



**Responses to Questions Regarding
Request for Quotes for Marketing Services for Recruitment Video Production and Digital Ad Campaign
(NO. 2026-0101)**

NO.	QUESTION	ANSWER
1	Is the 4-8 week campaign supposed to launch within the Mar-July project timeframe, or does it come at the end of the project (project timeframe builds plan and assets that are implemented post-project timeframe)?	The digital campaign is expected to launch within the project timeframe. This supports both immediate recruitment needs and sustained visibility during the transition into Behavioral Health Services Act (BHSA) implementation by July 1, 2026.
2	The instructions for Attachment E, Proposer Price Quote, ask to "include a separate all-inclusive cost for each of the two years of the contract." That said the term is listed as 5 months. Elsewhere in the RFQ the contract term is stated at March 2026 - July 30, 2026, but it is referred to as a <i>four</i> month contract, when March - July is <i>five</i> months. Are you able to clarify the accurate contract term so we can provide an accurate price quote?	The anticipated contract period is March 1, 2026 through June 30, 2026. All work, services and expenditures must be completed by June 30, 2026. An addendum to the RFQ has been posted to reflect this revision.
3	For Attachment E, Proposer Price Quote, are we able to edit and add additional lines and detail to the table in the attachment, or does our price quote need to adhere strictly to the provided template/cells?	No. Attachment E (Proposer Price Cost) has a line item that indicates the following: "Other Direct Work to complete Scope of Services (Attach Detailed Description)" Therefore, Proposers can attach a list of additional details for each line item or for additional work/cost that they are proposing; however, Proposers should not modify the Proposer Cost Form.
4	For Section D of the Scope of Services, Recruitment Landing Page, can TCMHA expand on the proposer's responsibilities within this section? For example, will we be responsible only for the design of the page, or the design, development, hosting, security, and maintenance of the landing page?	The selected proposer will be responsible for developing a single-page recruitment landing page, including design, build, hosting, and security during the project period. The landing page will be externally hosted and must follow standard security and privacy practices, including avoiding the collection of sensitive or regulated information and ensuring transparency regarding any analytics or tracking tools used.



		At the conclusion of the project, TCMHA will receive full rights, access, and ongoing use of the landing page. After the project period, TCMHA will assume responsibility for hosting, maintenance, and any future updates. The selected proposer will provide all necessary assets and documentation to support this transition.
5	For Section B of the Scope of Services, Recruitment Video and Short Clips, should we assume that we have full access to any and all staff and space and Tri-City to be able to plan and shoot the video, or are there any limitations on access?	Access will be coordinated with TCMHA and would be limited in buildings that are actively serving clients or participants during normal operating hours, particularly outpatient facilities. TCMHA will work with the selected proposer to identify appropriate locations, times, and staff availability to support planning and filming while ensuring minimal disruption to services.
6	How many agencies have you invited to participate in the RFP process?	The RFQ is open to any qualified vendor. TCMHA also conducted direct outreach to several agencies whose experience in government/public sector work, behavioral health campaigns, recruitment marketing, and video/creative production suggested they may be a strong fit.
7	Is it possible to use additional pages in the Quote/Proposal Packet, or are proposers expected to limit responses to the allocated space on each page of the attachments?	Proposers may include additional materials or pages to fully address the requested information and describe their company's work process. Attachment C (Proposer Company Work Process Information) indicates the following: "PLEASE ATTACH ANY ADDITIONAL INFORMATION OR DOCUMENTS RELATED TO YOU/YOUR COMPANY'S WORK PROCESS INFORMATION AS REQUIRED UNDER SECTION V.C.3 OF THIS RFQ DOCUMENT."
8	Has TCMHA defined a working budget range for this initiative so we can make sure our recommendations align with your available resources?	TCMHA will finalize the project budget after reviewing all proposals to ensure funding decisions align with actual needs and realistic cost estimates. Proposed budgets should reflect the expenses required to fulfill the deliverables outlined in Exhibit A – Scope of Service.



9	<p>What success metrics matter most to TCMHA in evaluating this campaign: clicks, applications, cost per applicant, or something else entirely?</p>	<p>Key goals include increasing awareness of TCMHA, generating interest in employment opportunities, and driving qualified behavioral health professionals to our job portal. Metrics such as impressions, click-through rates, and other high-intent, cost-efficient indicators will help evaluate campaign effectiveness. This project will also serve as a learning opportunity to inform future recruitment strategies</p>
10	<p>Is there a plan to use the recruitment video and creative assets beyond this campaign window, for example, in onboarding, job fairs, or general employer branding?</p>	<p>Yes, TCMHA intends to use the video and campaign assets beyond the project period to build long-term engagement and sustainability in our recruitment efforts.</p>
11	<p>Does TCMHA have existing visual assets, such as photos, video footage, or branded materials, that we could repurpose for this campaign? Or should we plan for full asset creation from scratch?</p>	<p>Proposers should plan for full asset creation. TCMHA does have existing marketing materials, recruitment flyers, and brand guidelines that may support early planning and creative development.</p>
12	<p>To help balance timeline and budget, would TCMHA be open to using carefully curated stock footage or photography alongside original content?</p>	<p>Yes. Curated stock footage that aligns with TCMHA's brand standards and mission is acceptable, particularly for digital advertising. We do not anticipate using staff photos in advertising or collateral materials.</p>
13	<p>Are there specific locations, programs, or services that are especially important to highlight in the recruitment video?</p>	<p>Filming is expected to occur across several TCMHA locations within close proximity, which may include outpatient clinics, a drop-in wellness center, and administrative sites. Locations will be confirmed during pre-production.</p> <p>The campaign is intended to highlight the agency broadly and showcase the range of work performed across our system of care. While the video and advertising campaign will prioritize featuring classifications that are frequently recruited for or historically difficult to fill (i.e. Psychiatrists, Clinical Therapists, Behavioral Health Specialists, and Peer Support Specialists), final inclusion of specific roles or staff cannot be guaranteed. These classifications represent high-priority recruitment needs and will serve as key targets for this project.</p> <p>Overall, the focus is on representing the diversity of positions, both clinical and non-clinical, that contribute to TCMHA's mission.</p>



14	When thinking about who might appear on camera, is TCMHA envisioning participation from staff only, or would leadership or client stories (with appropriate safeguards) also be welcome?	TCMHA anticipates featuring a blend of staff and leadership to reflect our collaborative, multidisciplinary environment. The primary focus will be on staff working in classifications that align with key recruitment priorities; however, final on-camera participants may be adjusted during pre-production based on availability and project needs. A brief executive message may also be included to provide organizational context. Client participation is not planned due to privacy considerations and to streamline production.
15	Are there any legal, compliance, or privacy guidelines—like HIPAA—that we should be aware of when planning production and storytelling?	TCMHA adheres to all applicable privacy, confidentiality, ADA, and compliance requirements, including HIPAA. Employee privacy considerations will also be relevant, and the selected vendor may be asked to provide guidance or templates for staff participation waivers. Additional direction will be provided during project planning to ensure all production activities align with agency policies and regulatory requirements.
16	Has TCMHA already aligned on a tone or style for the recruitment video (e.g., documentary-style, cinematic, testimonial), or is the team looking for creative direction and input?	TCMHA welcomes creative direction and recommendations. The desired tone is authentic, candid, and natural: conveying inspiration, passion, and the meaningful impact of community based behavioral health work, as well as our trusted role as a Joint Powers Authority.
17	Is the primary focus of this campaign to drive immediate applications, or to build longer-term visibility and interest among potential candidates?	Both. The campaign aims to generate immediate interest while also strengthening long-term visibility, recognizing that job markets shift and candidate pools evolve over time. The strategy is designed to support both near-term hiring needs and the broader goal of positioning TCMHA as an employer of choice within the behavioral health field.
18	Are there specific roles, departments, or workforce gaps that should be prioritized in messaging and media targeting?	TCMHA is evaluating current workforce needs and may prioritize certain hard-to-fill or high-demand positions. Messaging should emphasize general recruitment themes that reflect the agency’s broad workforce needs, while also incorporating targeted outreach for key classifications such as Psychiatrists and other priority roles when feasible. Proposers may provide both general and targeted recruitment strategies to support these objectives.
19	Does TCMHA have any performance insights or learnings from past hiring or recruitment campaigns that could help shape this strategy?	TCMHA has conducted annual job fairs and general recruitment activities. This will be our first targeted digital recruitment campaign. We have observed that the majority of applicant interest centers on Clinical Therapist and Behavioral Health Specialist positions, with Psychiatrists remaining among our most difficult roles to recruit. Most digital traffic and



		applications originate from platforms such as GovernmentJobs.com, CalOpps.org, and Indeed.com, and employee referrals continue to be a notable source of qualified candidates.
20	Are there specific digital platforms that TCMHA prefers (or is already active on), or should we make recommendations based on goals and audience insights?	TCMHA maintains active Facebook, Instagram, and LinkedIn accounts. We are particularly interested in strengthening our presence on LinkedIn due to its relevance for professional recruitment.
21	Will finalized job descriptions and application links be provided, or would it be helpful for us to assist in refining and tailoring recruitment copy?	TCMHA can provide finalized job descriptions and application links. We would also benefit from recruitment products that can be easily updated by our HR team, such as templates that allow us to add or adjust contact information and other details in the future. We are open to discussing whether vendor support in refining recruitment copy would be beneficial.
22	Is there a current careers or recruitment page that's performed well in the past, or should we approach the landing page as a net-new build?	This will be TCMHA's first dedicated recruitment landing page.
23	Will the landing page need to be reviewed by HR, leadership, or IT teams before launch—and if so, should we build in time for those approvals?	Yes. The landing page will require review by HR, leadership, and IT. Time for these approvals should be incorporated into the project timeline and coordinated through the anticipated planning and review meetings between TCMHA and the selected proposer.