question #6: *How much Paid Advertising is expected considering the RFP does not exceed \$50,000.00?*

Response

Bidders should use their professional discretion to propose social media, print materials, print specifications, and print quantities that will best meet the goals of the campaign while maximizing value within the available budget.

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QUESTIONS 14, 28

Question #28: *Will the “branded content” mentioned in 3.5.2 include a logo system, color palette, and typography built around the name for the Centralized Intake System*

Question #14: *Who or what agency created the DCHD Wellness Line, and are “raw” creative files from that available as a resource?*

Response

The existing DCHD and Wellness Line branding were created in-house. All files will be provided. We are unable to provide the file types. The branded content to be included in this proposal include a logo system, color palette, and typography. DCHD will provide either the final brand name or a shortlist of names from which the selected vendor may choose.

Timeline and Audience

QUESTIONS 23-26

Question #23: *Is the Phase 1 (Pilot) timeline (Q2-Q3 2026) in which the creation phase happens or by when all materials must be created and live? Specifically, is the timeline to go live by a certain date in that period?*

Question #24: *Is the timeline for Phase 2 (“Q4 2026 and Q2 2027”) meant to indicate that the media campaign will run for all three quarters: Q4 2026, Q1 2027, and Q2 2027?*

Question #25: *Can you share the current expectations for the Phase 1 (Pilot) launch, or are you looking for a respondent to propose any/all of that in their RFP reply?*

Question #26: *Has a test audience for the pilot already been defined? If so, what are the characteristics (geographic, demographic, etc.)?*

Response

The pilot for this campaign is a limited offering of Delaware County’s Centralized Intake System. The pilot will be offered to all Delaware County residents, and the campaign should target audiences across the entire county for the initial launch. The pilot differs from the second launch in that it will feature fewer referral programs and will be partially staffed by Delaware County Health Department (DCHD) subject matter experts. There is no separate test audience for the pilot; it is intended for countywide use.

The second launch will include substantially more programs and will be staffed primarily by Wellness Line call center staff. We anticipate that technical and operational changes will occur between the pilot and the second launch based on lessons learned during the pilot period.

Planning and development of the pilot launch campaign will occur in tandem with the technical development of the pilot system. Respondents should assume that campaign materials will be developed during the Phase 1 (Pilot) period (Q2–Q3 2026), with launch timing coordinated with system readiness.

The timing and duration of the second launch campaign are not fixed. While the current planning window is Q4 2026 through Q2 2027, the exact schedule will depend on the results and experience of the pilot. Funding for this grant ends May 31, 2027.

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Website and Web Metrics

QUESTIONS 17, 21

Question #17: *For the landing page, can you confirm that provision of advice on content and providing assets (graphic or content) are that is needed as part of this contract, and staff or a website vendor will build the page?*

Question #21: *Is the website setup for analytics? If so, which platform (e.g., GA4, Adobe Analytics, Piwik, Matomo, etc.) is used? Will read-access be available for campaign reporting?*

Response

The selected vendor will provide advice on landing page content and provide assets. A full landing page mock-up is strongly preferred. The Centralized Intake landing page will likely include information about additional related DCHD programming. County staff will build the page.

The County Communications Department uses Google Analytics. The selected vendor will be provided with access for metrics collaboration.

Campaign Metrics, Past Campaigns

QUESTIONS 12, 20, 22, 29

Question #12: *What other creative or marketing agencies has DCHD worked with in the recent past?*

Question #20: *What types of “measurable metrics” do you prefer or have you historically received from current or past vendors for other projects?*

Question #22: *Is a HIPAA-compliant method of campaign measurement in place, if referrals to DCHD-provided clinical services are made through the Centralized Intake System?*

Question #29: *Have you had noteworthy success with past organic or paid social media content connecting with the intended audience(s)? If so, can you share examples?*

Response

DCHD will not provide information about past campaigns, contractors, or campaign performance at this time. Proposals should include recommendations for campaign performance metrics. The internal platform used for the Centralized Intake System includes metrics and is HIPAA-compliant.

Project Collaboration and Responsibilities

QUESTIONS 13, 16

Question #13: *Is there an incumbent partner, such as from the Delco Doula Collaborative, and do they have preference?*

Question #16: *How will joint materials with the Delco Doula Collaborative be coordinated if two separate agencies are working on those projects, in terms of billing, sharing of creative assets, and approvals?*

Response

The Delco Doula Collaborative is a project funded by the same grant as this campaign. Final decisions regarding the campaign will be made by DCHD after consultation with Delco Doula Collaborative partners.

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Billing will be managed through DCHD. Creative assets produced under this contract will become the property of the Delaware County Health Department, which is part of the County of Delaware. The County will retain the right to use, reproduce, and modify these materials for future public health communications.

Other

Question #10: *Is there a capped hourly rate due to funding source?*

Response: No.

Question #11: *Is there a preference for local (Delco) businesses and/or DBEs?*

Response: No.

Question #18: *Are the high-poverty areas of the County already identified from your CHA and/or CHIP, or is that research part of this RFP?*

Response: The campaign will focus on areas of the County with the highest risk of adverse maternal and child health outcomes. DCHD will provide this data to the selected vendor; additional research to identify these areas is not required as part of this RFP.

Question #19: *Must the primary audience members (potential system users) be Delaware County residents?*

Response: The primary audience for this campaign is Delaware County residents.

Question #27: *Can the case studies also be references, or do they need to be different?* **Response:** The client references may be from the “at least two examples of past campaigns run by the applicant organization that demonstrate their ability to achieve the Scope of Work in this RFP.” (See RFP section 4.1.1)