

**"TREAT PEOPLE LIKE PEOPLE,"
a Public Awareness Campaign for the
Prevention of Abuse and Neglect of People with Disabilities**

**RFP Questions and Answers
January 5, 2023**

- Q1: Will this campaign focus on adults with disabilities in HCBS settings or address the needs of children/youth as well? Will the target audience also encompass the elderly experiencing age-related disability issues?
- A1: The RFP and its funding “aims to expand public awareness of the identification and prevention of abuse and neglect of people with disabilities in all Home and Community Based Waiver service settings (HCBS).” (**RFP Section 2, Part 1**). “People with Disabilities” is also one of the three target groups listed on **page 5** of the RFP. Children or the elderly with a disability who receive a waiver service will be included in the target audience.
- Q2: Regarding analytics, the RFP states the need to “track monthly and quarterly analytics of campaign reach and engagement results utilizing authenticated third-party tools . . . This task will be performed by an objective third-party consultant retained by the Contractor.” Our analytics tracking system is fed by independent third party sources such as Google, Facebook, etc. Is this sufficient or do you prefer to see oversight by a third party provider?
- Does this mean the third-party consultant would NOT be the firm selected for the “Campaign development and implementation?” Or can it be a different employee at the selected vendor?
- A2: Yes, a third-party consultant must include a vendor (person) who will track and interpret tools such as reporting from Google or Facebook. The third-party consultant must be independent and not an employee of the awarded Contractor. In addition, the third-party consultant will evaluate the campaign beyond analytics and make continuous improvement recommendations.
- Q3: \$25,000 is allocated for a third-party evaluator. Is that evaluator selected and managed through the Minnesota Governor’s Council on Developmental Disabilities (GCDD) or is that something the potential firm should select and manage?
- A3: The third-party evaluator will be hired by the awarded Contractor. See also A2 above.
- Q4: Our firm does not have an IT developer or trained accessibility specialists. Are the Web Content Accessibility Guidelines as part of VPAT essential for a potential firm to provide Minnesota Governor’s Council on Developmental Disabilities as part of the services requested in the RFP? Or is the treatpeoplelikepeople.org site housed internally, with an internal site developer that offers VPAT expertise?

The “Accessibility of Services or Products” section for the proposal content states that we need to provide in an accessible format, the section 508 and WCAG sections in a VPAT for all software, hardware, and websites as proposed in response to the solicitation. From prior experience that was only needed if we were going to develop or create / offer services in providing software, hardware, and websites? Does that apply for this as well?

- A4: Yes, the awarded Contractor will be responsible for meeting the VPAT Accessibility guidelines for web content (**RFP Section 4, Part 4**). Responders may use subcontractors to complete portions of

the contract. (**Sample Contract page 6, Clause 7 – Subcontracting**). Updates to the treatpeoplelikepeople.org website will be the responsibility of the awarded Contractor and these updates must meet Web Content Accessibility Guidelines.

Q5: For the budget proposal, are you only seeking the average hourly rate of the potential firm? Or are you seeking how the \$225,000 would be allocated to video production costs, media costs, etc.?

A5: The “Cost Proposal” submitted with an RFP Response should represent the average hourly rate for persons who will work on this contract. A Responder could show more than one position rate and then provide a weighted average for those position hours. A more specific breakout of a budget will be part of the contract negotiation process but cannot exceed \$250,000 for the initial contract.

Q6: Regarding partnerships with lead agencies, providers, advocacy organizations, do you have available communications channels that could be part of a strategic plan on building stronger awareness and adoption of messages? What will be the process for partnership approval for ones the vendor brings forward?

A6: The GCDD has regular communications with other lead agencies and advocacy organizations. Contractor and the GCDD will work collaboratively on partnership tasks.

Q7: What is the last possible date for an addendum?

A7: There are no addendums anticipated at this time. It is highly unlikely that an addendum would be posted to this RFP after January 9, 2023 without a extending the due date as part of the addendum.

Q8: Will local or in-state agencies be given preference for this project? Are there any agencies that may be given advantage by virtue of their prior significant work with the Council on this very initiative?

A8: This is a competitive solicitation and the evaluation process is laid out in **Section 5 of the RFP** (page 8). The criteria scoring is broken down by points in **Part 2 of Section 5**. The evaluations will be scored by a Grant Review Committee.

Q9: Who is responsible for recruiting for the discussion groups? If the vendor, what access to lists will be provided to aid in recruiting?

A9: The Contractor, the GCDD, and other stakeholders will work collaboratively to recruit members of the discussion groups.

Q10: For video content, is the vendor shooting new video or using/editing existing video?

A10: It is anticipated that new video products will be created by the awarded contractor in addition to editing existing video.

Q11: For website updates, what is the current platform and how will access be provided to the vendor? When was the website built? Is it built in a flexible template structure where changes can be easily implemented?

A11: The current platform was built in 2018 and 2019 on the WordPress platform. Processes regarding access to the existing platform will be decided at the point of contract negotiation with the awarded contractor.

Q12: Can reference forms be completed by past clients from DHS or GCDD, as well as others or is that not allowed?

A12: **Attachment F: References Form Template** does not specify who is eligible to be the Company or Contact who describes previous project work completed by Responder.