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**THIS ADDENDUM SHALL BECOME A PART OF THE SOLICITATION  
AND MUST BE ACKNOWLEDGED**

**Request for Proposal RFP-25-017 – Outreach Campaign Focused on High-Concentration Marijuana and  
Opioid Use Disorder - dated March 12, 2025**

**CLARIFICATIONS:**

El Paso County will only accept electronic bid proposals submitted through the Rocky Mountain E-Purchasing system. A Submittal Log will be posted after the County has had an opportunity to review and verify the submittals offered to the County.

The original Offer must be received before the due date and time through an electronic package transmitted through the Rocky Mountain E-Purchasing system. The Vendor is responsible for ensuring its Response is posted in its entirety by the due date and time outlined in the solicitation document. No allowances will be provided to those Vendors whose submittal is not uploaded prior to the due date and time outlined in the solicitation.

If the submittal arrives late and/or is not uploaded in its entirety, it will not be included in the electronic lockbox.

**ADMINISTRATION:**

- The question period has expired
- Responses should follow the Response Format on pages 8-9 and include all responses to all mandatory requirements.
- We will be verifying submittals including the following:
  - Submittal properly acknowledged (Cover Sheet)
  - Addendum(s) acknowledged
  - Required Documentation (page 5)
  - Evaluation Criteria Documentation

If a submittal is missing any of the above-mentioned documentation the submittal may be returned to the vendor as non-responsive and be deemed ineligible to participate.

**RESPONSE TO QUESTIONS:**

1. Can you provide a budget range for this work so that we can tailor our fee proposal better and make ad spending recommendations to match the allocation for this campaign?  
**1A: The County has not specified an exact budget range for this project. Proposers are encouraged to propose a cost-effective budget that aligns with the scope of work and deliverables outlined in the RFP.**

2. Does the County have any existing research it can share that may help us better understand specific audiences and community attributes as it relates to recreational drug use?  
**2A: The RFP does not mention specific existing research available for sharing. Proposers are encouraged to conduct independent research or propose methodologies to gather necessary insights into the target audiences and community attributes.**
3. Has the County earmarked a specific timeline for when it would like to see this campaign begin, and end?  
**3A: The contract is anticipated to commence on May 1, 2025, and remain in effect through December 31, 2026. Proposers should provide a detailed project timeline within this period, including key milestones and deliverable dates.**
4. The Request for Proposal lists raising awareness as the campaign goal. Are there any specific KPIs or campaign metrics the County is targeting with this campaign?  
**4A: The RFP outlines objectives such as raising awareness, encouraging healthier choices, facilitating community discussions, distributing educational materials, and measuring impact through surveys and engagement metrics. Proposers should propose specific KPIs to effectively measure the campaign's success and impact.**
5. Can you please share the not-to-exceed budget allocated for this project?  
**5A: The County has not disclosed a not-to-exceed budget for this project. Proposers are encouraged to submit a detailed, itemized budget that reflects the scope of work and demonstrates cost-effectiveness.**
6. Can you clarify the primary target audience(s) beyond youth, parents, educators, healthcare providers, and community leaders?  
**6A: The RFP emphasizes targeting at-risk populations, including youth, parents, educators, healthcare providers, and community leaders. Proposers should consider focusing on populations most affected by high-concentration marijuana and opioid use within El Paso and Teller Counties.**
7. Can you provide more detail on the demographics of the target audiences (e.g., age ranges, geographic locations, cultural backgrounds)?  
**7A: While the RFP does not specify detailed demographics, it highlights the need to tailor content for diverse audiences. Proposers should propose strategies that address various age groups, geographic locations, and cultural backgrounds pertinent to El Paso and Teller Counties.**
8. Are there priority populations within the youth, parent, and healthcare provider categories that should receive heightened focus?  
**8A: The RFP does not explicitly identify priority populations within these categories. Proposers are encouraged to identify and justify any subgroups that may require heightened focus based on their proposed strategies and understanding of the community.**
9. What is the intended tone or approach—informational, motivational, emotionally compelling, or a mix?  
**9A: The RFP emphasizes raising awareness, reducing stigma, and promoting evidence-based prevention strategies. Proposers should propose an approach that effectively combines informational and motivational elements to engage the target audience.**
10. Are there specific approaches/narratives you want to prioritize (e.g., prevention, harm reduction, authoritative tone)? Especially regarding marijuana vs. opioids, considering one is legal, and the other is a controlled substance.  
**10A: The campaign should address the risks associated with high-concentration marijuana and its potential connection to opioid use disorder. Proposers should propose narratives that balance prevention and harm reduction, considering the legal status of marijuana and the controlled nature of opioids.**

11. Given the campaign's focus on the link between high-concentration marijuana and opioid use, should the communication strategy differ for each substance due to their legal status?  
**11A: Yes, the communication strategy should consider the differing legal statuses and public perceptions of marijuana and opioids. Proposers should propose tailored messaging that appropriately addresses these differences while highlighting the associated risks.**
12. Are there existing educational materials the campaign should build upon or reference?  
**12A: The RFP does not specify existing materials. Proposers are encouraged to identify relevant resources or propose the development of new, evidence-based materials to support the campaign objectives.**
13. Are there guidelines or restrictions on messaging formats (e.g., length, literacy levels, cultural sensitivity, legal distinctions between substances)?  
**13A: While the RFP does not provide specific guidelines, it emphasizes tailoring content for diverse audiences. Proposers should ensure that messaging is accessible, culturally sensitive, and appropriately addresses legal distinctions between substances.**
14. Should campaign messaging be tailored differently for different community groups (e.g., harm reduction messaging for opioid use but prevention-focused messaging for marijuana)?  
**14A: Yes, the RFP encourages tailoring content for diverse audiences. Proposers should propose strategies that customize messaging to effectively address the specific concerns and characteristics of different community groups.**
15. Are there any language access considerations or multilingual materials required?  
**15A: The RFP does not specify language requirements. Proposers should assess the linguistic needs of the target communities and propose the development of multilingual materials as appropriate to ensure inclusiveness.**
16. Is the County allowed to include TikTok in its digital strategy, given potential state or federal restrictions?  
**16A: The RFP lists TikTok among the digital platforms for media strategy. Proposers should ensure compliance with any applicable state or federal restrictions when proposing the use of specific platforms.**
17. Should the campaign include calls to action (e.g., directing people to treatment programs, hotlines)?  
**17A: Yes, the campaign aims to encourage healthier choices and facilitate community discussions. Including calls to action that direct individuals to treatment programs and support services would align with these objectives.**
18. Are there existing stakeholder coalitions or advisory boards that should be involved in campaign development or outreach?  
**18A: The RFP emphasizes partnering with schools, healthcare providers, community organizations, and local media outlets. Proposers should identify and propose collaboration with relevant stakeholders to enhance campaign reach and impact.**
19. Should community influencers and leaders be compensated for their involvement, or is the expectation that they will act as unpaid ambassadors?  
**19A: The RFP does not specify compensation for community influencers and leaders. Proposers should propose a strategy for engaging these individuals, including recommendations on whether compensation is appropriate, based on standard practices and the campaign's objectives.**
20. Are there existing relationships with influencers, or will the contractor need to source them? (Noting that other public agencies have historically been cautious about working with influencers who discuss "substances")  
**20A: The RFP does not mention existing relationships with influencers. Proposers should plan to identify and establish connections with suitable influencers, ensuring that their involvement aligns with the campaign's goals and adheres to any relevant guidelines or restrictions.**

21. What level of collaboration is expected with schools, healthcare providers, and media outlets? Will the County facilitate introductions?  
**21A: The RFP highlights the importance of collaborating with these entities but does not detail the extent of the County's role in facilitating introductions. Proposers should outline their approach to establishing and managing these partnerships and may seek clarification from the County during the proposal process regarding facilitation support.**
22. Can you specify the expected frequency and format of town hall meetings, workshops, and seminars?  
**22A: The RFP does not specify the number or format of these events. Proposers should propose a schedule and format that effectively engages the target audience and fulfills the campaign's objectives.**
23. The RFP states that a budget will not be disclosed—but can you provide a range for media buying?  
**23A: The County has not provided a specific budget range for media buying. Proposers are encouraged to propose a media buying strategy that is cost-effective and aligns with the campaign's goals, providing a detailed rationale for the proposed budget.**
24. Should pricing be presented as a lump sum or broken down into specific deliverables?  
**24A: Proposers should present pricing broken down by specific deliverables to demonstrate a clear understanding of the scope and to allow for transparent evaluation of cost-effectiveness.**
25. Will the County be covering media buys directly, or should the vendor manage and include them in the proposal?  
**25A: Proposers should include media buying in their proposals and detail their approach to managing this aspect of the campaign.**
26. Are there any media placement restrictions (e.g., platforms not allowed funding limitations for certain types of ads)?  
**26A: The RFP does not outline specific media placement restrictions. Proposers should ensure that all proposed media placements comply with applicable laws and regulations and are appropriate for the campaign's target audiences.**
27. Is there flexibility in reallocating the budget between campaign elements if needed?  
**27A: The RFP does not address budget reallocation. Proposers should indicate their approach to budget flexibility and how they would handle potential adjustments to optimize campaign effectiveness.**
28. What are the key performance indicators (KPIs) for campaign success (e.g., engagement rates, survey results, behavioral change data)?  
**28A: The RFP emphasizes measuring impact through surveys and engagement metrics. Proposers should propose specific KPIs that align with the campaign's objectives, such as awareness levels, engagement rates, and indicators of behavioral change.**
29. Is there an external evaluator or third-party organization involved in measuring campaign effectiveness?  
**29A: The RFP does not mention the involvement of an external evaluator. Proposers should include their own plans for evaluating campaign effectiveness and may inquire with the County about any external evaluation requirements during the proposal process.**
30. Are there specific survey or feedback tools preferred by the County?  
**30A: The RFP does not specify preferred survey or feedback tools. Proposers should recommend tools and methodologies that are effective for assessing the campaign's impact and are suitable for the target audience.**
31. Are you looking for a complete messaging framework and session as part of the “evidence-based messaging” piece? If so, who will be the stakeholders involved in helping to shape that message?  
**31A: Yes, the RFP seeks evidence-based messaging. Proposers should propose a process for developing this framework, including identifying key stakeholders such as community leaders, healthcare professionals, and educators to be involved in shaping the messaging.**

32. Would there need to be media training involved for a variety of spokespeople or will most have done media interviews previously?  
**32A: The RFP does not specify the need for media training. Proposers should assess the potential need for training among identified spokespeople and include provisions for such training in their proposals if deemed necessary.**
33. Is there a budget set aside for influencers outside of this scope or should it be included?  
**33A: The RFP does not mention a separate budget for influencers. Proposers should include any costs associated with engaging influencers within their proposed budget.**
34. What would be the in-person expectations for client meetings outside of events like town halls, workshops, seminars, etc.?  
**34A: The RFP does not detail expectations for in-person client meetings. Proposers should propose a communication plan that includes the frequency and format of meetings, considering both in-person and virtual options, to ensure effective collaboration with the County.**
35. Scope of Work, Media plan execution, digital advertising, and evaluation and reporting (page 6) Will the County manage publishing and day-to-day monitoring of social media posts, YouTube videos, and Google Ads on its own accounts or provide the Consultant with access to the County's accounts?  
**35A: The RFP does not specify the management of social media and digital advertising accounts. Proposers should propose their approach to content publishing and monitoring, including whether they will require access to the County's accounts or manage these through their own platforms.**
36. Does the County have a minimum number of town hall meetings, workshops, and seminars to be held during the 1) term of contract and 2) each one-year option period?  
**36A: The County has not specified a minimum number of town halls, workshops, or seminars. Proposers are encouraged to propose an engagement plan that includes a recommended frequency and format of events aligned with the campaign's goals and scope of work.**
37. Does the County have a minimum number of web-based curricula to be developed during the 1) term of contract and 2) each one-year option period?  
**37A: No minimum number of web-based curricula has been established. Proposers should recommend an appropriate volume and format of curricula that supports the campaign objectives and effectively serves the identified target populations.**
38. Which web/eLearning platform does the County anticipate using for web-based curricula?  
**38A: The County has not specified a preferred platform. Proposers should recommend a platform that is accessible, user-friendly, and suitable for delivering content to the intended audience.**
39. Page 8 notes that all acronyms in the response must be defined. Would the County please confirm that a list of acronyms may be included without counting towards the page limit?  
**39A: Yes, a clearly labeled list of acronyms may be included as an appendix and will not count toward the page limit of the proposal narrative.**
40. Page 8 notes that the response should be provided "without reference to El Paso County logo or company logo in one PDF document", and Page 16 indicates the County's preference that companies do not use their trademarks. However, Page 10 notes that the Fee Proposal / Fee Schedule should be prepared on a "company letterhead". Could the County please clarify whether company logos should be included in the response?  
**40A: Company logos may be included on the Fee Proposal/Fee Schedule page if required by standard letterhead formatting. However, logos should not be included elsewhere in the proposal narrative or attachments, in accordance with the County's preference to evaluate proposals without brand bias.**

41. Section 31 – Logos (p.16): Would the County be open to revising this clause to make it mutual — i.e., that neither party may use the other's logo in documentation or materials without prior written consent?  
**41A: The County is open to discussing mutually agreeable language regarding the use of logos during contract negotiations. Proposers may include a proposed revision or clarification as part of their submitted exception.**
42. Section Examination of Contract Documents is Recommended (p.3): The language referencing examination of the "location of the proposed Work" suggests a physical worksite. Can the County clarify whether compliance with OSHA, NIOSH, and NFPA standards is required for the in-person community engagement events (e.g., town halls) listed in the Scope of Work, which are not anticipated to involve physical labor, construction, or hazardous environments? To ensure we are appropriately interpreting the intent and scope of these compliance clauses, can the County clarify whether it anticipates other onsite work under this Scope of Work?  
**42A: The County does not anticipate working under this contract to involve hazardous environments or construction activities. OSHA, NIOSH, and NFPA compliance is not expected for standard community engagement events such as town halls. However, Consultants are expected to ensure public safety and accessibility in any hosted or managed events.**
43. Sections 20 (Accident Prevention, p.13) and 24 (Federal Standards Compliance, p.15): Given that this engagement is for professional services, can the County clarify whether these clauses are intended to apply broadly or are more relevant for contracts involving physical work or goods? Specifically, can you confirm whether compliance with OSHA, NIOSH, and NFPA standards is expected for professional services providers where no physical worksite or safety risks are involved?  
**43A: These clauses are standard language and are generally applicable to contracts involving physical labor. For this professional services engagement, compliance with OSHA, NIOSH, and NFPA is not expected unless the scope of work includes activities that introduce workplace hazards or regulated environments.**
44. Sections 25 (Variations Allowed if Indicated, p.15) and Note on Exceptions (p.31): Can the County clarify how proposed exceptions or deviations from the sample agreement will be evaluated during the proposal review process? Additionally, are there any specific terms or clauses that the County considers non-negotiable and would result in a proposal being deemed non-responsive if exceptions are made?  
**44A: Proposed exceptions will be reviewed on a case-by-case basis and do not automatically disqualify a proposal. However, Proposers should clearly identify any exceptions in the appropriate section of their response. The County reserves the right to deem certain exceptions unacceptable during contract negotiation but will make reasonable efforts to address concerns in good faith.**
45. Can the County please confirm whether the anticipated contract type for this engagement will be Time & Materials or Firm Fixed Price? Clarification on this point will help ensure appropriate pricing structure and proposal planning.  
**45A: The County anticipates awarding this contract on a firm fixed price basis. Proposers should structure their pricing accordingly, with detailed cost breakdowns aligned to proposed deliverables.**
46. Section 12 – Project Manager Shall Be Supplied by Consultant (p.12): Can the County clarify whether the 48-hour response time requirement refers to business days or calendar days? Additionally, is there any flexibility in response time depending on the nature or complexity of communication (e.g., general inquiries vs. more substantive requests)?  
**46A: The 48-hour response requirement refers to business days. The County understands that response times may vary based on the complexity of the request and expects clear communication from the Consultant regarding estimated turnaround times for more detailed inquiries.**
47. What are El Paso and Teller County's small business goals that the proposers should be mindful of?  
**47A: While the RFP does not specify formal small business participation goals, the County encourages engagement with small, local, and diverse businesses where feasible. Proposers may highlight their subcontracting or collaboration strategies in support of this principle.**

48. What is the level of effort planned for this campaign in terms of number of deliverables, hours, or other quantifiable factors?  
**48A: The RFP outlines desired campaign activities and deliverables but does not specify a set number of hours or outputs. Proposers should propose a realistic level of effort that demonstrates their capacity to fulfill the scope of work within the contract timeline and budget.**
49. Is El Paso County seeking to award this work on a time and materials (hourly) basis, or a firm fixed price (lump sum, phased payments) basis?  
**49A: The County intends to award this contract as a firm fixed price agreement. Proposers should provide a clear pricing structure tied to defined deliverables or project phases.**
50. For the itemized cost breakdown in the fee proposal, is El Paso County seeking a fixed price for each deliverable or hourly rates for each category?  
**50A: Proposers should provide a fixed price for each deliverable or service category, supported by an itemized breakdown that demonstrates cost-effectiveness and value.**
51. What internally generated reports can be shared regarding cannabis and/or opioid use in El Paso and Teller County that informed this solicitation and can be shared with proposers?  
**51A: The RFP does not cite specific internal reports. Proposers are encouraged to use publicly available data and propose methodologies to supplement any information gaps. Additional reports may be shared with the selected vendor during onboarding, subject to availability.**
52. Beyond the general approach with youth and young adults, what other audience segments or subsegments within youth and young adult audiences (race, ethnicity, gender, geographic locations, educational attainment, etc.) is the County particularly interested in?  
**52A: The RFP encourages targeting diverse and at-risk populations. Proposers should identify relevant subsegments based on community needs, including considerations such as racial and ethnic diversity, rural versus urban geography, socio-economic status, and cultural factors.**
53. Is there a specific, previous or existing outreach campaign(s) that the County intends for this outreach campaign to build on? If so, will the County provide the Consultant for this new campaign have access to materials (e.g., design files) from the previous/existing campaigns?  
**53A: The RFP does not identify a specific prior campaign for reference. If relevant materials are available from past initiatives, the County will work with the selected Consultant to provide access to such resources as appropriate to support continuity and efficiency.**

The signature below indicates that the applicant has read all the information provided above and agrees to comply in full. This addendum is considered as a section of the Request for Proposal and therefore, this signed document shall be considered and fully submitted with the original package.

PRINT OR TYPE YOUR INFORMATION

Company Name: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Authorized Representative's Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_