



# Attachment One (1) RFA-19-0005 Response to Vendor Questions

RFA-19-0005 ADDENDUM ONE (1)

02/06/2019

**1. Question:**

Will ADH provide information regarding targeted population(s) such as demographics and contact information (telephone numbers, addresses, email)?

**Answer:** No

**2. Question:**

Please provide sample social marketing campaign materials

**Answer:** Marketing materials will be provided to the successful applicant.

Materials are not needed to respond to the RFA. The reference to an appendix was in error and should be ignored.

**3. Question:**

Will the successful applicant be required to develop survey tools/questions or does ADH have existing tools they would like the contractor to use?

**Answer:** ADH OHC will work with the successful applicant to develop tools and questions but will rely heavily on the successful applicant's experience and knowledge.

**4. Question:**

Please define specific demographics for quantitative survey (e.g., number and age of each target group [youth, parents, coaches, and adults])

**Answer:** We will not provide a specific definition of demographics as it is not required to respond to any evaluation questions.

**5. Question:**

Please define specific demographics for focus group (e.g., type [youth, adult, coach, etc.] number and age of target group)

**Answer:** Definition of specific demographics for focus groups is not required to respond to any evaluation questions.

**6. Question:**

Will any other deliverables be required (e.g. data sets, reports, etc.)?

**Answer:** Addendum 1 has been issued which moves section 2.3 to a new section 2.4. Section 2.3 now reads:

**2.3 REPORTING**

*1. Provide ADH OHC with monthly progress reports which outline the number of surveys/focus groups conducted and an overall assessment of the project highlighting any issues which may need the attention of ADH OHC.*

*2. Provide a final comprehensive report which documents the achievement of all project requirements.*

**NOTE:** *Final payment will not be made until the final report has been received and reviewed by ADH OHC*

**7. Question:**

Will any presentations of results be required? If so, who will be the target audience for presentations?

**Answer:** No

**8. Question:**

Will a representative sample of Arkansans meet the information needs of this study?

**Answer:** Yes

**9. Question:**

Are there any demographic groups that can be excluded in data and information collection?

**Answer:** No

**10. Question:**

How important to ADH would it be to be able to look at projectable data in smaller geographies within the state?

**Answer:** A response to this question is not required to answer any of the evaluation questions.

**11. Question:**

Does procurement consider outbound telephone research service companies as a "vendor" or a "subcontractor?"

**Answer:** If the outbound tele-research company is not the primary vendor (applicant) ADH Procurement would consider it a subcontractor.