

Prevention Services Re-Brand and Webpage Content Design

Questions and Responses

PROPOSALS ARE DUE NO LATER THAN FEBRUARY 12th, 2025, BY 5PM

RFP12490

BUYER: Child Protection
Services

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Q1: Is there an already existing page on the DSS site where the interactive map will be placed?
a. If yes, please provide the URL.
b. If no, will this content be placed on a new, standalone landing page? *NA*

A1: Yes. <https://dss.sd.gov/childprotection/parentingprogram.aspx>

Q2: 3.1.3 reads: "Prepare html for copy/pasting for DSS web development for an interactive map which can support easy periodic updates when providers are added." a. Code prepared that can be copy/pasted into a web layout would need to be updated in the future by someone with knowledge of HTML. Is there someone on your staff who can handle the periodic updates when providers are added, or is this something your chosen vendor will handle? Will the chosen agency design and develop the website, or only provide assets to the DSS Web Development team to implement on the site?

A2: *We do have a web design person who can update ongoing. The goal is for the design and layout recommendations to be developed so that the HTML can be copied into our web system by our web staff.*

Q3: What actions should a user be able to take on the interactive providers map?
Interactive Map: What specific functionalities are required for the interactive map (e.g., filtering, search capabilities)?

A3: *The goals of the map would be for parents and caregivers to find sites near their home setting, and also to locate virtual class providers who may provide classes statewide. Not all providers have an office setting which they provide services out of, as they may be independent contractors who office out of their homes and provide classes in community settings (churches, libraries, schools, etc.) and these sites may change from time to time, so overall city or coverage zone would be optimal. Currently counties are most often used as identifiers for interested parties. They should also be able to find email or phone numbers (whichever the preferred method is, which may only be one or the other) to sign up for classes at the sites.*

Q4: Will the programs being rolled up under the new master brand retain their individual names? Or will their services become capabilities of the new master brand? Please clarify the scope of work listed in section 3.0 that states, "The successful vendor will develop a re-brand for select Child Protection Services prevention programs. This may include but is not limited to Common Sense Parenting, Positive Indian Parenting, fatherhood activities, child abuse prevention awareness, and Family First prevention work." (1) Just to clarify, this project isn't requesting a rebrand for "The Division of Child Protection Services" correct? Just the division's programs? (2) How many total programs is the department requesting branding for?

<p><i>A4: Yes, Common Sense Parenting for Toddlers and Preschoolers, Common Sense Parenting for School Aged Children, Positive Indian Parenting, upcoming Fatherhood program, and in planning Family First Prevention Services Act programs are included, as well as allowing room for growth in programming within the umbrella of overall prevention services.</i></p>
<p>Q5: Do you have specific deliverables in mind for the rebrand (name, logo, tagline, etc.), or would you be open to agency recommendations?</p>
<p><i>A5: Open to agency recommendations.</i></p>
<p>Q6: Is there any existing research around program awareness, perceptions, etc.?</p>
<p><i>A6: Data has been collected from people who have taken the class and reviews have been mixed on easy access to find providers and sign up for classes.</i></p>
<p>Q7: Will the rebrand/renaming apply to the overall program umbrella (prevention programming), the individual programs (i.e., Positive Indian Parenting) or both?</p>
<p><i>A7: The overall umbrella and the programs will still maintain their identities within that.</i></p>
<p>Q8: Is there a specific location in the response proposal format (5.2.1-5.2.4) where the 3+ previous current service/contracts information (4.3.1-4.3.3) should be placed?</p>
<p><i>A8: We are open to whatever format is provided.</i></p>
<p>Q9: What programming language would any provided HTML need to be written in?</p>
<p><i>A9: The programming language for the website will need to be HTML.</i></p>
<p>Q10: Is the state moving away from the proprietary parenting programs (i.e. Common Sense Parenting through Boys Town)?</p>
<p><i>A10: These programs are standing, we want to brand all prevention services under an umbrella. Each program will maintain their own identities, too.</i></p>
<p>Q11: What is the trajectory of the program usage?</p>
<p><i>A11: Parents or caregivers will access services and the goal is for these services to help be a preventative measure to entry into foster care within the child welfare system. Typically these services are a primary level of prevention, possibly a secondary, but most often not a tertiary level of support (after families are already involved in child welfare).</i></p>
<p>Q12: What is necessitating this work?</p>
<p><i>A12: Seeing the growth potential for inclusion of Fatherhood and Family First Prevention Services Act prevention-related programs have prompted the desire to brand and clean up the prevention umbrella for programs to fall underneath.</i></p>
<p>Q13: Design Tools and Workflow: The proposal mentions Adobe tools like Photoshop. Would the use of Figma be acceptable for this project? If Adobe is preferred, could you clarify how it supports your workflows or aligns with other systems in use?</p>
<p><i>A13: We are open to whatever platforms the provider would like to utilize to prepare information.</i></p>
<p>Q14: Integration with Broader Systems: ○ Does this rebrand need to be part of a larger, interconnected branding system for Child Protection Services or DSS as a whole? Or is this initiative intended to function as a standalone identity for the prevention programs?</p>
<p><i>A14: The interactive mapping element is specific to prevention programs within CPS. The rebrand is just specific to the prevention services within CPS, as well. These programs are rather stand-alone, for the purpose of this RFP and deliverables.</i></p>
<p>Q15: Target Audience: Do you have specific demographic insights available for the target audience (e.g., age, location, socioeconomic factors)?</p>

A15: Parents and caregivers can be of any age, as grandparents may be assisting with providing care to their grandchildren. The primary focus is parents of children from age 3 to adulthood. The geographic coverage is statewide and currently coverage is assured statewide by coordinators of parenting classes, including on tribal lands.

Q16: Deliverables: How frequently will drafts and approvals need to be submitted?

A16: Throughout the duration of the project, the proposed work flow and deliverables mapping will indicate this. Final work must be completed by the date indicated in the RFP due to funding constraints.

Q17: Evaluation Metrics: How will the success of the campaign be measured (e.g., awareness, engagement, inquiries)? Are there specific KPIs that should guide the creative and strategic approach? How will the success of the brand be measured? What metrics will be used?

A17: Data is gathered from parents who participate in classes and is analyzed quarterly, feedback we may receive is that classes were easy to find on the website, the provider was easy to reach to sign up, or conversely, that they struggled to find the phone number to call, for example. Beyond this, there is no specific mechanism to measure the success of the campaign other than participation rate, but various factors may impact that number.

Q18: Stakeholder Involvement: Who will be the primary points of contact at DSS for approvals and feedback? Will any external stakeholders or focus groups be involved in the approval process?

A18: The program specialist involved with prevention services for CPS is the primary contact. The program specialist chairs a board, the Community Based Child Abuse Prevention Board, and there is potential the board may be utilized for reviewing information when it is provided by the vendor.

Q19: Document Creation and Integration: (1-3) Approximately how many documents will need to be created for this project? Will all documents created need to be accessible on the website? Will any of the documents include fillable forms for users to complete online or offline?

A19: Brochures for each of the programs aforementioned would be beneficial. A brochure and flyer for overall prevention services, and any other recommendations like swag or business cards are helpful to offer. Creativity is appreciated. Documents will likely need to be accessible, but if in a unique format or for a specific purpose like use during community or health fairs, that may not be necessary. None of the documents will need to be fillable forms.

Q20: Website Scope and Content: (4-12) How many pages does the current website have, and do you anticipate any changes to this number? Is this project focused on a complete website redesign or primarily on updating content within the current framework? What Content Management System (CMS) is currently in use? If only providing assets, what CMS is the website built in? Who currently provides hosting for the website? Are there specific hosting requirements or preferences? Are there specific integrations or plugins that need to be retained or added? Do you have accessibility goals (e.g., ADA compliance)? Do you need help with content migration from the current website? Are there any known challenges or pain points with the current website? Does the website require e-commerce functionality? If so: How many products or services will be listed? Are there special requirements (e.g., subscriptions, digital downloads, custom pricing)? Please confirm the need for HTML only, and that no back-end development, CMS support or hosting will be needed.

A20: (4-12) The page is linked in a question above. We are open to different formatting recommendations. We are only seeking to update for these prevention services, which does include general child abuse prevention at a community level, as well. We prefer any design to be developed in Dreamweaver. The website is hosted by the SD BIT on sd.gov. None at this time. Yes, standard accessibility goals are required. Data should be fairly minimal and would be expected to be included in the proposed framework. The current website is fairly straightforward and basic, and a more robust website with theming and graphics to be more appealing and easy to navigate would be beneficial. No e-commerce required.

Q21: Project Objectives and Success Metrics: (13-15) What do you like about the current website, and what aspects would you like to change or improve? How will you define the success of this project? Are there specific KPIs you'd like to achieve? Are there any websites or features you find inspiring and would like to emulate?

A21: (13-15) We appreciate having the vendor information accessible, but would like to make this more interactive, accessible on phones or mobile devices, and visual would be key. Developing a brand for prevention services overall is key. Nothing specific comes to mind, we are open to making this more robust.

Q22: Vendor Selection and Preferences: Will local agencies be given priority in the selection process?

A22: Familiarity with the locale is a scoring area.

Q23: Is there an incumbent agency that may bid on this RFP who has assisted with other department efforts? Is there an incumbent for this project?

A23: Any interested parties can submit. CPS has not contracted for this type of work recently.

Q24: Please clarify the scope in section 3.1.1 that states, "This may include developing program naming options and a program logo. Initial naming and logo options must be provided to the State for approval prior to incorporating into marketing materials." (1) How many of the programs need new names? All of them or just a few? (2) Do you foresee wanting a completely distinct logo for each program or do you envision having a consistent thread across all of the program's logos?

A24: Just the prevention services and indicated in a previous question. Each program maintains their identities; we are seeking an umbrella branding of prevention services, which includes one key logo.

Q25: In addition to the deliverables listed, should the vendor's scope of work include brand guidelines for each of the programs?

A25: No. Just the prevention services umbrella.

Q26: Is there similar programming branding and marketing that serves as inspiration for this project?

A26: Open to ideas the vendor has.

Q27: Will agencies located outside of SD be considered for this RFP?

A27: Any vendor can submit a proposal.

Q28: Who will be a part of the RFP evaluation team? How many personnel will be a part of the decision making process throughout the project?

A28: The RFP evaluation team will include several representatives of different DSS divisions. There is a program specialist lead to interact with, and decision-making on various stages will involve the program specialist and others within DSS as warranted.

Q29: As the leaders of Child Protective Services, what is keeping you up at night? Fast forward years after the project, what does success look like?

A29: Child welfare work is complex and prevention services are key to help impact the future of the child welfare system. Successes can be measured by a variety of metrics, however, specific to this project, accessibility to programs, easy navigation, recognizable branding, and successful programs are key.

Q30: Regarding the anticipated budget, what percentage is considered necessary for the development and printing of collateral pieces?

A30: Printing of materials will be outside of this contract. The work is specific to the development of the graphics and web materials, and the printing of brochures or purchase of handouts/flyers, for examples, will be completed by CPS ongoing.

Q31: Is it your intention to rebrand Common Sense Parenting, Positive Indian Parenting, fatherhood activities, child abuse prevention awareness and Family First into one overarching brand vs. individual sub-brands for each program?

A31: Yes.

Q32: Will creative need to be provided in any language other than English?

A32: It may be helpful to consider Native American language aspects for materials including information on Positive Indian Parenting. Materials in Spanish may be beneficial, as well.

Q33: Should cost proposals be provided as separate attachments?

A33: Cost will be evaluated independently from the technical proposal. Offerors may submit multiple cost proposals. All costs related to the provision of the required services must be included in each cost proposal offered. They can be included in the proposal or separate.