

Baker Public Relations

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Baker Public Relations

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	4	1	2	0.5	4	1
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	5	1.25	5	1.25	4.25	1.0625
Responsiveness to scope of services	25%	4	1	5	1.25	5	1.25	5	1.25

		Baker Public Relations									
Total Proposed cost											
		25%	3	0.75	4	1	5	1.25	4.75	1.1875	
TOTALS:				4		4.5		4.25		4.5	
Average Total		4.3125									

NOTES:

Baker Public Relations

Comments_1

Comments_2

Comments_3

some direct work (2018 forum), most experience broader public health

very strong record, creative and measurable results across health/safety sectors

detailed "KNOW MORE" plan aligned with goals, evaluation leans on media reach not outcomes

Evident research/preliminary assessment in defining elements of Albany OUD challenges including sensitivity to subpopulations; pointed critique of Albany County communications; proposes broad "Know Now" campaign with targeting to select at-risk populations; sample messaging is appealing
Digital, traditional, social media marketing strategy; experience re. opioid use disorder (NYSANA) as well as ample public health (COVID-19; immunizations + tick borne disease prevention - NYSACHO), public education and advocacy experience; evidence of significant earned media; PSAs using well-known local figures; evident agility to revise strategies; long-standing service provide for Albany County agencies and authorities (e.g. Shaker Place Rehabilitation and Nursing Center); landing page development (external to Albany County website resource?); WBE
Strategic development includes Situational Analysis, Challenges for Albany County Department of Health, Strategic Needs and Opportunities, sample; reasonable target audiences with applicable message mapping provided (awareness, reduce stigma, encourage action); press conference launch & community forum; workplan/timeline provided including media cadence; qualitative and quantitative performance measures

only example is putting on on opioid forum, no examples of a more widespread campaign

plenty of experience working with such organizations as Albany County, Saratoga County, NYSACHO

Baker Public Relations

clear and transparent, slightly high with heavy media buy allocation	\$ 150K; \$190/hour blended hourly rate; majority of expenses attributed to implementaion; billboard concept not an eligible intervention; able & willing to provide annual report / presentation (+ \$12,500-\$15,000;	meets requirements plus has options for less expensive campaigns, over 50% of budget dedicated to media (social, traditional and digital media buys)
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local group

Baker Public Relations

Comments_4

While the Proposer has relevant experience, it appeared that is mostly related to a forum on opioid abuse within Healthcare back in 2018

Significant experience with public education campaigns related to health care (but not behavioral health) in Albany County

Proposal is targeted and detailed and demonstrates an awareness of Albany County's challenges and resources.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Banyan Communications Inc

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	5	1.25	5	1.25	4.5	1.125
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	5	1.25	5	1.25	4.25	1.0625
Responsiveness to scope of services	25%	5	1.25	4	1	4.5	1.125	5	1.25

Banyan Communications Inc									
Total Proposed cost									
	25%	4.2	1.05	4	1	3	0.75	4.25	1.0625
			4.8		4.5		4.375		4.5
TOTALS:									
Average Total	4.54375								

NOTES:

Banyan Communications Inc

Comments_1

Comments_2

Comments_3

direct CDC/SAMHSA opioid work, stigma reduction, naloxone/fentanyl campaigns, strong expertise

Experience in opioid and harm reduction communication, stigma reduction, and community-embedded engagement (CDC - Division of Overdose Prevention, NIH, SAMSA, NACCHO); trauma-informed programming (six principles); created OverdoseMeasuresMatter.org

ample experience including working with CDC - Division of Overdose prevention and SAMSHSA

30+ years health comms, national/state/local projects, multi-channel outreach, proven impact

WBE; ample public health communications experience including mini-campaigns within larger initiatives; experience (HRSA, Georgia DFCS, CDC DVP); expertise clearly evident and comprehensive
Intent to change knowledge, attitudes, and behaviors (overly ambitious objectives); citation(s) of Albany County activities in OUD space; Stages of Change and other theoretical approaches incorporated; CDC Framework for Program Evaluation cited; appears to involve significant dedication of Albany County staff time including Community Advisory Group; landing page; persons at risk for OUD (prevention/awareness) are primary audience; nuanced rationale and approach to audience messaging (channels); sample concepts, interactive elements are appealing; video recommendations are sensible (e.g. hook fast and center the message, make the call to action concrete); probable learning curve regarding Capital Region media market; build off of existing Albany County channels; qualitative and quantitative performance measures; monthly progress and final reports; work samples OK; workplan/timeline not evident

examples provided of numerous public awareness campaigns

full coverage (strategy, content, media, digital, evaluation), trauma-informed, bilingual EN/ES, community partners

plan does not include the use of TV, mentions audio production which I assume can be used for radio, but radio also not mentioned

Banyan Communications Inc

\$149,959, within cap, transparent labor + media breakdown, high end of budget	\$ 149,9589 (\$ 119/hourly rate); potential for digital toolkit; out of scope = broadcast TV; billboards; new website/microsite; heavy/ongoing SEO program; multi-language expansion beyond EN/ES; formal focus groups.	2/3 of budget dedicated to administrative costs, media buy does not seem to include tv or radio (see comment in responsiveness to scope of services)
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Banyan Communications Inc

Comments_4

The Proposer is experienced in developing and implementing public health education campaigns and some have focused on opioid use

Significant experience, but a bit more information would have been helpful.

Highly detailed proposal, that includes research on Albany County

Banyan Communications Inc

Majority of the funds go to labor costs, rather than media purchases.

Bluejacket Strategies

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Bluejacket Strategies

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	2	0.5	2	0.5	0	0	2	0.5
Prior Experience with conducting public awareness campaign(s)	25%	4	1	3	0.75	2	0.5	3.5	0.875
Responsiveness to scope of services	25%	3	0.75	3	0.75	3	0.75	2.5	0.625
Total Proposed cost	25%	3	0.75	3	0.75	3	0.75	4	1
TOTALS:			3		2.75		2		3
Average Total			2.6875						

NOTES:

Bluejacket Strategies

Comments_1

limited direct opioid work, transferable from other health/stigma campaigns, may need adaptation

strong general health comms, solid political/public health messaging track record

clear structure, good media/digital/community plan, lighter on evaluation details

presented clearly, appears somewhat high, limited flexibility shown

Comments_2

Non-opioid choices; very limited experience regarding opioid related communications

Briefly Communications Director for Governor of New York, Press Secretary for U.S. Senator; case studies include New York Power Authority, New Belmont campaign,

Paid and earned media including social, digital, search local advertising; no evident workplan/timeline; target audiences not identified; research regarding scale of OUD not evident

\$ 150K; majority of funds attributed to "high-impact media channels"; billboard concept not an eligible intervention;

Comments_3

no opioid related work listed

most work with governments on political action not public awareness on topic issues

very few specifics offered

meets requirements

lack of experience in opioids and non political public awareness

Bluejacket Strategies

Comments_4

A campaign focused on reducing the use of opioids for pain management is briefly described.

Examples are not focused on public or behavioral health (tourist promotion, lobbying

Plan is briefly described; more detail would have been helpful. The majority of the budget is being used for media buys, but more detail would have been helpful.

BBG&G Advertising

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: BBG&G Advertising Inc

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	5	1.25	5	1.25	4.75	1.1875
Prior Experience with conducting public awareness campaign(s)	25%	4.5	1.125	4	1	5	1.25	4.25	1.0625
Responsiveness to scope of services	25%	4.5	1.125	4	1	2	0.5	4.75	1.1875
Total Proposed cost	25%	4	1	4	1	5	1.25	4.5	1.125
TOTALS:			4.5		4.25		4.25		4.5625
Average Total	4.390625								

NOTES:

BBG&G Advertising

Comments_1	Comments_2	Comments_3	Comments_4
strong direct work with OASAS and Colorado AG, proven results, broad reach	OASAS Public Health & Education Campaign, Colorado Attorney General; sensitive to reasons for drug misuse including risk factors; evident research in defining elements of Albany OUD challenges	has worked with OASAS and state of Colorado	Proposer has worked with NYS OASAS and Colorado on Opioid Public Education Campaigns (both were primarily focused on youth) Proposer provided examples of other campaigns focused on public and behavioral health, but there wasn't much detail on working with TV/radio stations and putting ads on social media/YouTube
extensive campaigns in cancer screening, EMS, lead prevention, multicultural outreach, measurable outcomes	Cancer Services Program (of Hudson Valley), Dutchess County EMS Program, Rockland County DOH Lead Prevention Program	ample evidence of public awareness campaigns provided	
very thorough, covers strategy, creative, media, digital, evaluation, strong stigma-free approach clear and transparent budget, aligns with \$150K cap, a bit higher in creative/media allocation than some peers	Use of "emotion flow hypothesis" to design plan for target audiences; monthly, end of campaign reporting: WBE, DBE; planning approach incorporates research; focus on youth and parents (unclear whether these are Albany County risk demographics); dedicated landing page; use of primary and secondary research; frequency affect behavior change while avoiding oversaturation; quantitative performance measures; workplan/timeline not clear \$ 150k; majority of expenses attributed to implementaion inclusive of \$ 52k to digital marketing (YouTube, Meta, DOOH)	focus mostly on prevention with teens and parents, little talk of people with SUD, treatment of harm reduction over 50% of budget aimed at media buys most of concern based on scope of services	The proposal does include social media, digital advertising and broadcast media and also includes performance measures Budget is clear and the majority of the funds are being used for media buys

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Brookhaven Media

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	2	0.5	1	0.25	0	0	1	0.25
Prior Experience with conducting public awareness campaign(s)	25%	4	1	3	0.75	2	0.5	2.5	0.625
Responsiveness to scope of services	25%	3	0.75	2	0.5	2	0.5	2	0.5
Total Proposed cost	25%	2	0.5	3	0.75	4	1	3	0.75
TOTALS:			2.75		2.25		2		2.125
Average Total		2.28125							

NOTES:

Brookhaven Media

Comments_1	Comments_2	Comments_3	Comments_4
no direct opioid work, transferable ENO anti-nicotine campaign only, limited relevance	Non-opioid social marketing campaigns (Electronic Nicotine Organization)	no evidence provided of work in opioid field	Describes a social media campaign on reducing nicotine use, but no experience with opioids
strong viral/social campaigns, billions of views, 1000+ influencer campaigns, proven scale	Exclusive digital marketing with emphasis on branding & use of influencers; real-time metrics allow for pivoting	only one example of public awareness campaign in public health field, most examples list branding of products	Experience is primarily focused on social media and going viral
covers strategy/content/social, good on reach/engagement, evaluation thin, little offline/community presence	Unclear regarding client (does not distinguish between Albany County and City of Albany); marginal understanding of scope of services; knowledge of local environment not evident	purely social media campaign	Proposal is vague
flat \$150k clear, ad spend not itemized, risk of underfunded media, budget transparency weak	\$ 150K (\$ 12,500/month); no clear breakout of expenses by services		Budget is only focused on social media

Corning Place Communications

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Corning Place Communications

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	1	0.25	2	0.5	2	0.5
Prior Experience with conducting public awareness campaign(s)	25%	4	1	3	0.75	4	1	4	1
Responsiveness to scope of services	25%	4	1	3	0.75	4	1	2.5	0.625
Total Proposed cost	25%	3	0.75	2	0.5	3	0.75	2	0.5

		Corning Place Communications				
	TOTALS:		3.75	2.25	3.25	2.625
Average Total		2.96875				

NOTES:_____

Corning Place Communications

Comments_1	Comments_2	Comments_3	Comments_4
relevant Narcan preparedness work with UB Police and PBA, limited full-scale opioid campaigns, transferable health communication skills	Non-opioid social marketing campaigns	worked with SUNY Police on naloxone	Limited experience with opioids, but local with an experienced and diverse team
strong health and stigma reduction campaigns, proven creative and media execution, solid coalition and advocacy track record	Public Relations Society of America (PRSA) membership; press secretary experience (governor); references included; campaign include New York State Office of Mental Health(new inschool mental health clinics), Ellis Medicine, Real Rx Solutions, PBA of New York State; sample messaging included	several examples of health related campaigns provided	The Proposer does have experience with public health campaigns and has worked with OMH and local healthcare providers.
clear RPIE-based plan, detailed strategy and messaging, good project management tools, strong evaluation framework	Leverage earned media for print / TV; geofencing based on sources of prescriptions; workplan / timeline not evident	recommend not using print or TV, is this something we are ok with?	The proposal did not go into any detail about what these PSAs will focus on, what the development plan would be and didn't discuss social media in detail.
transparent \$150k budget, retainer + media allocation clear, media funds lean for 12 months, value depends on precise targeting and earned media	\$ 150K (\$ 90K professional services; \$60K media buy); \$ 7,500/month retainer, additonal fees may apply for services outside scope of retainer; media channel buys not evident	come in at budget but with no print or TV	Little detail was provided, but the majority of the funds would be used for development (labor) rather than media buys.

Corning Place Communications

local

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Drake Creative LLC

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	2	0.5	1	0.25	0	0	1	0.25
Prior Experience with conducting public awareness campaign(s)	25%	4	1	3	0.75	2	0.5	3.5	0.875
Responsiveness to scope of services	25%	3	0.75	3	0.75	3	0.75	2.5	0.625
Total Proposed cost	25%	3	0.75	3	0.75	4	1	3.5	0.875
TOTALS:			3		2.5		2.25		2.625
Average Total		2.59375							

NOTES:

Drake Creative LLC

Comments_1	Comments_2	Comments_3	Comments_4
no direct opioid campaigns, transferable mental health stigma work, community storytelling focus,	Non-opioid social marketing campaigns (although mental health anti-stigma initiative)	no evidence given	No direct opioid experience, but did work with OMH on a stigma reduction campaign
strong multi-channel record, transit ads and bus shelters, social media and school outreach, event-based engagement,	WBE; campaign include V-Day, the Dyson Foundation, Walkway Over the Hudson State Historic Park, Family Services (anti-stigma), and the FDR Presidential Library and Museum; examples of messaging included	2 mental health campaigns mentioned	The proposer does have experience with public education campaigns, but their work on behavioral health is limited
touches all RFP areas, clear structure, evaluation plan generic, needs Albany-specific KPIs and detail,	Strategic approach sensitive and builds on identifying local media tactics and community voices; timelines established in initial phase; qualitative & quantitative evaluations applicable	not very detailed or specific	A plan is described, but there isn't much detail
\$150k fee itemized, reimbursables at 1.1x, media not included, straightforward but budget could escalate	\$ 150k (hourly rates \$90-\$180/her); approximately 50% of monies for implementation, reimbursable expenses identified	comes in within budget	More detail would have been helpful and more funds are being used for labor than media buys.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Flywheel Film

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%		0		0		0		0
Prior Experience with conducting public awareness campaign(s)	25%		0		0		0		0
Responsiveness to scope of services	25%		0		0		0		0
Total Proposed cost	25%		0		0		0		0
TOTALS:			0		0		0		0

Average Total 0

NOTES: _____

Flywheel Film

Comments_1

Comments_2

Comments_3

Comments_4

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Hager Sharp Inc

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	3	0.75	5	1.25	4.75	1.1875
Prior Experience with conducting public awareness campaign(s)	25%	4.5	1.125	3	0.75	5	1.25	4.5	1.125
Responsiveness to scope of services	25%	4.5	1.125	4	1	4	1	4.75	1.1875
Total Proposed cost	25%	4	1	3	0.75	3	0.75	4.25	1.0625

Hager Sharp Inc

TOTALS:

Average Total

4.140625

4.5

3.25

4.25

4.5625

NOTES:

The Proposer doesn't seem to know exactly where Albany is--Tillson is below Kingston and isn't a suburb of Albany and New York Now and the New York Times don't cover our press conferences--no mention of the TU.

Hager Sharp Inc

Comments_1

strong Zero Overdose partnership, direct NYS trainings, reentry programs, clinical integration, trusted experts

extensive national health campaigns, CDC alcohol reduction, AASM sleep, HPV vaccine, creative/multi-channel reach

Clear multichannel strategy, strong community engagement, ambassador program, timeline with KPIs, evaluation plan could be stronger

proposal form and assumptions included, separate pricing workbook provided, transparency decent but details need clarification, budget competitiveness not yet verified

Comments_2

Zero Overdose - Overdose Safety Plan© (Ulster County), although appears to be ambassador training program oriented and not necessarily directed to public at large

Proprietary rights claimed; clients include CDC, AASM, HPV VAX NOW

Data citation in defining local challenge(s); multi-channel approach focused on story telling; leverage trusted agents' "All Togeth Albany" concept; formative research included with situational analysis; proposed communication channels include social media, paid media, website content, digital toolkit, media engagement, print materials); press conference at launch & use of observances for publicity; timeline / workplan included; bi-weekly reporting; variety of KPI metrics proposed - awareness is objective

\$ 148,957 (\$ 135/hr; 87% budget attributed to personnel; detailed budget by scope categories

Comments_3

based on relationship with Zero tolerance

worried about feasibility of Ambassador Program

almost 2/3 of budget dedicated to administrative costs

Hager Sharp Inc

Comments_4

Proposer has implemented the ZeroOverdose campaign in NY counties and has developed other campaigns on alcohol use and other behavioral health issues
Team is experienced, but is national and doesn't have staff in upstate NY; the proposal does describe previous campaigns focused on healthcare and behavioral health

Detailed description of the development plan

Detailed budget proposal, though most funds go to development, rather than media purchases

RFP #2025-120: Opioid Public Education Campaign**Proposal Rating Worksheet****Proposer: Idea Kraft**

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	3	0.75	5	1.25	5	1.25
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	4	1	5	1.25	4.75	1.1875
Responsiveness to scope of services	25%	4	1	5	1.25	4.5	1.125	3.75	0.9375
Total Proposed cost	25%	4	1	5	1.25	5	1.25	4.75	1.1875
TOTALS:			4.5		4.25		4.875		4.5625

Average Total

4.546875

Idea Kraft

NOTES:

Idea Kraft

Comments_1	Comments_2	Comments_3	Comments_4
direct OASAS stigma campaign, Narcan training video, county opioid stigma work, Drug Take Back Day, compassionate and evidence-based tone	OASAS, Broome County Department of Health stigma campaigns; Broome County Drug Take Back Day; testimonial = "Ideal Kraft... weren't experts on the subject"		Agency has experience with campaigns focused on stigma reduction, Narcan, fentanyl, recovery support, vaping, etc has worked with NYS OASAS and counties in Central NY
extensive public health portfolio, multi-channel delivery (TV, radio, social, digital, print), strong creative and branding, proven results with counties and universities	15+ years; claim branding, web design, content marketing, video production expertise; nfp, government, education focus; High Stakes, Rethink Your Vape, Narcan Trainings, Chalk the Walk campaigns;		The proposal shows a number of previous campaigns focused on reducing stigma and substance use. A number of different approaches have been used, based on the audience.
covers research, strategy, creative, media, landing page, evaluation, clear process with media partner Ad Elements, strong but evaluation metrics could be more detailed	Proposes radios, TV buys; requires significant staff time contribution(s); qualitative & quantitative metrics; assessed Albany County data; sample messaging is visually appealing	only concern is the seem more oriented to digital and social media over traditional media (tv) but have the ability to produce video content which can be translated to more traditional media, do have rational and plan for alternatives to TV use	The proposal could have included more detail on the development plan for Albany County.
\$144,460 total, media-heavy (~\$110k), transparent breakdown, within reasonable range for scope, allows flexibility with contingency	\$ 144,460 (\$ 110,200 attributed to media budget); \$ 3,000 contingency budget; social media includes TIKTOK (younger demographic); streaming video; detailed budget with novel, targeted approaches	large positive is most of the budget is for media	Detailed budget was provided and the majority of funds are being used for media buys, rather than staffing.

Impact Marketing & Communicatio

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Impact Marketing & Communications

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	5	1.25	5	1.25	5	1.25
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	4	1	5	1.25	5	1.25
Responsiveness to scope of services	25%	4.7	1.175	5	1.25	5	1.25	4.75	1.1875

		Impact Marketing & Communicatio								
Total Proposed cost										
		25%	4.5	1.125	4	1	5	1.25	4.75	1.1875
TOTALS:				4.8		4.5		5		4.875
Average Total		4.79375								

NOTES:

Impact Marketing & Communicatio

Comments_1	Comments_2	Comments_3	Comments_4
long history in opioid prevention, Detect to Protect campaign with real results, strong harm reduction and stigma reduction focus, lived experience on team, CDC/OASAS	Erie County DOH harm reduction campaign - awards for creativity,PSA; Center for Integrative Medicine; OASA Fentanyl & Harm Reduction Awareness (multi-channel) - hispanic engagement in the Bronx; CDC Public Health and Safety Team (PHAST) toolkit; SBIRT; Dissemination of Evidence-Informed Interventions; NYSDOH, OASAS references	worked with Erie County, OASAS(2), HHS, CDC	Proposer and their partners are local and have worked on a number of campaigns focused on OUD and stigma and have partnered with counties and state orgs, include OASAS and DOH.
30+ years public health campaigns, award-winning work statewide and nationally, strong multicultural and equity focus, deep media buying power (OpAD/Reid), proven engagement strategies	PrEP Aware Week (NYSDOH); Harm Reduction Health Program rebranding; HRSA STI Starter Kit; NACCHO RIM, COVID; LOS (NYSDOH, Erie County DOH); WBE Strategic development to us focus groups and community influencers; content creation - branding/logo - video; media & community engagement initiative (website, media buy, search optimization, geofencing based on overdose data, engage community via polls, Q&A sessions); implementation includes project management, research-based approach; evaluation (24/7 analytics dashboard, feedback informs course corrections - specific, impactful metrics (reach/engagement, behavioral impact, efficiency, overall impact)	work with White House, HHS	Proposer has experience with public education campaigns, include those focused on BIPOC communities.
clear phased plan (research, creative, media, evaluation), strong community engagement approach, bilingual and inclusive materials, solid evaluation dashboard, could show more Albany-specific creative upfront			Detailed proposal that includes social media, legacy media, project management and evaluation and performance metrics

Impact Marketing & Communicatio

transparent breakdown (\$149,824.67), reasonable within budget, clear hourly rates and assumptions, fair but not dramatically lower than peers

\$ 149,825; majority of funds dedicated to implementation; presumes ongoing branding; use of paid media may consume significant monies

over 50% of buget dedicated to media

Budget is detailed and reasonable

RFP #2025-120: Opioid Public Education Campaign**Proposal Rating Worksheet****Proposer: Initium Health**

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	3	0.75	3.5	0.875	2	0.5
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	4	1	5	1.25	4.5	1.125
Responsiveness to scope of services	25%	4.5	1.125	5	1.25	5	1.25	4.75	1.1875
Total Proposed cost	25%	4.5	1.125	5	1.25	5	1.25	4.5	1.125
TOTALS:			4.5		4.25		4.625		3.9375
Average Total			4.328125						

NOTES:

Initium Health

Comments_1

Emmy-winning fentanyl PSA, trauma-informed messaging, strong youth focus, direct opioid prevention track record

Multiple large-scale PSAs, experience with conservation, community safety, and behavioral health, proven ability to mobilize wide audiences

Clear 5-phase plan, strong creative/media mix, youth advisory sessions, bilingual and accessible deliverables, evaluation included but limited local partner detail

\$150k total, transparent line-item budget, includes contingency, aligns with county cap but on the high end

Comments_2

Strong as Granite campaign destigmatized mental health and substance use challenges

WBE; Behavioral health campaigns (Strong as Granite, The Tea on THC); uses Health Belief Model and Social Norms Theory; MUSE recognition; staff with public health education Albany County data references; bi-weekly updates; performance metrics include reach, engagement, changes in awareness using quantitative & qualitative methods; target audience per risk-profile matrix; bilingual; specific deliverables with demonstrated value;

\$ 148,500 with budget justification; communication amplifier strategy; reusable assets, use existing County platforms; \$ 4500 contingency

Comments_3

1 combined campaign for NH on mental health with subcategory on substance use, 1 campaign for MAT provider

positive, money mostly allocated for outreach through various methods

Comments_4

While the Proposal has developed and implemented campaigns focused on substance use and cannabis, they have not worked on a campaign focused on opioids.

The Proposal does go into detail on previous campaigns that used a number of approaches to reach the target population.

The Proposal includes a plan for developing Albany County's campaign.

A detailed budget is included along with a budget justification narrative, though more funds will be used for labor than media buys.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Invasion Digital Media

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	4	1	3	0.75	3	0.75
Prior Experience with conducting public awareness campaign(s)	25%	4	1	3	0.75	4	1	3	0.75
Responsiveness to scope of services	25%	4	1	2	0.5	2	0.5	3.75	0.9375
Total Proposed cost	25%	4	1	3	0.75	4	1	4	1
TOTALS:			4		3		3.25		3.4375
Average Total		3.421875							

NOTES:

Invasion Digital Media

Comments_1	Comments_2	Comments_3	Comments_4
no direct opioid campaign history, background mainly in digital storytelling and multimedia content, transferable skills but limited subject-matter expertise,	Emmy Award-winning fentanyl awareness campaign (Placer County, California)	only provided one example of opioid work	Proposer has developed and implemented a opioid PSA, but very little detail was provided.
strong creative portfolio in public-facing campaigns, focus on video and social media engagement, proven ability to reach younger audiences,	9+ years with digital / PR focus; abbreviated information on key staff		The agency and its staff does have experience with behavioral health PSAs, but there isn't much detail or examples provided.
proposal emphasizes digital media strategy and visuals, light on community engagement and evaluation, less detail on traditional media mix,	Presumes target audience is youth; media included video, digital ads, OOH, print, radio); workplan/timeline provided; regular reporting utility not evident	plan focuses solely on youth prevention	The Proposal does have a plan for Albany, but is mostly focused on youth and doesn't include a lot of detail.
budget appears competitive, straightforward breakdown, reasonable given heavy digital/media production focus.	\$ 150K; \$ 10,000 contingency	allows for contingency money but no mention of TV	Again, more detail would have been helpful, but the majority of the funds would be spend on media buys.

Issues Management Group

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Issues Management Group

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	2	0.5	4	1	3.75	0.9375
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	3	0.75	4	1	4	1
Responsiveness to scope of services	25%	4	1	3	0.75	5	1.25	3.5	0.875
Total Proposed cost	25%	4	1	2	0.5	2	0.5	3	0.75
TOTALS:			4.25		2.5		3.75		3.5625
Average Total		3.515625							

NOTES: _____

Issues Management Group

Comments_1	Comments_2	Comments_3	Comments_4
Some relevant public health policy and addiction-related messaging experience, not much direct opioid campaign track record, transferable expertise in health advocacy, strong in government and nonprofit campaigns, solid experience with media relations and public affairs, demonstrated success in shaping public narratives,	Claim communications regarding mental wellness, substance use disorder, depression, anxiety, and other prevalent mental health issues; Berkshire Harm Reduction initiative	only listed example is media campaign on HR vending and stigma reduction for Berkshire Harm Reduction part of Berkshire Health Systems	Proposer did implement a harm reduction campaign, but their experience with opioid related communications seems limited.
proposal well-structured, covers strategy, content, and digital, but evaluation plan light on detail, community engagement could be stronger	22+ years; multi-channel, social media experience cited; clientele references (HANYs, Community Healthlink); no sample/previous messaging provided\	only 2 other examples issued with one seeming to be more of a lobbying effort than PSA	The proposer does have experience with public education campaigns focused on behavioral health
udget reasonable, clearly outlined, appears efficient for services proposed.	Requires Safer Choices campaign 2023 documents (NYSDOH); bi-weekly meetings; landing page can be integrated into County website; media includes print collateral, media buys, social, paid ads; regular check-ins; alledged qualitative & quantitative metrcis (no examples provided)		A plan for Albany county is included, but doesn't include much detail. A list of local newspapers is included, but there is no mention of tv or radio stations.
	\$ 150K (backed into budget) - required calculations; \$235/hour blended rate	did not offer a very detailed breakdown of costs	The budget doesn't include a total cost, just monthly costs.

Lamar

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Lamar

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	1	0.25	1	0.25	3.75	0.9375
Prior Experience with conducting public awareness campaign(s)	25%	4	1	2	0.5	0	0	3.25	0.8125
Responsiveness to scope of services	25%	2	0.5	0	0	1	0.25	2	0.5
Total Proposed cost	25%	3	0.75	2	0.5	1	0.25	1.5	0.375
TOTALS:			3.25		1.25		0.75		2.625
Average Total	1.96875								

Lamar

NOTES:

We could certainly work with this Proposer to purchase outdoor ads (billboards, buses, etc.), but I don't they should be the one who develops the campaign.

Lamar

Comments_1	Comments_2	Comments_3	Comments_4
no direct opioid campaign experience, mostly background in outdoor advertising and general health/safety messages, transferable but limited depth,	NYSDOH bus shelters, bus interiors	unable to determine their level of creation of materials in various opioid campaigns they have done advertising based on submission	Proposer has implemented campaigns focused on opioids, but those are only limited to outdoor ads.
very strong in high-visibility billboard and transit campaigns, broad reach across communities, less emphasis on nuanced health behavior change,	Exclusive outdoor/transit advertising (OOH)	no evidence of other public awareness campaigns provided	The Proposer has experience with public education, but not with social media, tv and radio stations, YouTube, etc.
proposal focuses heavily on billboard placement, light on strategy/content creation/evaluation, limited digital and community engagement detail,	No evidence of workplan/timeline; poor response to scope of services	only plan involves outdoor advertising, no mention of social media, tv, radio or other media types	The plan that was included didn't have any detail
pricing competitive for media buys, straightforward structure, but value depends on supplementing with more robust services	\$ 41,600-\$ 58,500	budget only involves spending on outdoor advertising, no mention of social media, tv, radio or other media types They may be included in advertising based on other proposals but as the sole provider for the campaign they do not come close to meeting requirements	The budget just showed what the cost of bus shelters and interior cards at Albany garages.

RFP #2025-120: Opioid Public Education Campaign**Proposal Rating Worksheet****Proposer: Makiaris Media**

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	2	0.5	4	1	4	1
Prior Experience with conducting public awareness campaign(s)	25%	3.75	0.9375	3	0.75	5	1.25	3.75	0.9375
Responsiveness to scope of services	25%	4	1	4	1	4	1	4.5	1.125
Total Proposed cost	25%	4	1	3	0.75	4	1	4	1
TOTALS:			3.9375		3		4.25		4.0625
Average Total	3.8125								

NOTES:

Makiaris Media

Comments_1	Comments_2	Comments_3	Comments_4
Limited direct opioid work, stronger in broader health and safety messaging, transferable skills from public service campaigns,	City of New Haven Stop Overdose Campaign (2024) - outdoor, digital advertising; limited experience compared to other applicants	only one campaign listed with City of New Haven	Proposer has developed and implemented public education campaigns on opioids in the past, but more examples would have been helpful.
strong record in community media and outreach, experience with large-scale campaigns, good regional presence,	MBE; WIC, men's health, cancer campaigns; quantitative evaluation approach not evident		Proposer is experienced with behavioral health campaigns, but all of their experience is in CT (can they work in NY?)
proposal covers key elements but somewhat generic, digital/media strategy clear, less detail on evaluation methods,	Due diligence evident; workplan phases including objectives, deliverables provided; range of communication channels identified; evaluation - reach, engagement, and behavior change proxies; reporting cadence not clear	no more "traditional" media strategy listed	A detailed plan for Albany was provided.
competitive pricing, budget straightforward, allocation seems reasonable without major concerns.	\$ 149,500 (\$125-\$175/hour); 44% design, 56% implementation (e.g. paid media, Meta, YouTube, geofencing)	no budget for use of "traditional" media; positive majority of budget for engagement through various	A detailed budget was included, but there wasn't a narrative. More funds will be used for media buys than staffing, however.

Nail Communications

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Nail Communications

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	3	0.75	5	1.25	5	1.25
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	3	0.75	2	0.5	2.5	0.625
Responsiveness to scope of services	25%	4	1	3	0.75	5	1.25	4	1
Total Proposed cost	25%	2	0.5	0	0	0	0	2	0.5
			4		2.25		3		3.375
TOTALS:									
Average Total			3.15625						

NOTES:

Nail Communications

Comments_1	Comments_2	Comments_3	Comments_4
Nail Communications has strong experience, with successful campaigns focused on overdose prevention and Naloxone distribution, highly relevant to Albany County's goals	RIDOH, Opioid Response Network		Proposal describes campaigns focused on stigma, Narcan use and a poisoned drug supply
The agency has extensive experience in public health campaigns, especially in shifting public narratives and reducing stigma, which aligns with the county's objectives.		ample evidence of work in Opioid area but no proof of other public awareness campaigns provided	Not much information on other campaigns
The proposal is detailed and addresses the key goals, but does not offer budget adjustments to meet Albany County's \$150,000 limit.	Focus on branding; stages identified, timeline not evident; messaging from prior campaigns included		A plan is included, but is somewhat vague
: The proposal's cost of \$360,000 exceeds the \$150,000 budget by a significant margin. The agency should have provided a budget-friendly solution or tiered pricing options.	\$ 360k - exceeds budget ceiling posted in RFP amendment	submitted budget exceeds budget limit provided	Budget totals to \$360k, which is more than we can provide
		really like the work they submitted, could their proposal be completed within our budget?	

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Niki Jones Agency Inc

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	3	0.75	4.5	1.125	4.25	1.0625
Prior Experience with conducting public awareness campaign(s)	25%	4	1	3	0.75	5	1.25	4.25	1.0625
Responsiveness to scope of services	25%	5	1.25	3	0.75	4	1	5	1.25
Total Proposed cost	25%	4	1	3	0.75	4.5	1.125	4.5	1.125
TOTALS:			4.25		3		4.5		4.5
Average Total		4.0625							

NOTES:

Niki Jones Agency Inc

Comments_1

Solid substance use experience, prior opioid campaigns, transferable skills, minor learning curve

Strong track record, measurable outcomes, recognized campaigns, data-driven approach

addresses all RFP requirements, tailored to Albany County, includes strategy, content, media, evaluation, multilingual content \$148,125, within budget, media buy large, limited flexibility, no tiered pricing

Comments_2

e.g. Sullivan County's Substance Abuse Task Force, raising awareness of OUD for Port Jervis Police Department, fentanyl awareness campaign

25+years; awards ; MBE; marketing, web development, graphic desing, PR expertise; messaging examples provided

Data driven approach with targeted audience strategy; multilingual capability; probaly challenging for contractor to "establish partnerships with community partners"; prevention focus is appreciated; digital strategy apparent focus of communications; substantial commitment to planning/assessment phase, KPIs to be developed; monthly reporting on performance measures; qualitative evaluation not clear; workplan sequence provided, timeline not evident

\$ 148, 125 (\$ 75k on media buy)

Comments_3

worked with Sullivan County, Ocean County Health Department

worked with New York City Health + Hospitals, Port Jervis Police, New Jersye OTCP, City of Kingston

50% of budget is committed to media buy but there is a media placement fee associated with

Comments_4

Proposer has developed and implemented public education on overdose prevention and Narcan use, as well as smoking cessation. Proposal has helped counties and cities by updating their websites and developing PSAs on traffic changes and bike lanes and developed a fundraising campaign for a NYC hospital.

Proposal goes into significant detail on the Proposer's plan to develop a community education for Albany County.

A budget is provided along with some assumptions

RFP #2025-120: Opioid Public Education Campaign**Proposal Rating Worksheet****Proposer: Operativo**

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	3	0.75	0	0	2	0.5	1.5	0.375
Prior Experience with conducting public awareness campaign(s)	25%	4	1	2	0.5	2	0.5	2	0.5
Responsiveness to scope of services	25%	4	1	3	0.75	3	0.75	4.25	1.0625
Total Proposed cost	25%	4	1	2	0.5	5	1.25	4.25	1.0625
TOTALS:			3.75		1.75		3		3
Average Total	2.875								

NOTES:

Operativo

Comments_1	Comments_2	Comments_3	Comments_4
no direct opioid campaign history, but transferable experience from addiction and stigma work.		only one example provided which seems more like a lobbying campaign for Maryland on a bup law	There wasn't any information on previous campaigns based on opioids or substance abuse, though one of the staff at the Proposer helped to get a MAT bill approved in MD.
strong track record in large-scale, bilingual, culturally resonant campaigns with proven reach.	Roots in advocacy campaigns;	campaigns listed do not show much work in public health	The proposal didn't include much information about previous campaigns.
detailed plan with digital, print, influencer, evaluation built in; could be sharper on opioid-specific tailoring.	Bilingual; leverages existing assets; social media, radio, print, PSAs, and advertisements channels proposed; regular check-ins with final report; toolkit (naloxone training, recovery navigation, resource guides, stigma-breaking language guide; integrates celebrity, athletes; evaluation limited to assessing awareness	plan consistently mentions youth but very little on other target audiences	Proposal includes a plan that includes a Multi-lingual Civic Toolkit, celebrities talking about substance abuse and mental health, and a jingle for the 1-800-Hopeline.
clear, transparent \$150K budget with reasonable allocations across media, staffing, and evaluation.	\$ 150K (56% on implementation)		No budget narrative, but there are bullets that explain each cost.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Overit

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	5	1.25	5	1.25	5	1.25
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	4	1	3	0.75	4.75	1.1875
Responsiveness to scope of services	25%	4.2	1.05	4	1	4	1	4.5	1.125
Total Proposed cost	25%	5	1.25	3	0.75	5	1.25	4.75	1.1875
TOTALS:			4.8		4		4.25		4.75
Average Total	4.45								

NOTES: _____

Overit

Comments_1	Comments_2	Comments_3	Comments_4
Strong case studies with OASAS and COAST (opioid & stimulant treatment), directly aligned with opioid stigma reduction and recovery promotion	OASAS “You Don’t Have to Be Alone in Addiction”; COAST – Capital Behavioral Health Network (CBHN); MyOldMeds	worked with OASAS	Proposer has developed and led public education campaigns for OASAS and CBHN (Project COAST) focused on treatment access and support.
Decades of experience in behavioral health, mental health, addiction, and large-scale state/regional campaigns (e.g., MyOldMeds, OMH school-based clinics)	32+years; School-Based Mental Health Clinics (OMH) Applicable messaging from prior campaigns provided; empathy, urgency, hope messaging has resonance; cites Albany County experience; microsite as campaign	only one example provided, additional references for I assume other campaigns provided	Proposer has also led campaigns for OMH and PhRMA
Thoroughly addresses all scope areas: strategy, content, digital, OOH, PR, management, evaluation. Could have provided more detail on contingency planning and scalability.		tv and radio media plan not provided	Detailed plan, but didn't include TV or Radio.
Budget is within the \$150K cap, transparent, and well-structured. However, heavy media allocation leaves less flexibility for community engagement.	\$ 150K (60% implementation)	Over 50% of budget for media buys	Budget is detailed and the majority of the funds go to media buys, rather than development.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Primeau Fahey & Associates

		Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
	Weight	Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	5	1.25	5	1.25	5	1.25
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	5	1.25	3	0.75	4.75	1.1875
Responsiveness to scope of services	25%	4.5	1.125	4	1	5	1.25	4.5	1.125
Total Proposed cost	25%	4.7	1.175	4	1	5	1.25	4.5	1.125
TOTALS:			4.8		4.5		4.5		4.6875
Average Total	4.621875								

NOTES:

Primeau Fahey & Associates

Comments_1

Comments_2

Comments_3

Exceptional track record in harm reduction and overdose prevention campaigns, with strong statewide and local partnerships.

Proven ability to deliver culturally sensitive, multi-channel public health campaigns that effectively reach diverse audiences.

Comprehensive plan addresses all RFP requirements, though reliance on committees may slow timelines slightly.

Clear, transparent budget right at the \$150,000 cap, efficient but leaves little room for flexibility.

Harm reduction campaigns, overdose prevention materials, and public awareness experience; NYSDOH (International Overdose Awareness Day, ongoing public education), Harm Reduction Awareness in the North Country, Project Safe Point, Oneida County Naloxone and Test Strips Initiative, CHCANYs; facilitated OFRs

30+years; WBE; Public Health: Work That Matters — A Creative Partnership with NYSACHO; credible experience of staff; relatable references (NYSACHO, NYSDOH AIDS Institute, Catholic Charities Coordination Services), public health perspective

Plan implementation phase cadence is credible; dashboard monthly performance updates, final report; sensitive to ACDOH staff time commitment; timeline with milestones provided; qualitative evaluation unclear

\$ 150K ;\$ 67.50/hour; 54% media, printing, distribution'; "lean" pricing

worked with NYSDOH ODUH, NYSACHO, Project Safe Point, Oneida County

organizations worked with provided but no specific non-opioid campaign examples provided

huge positive that most of the budget goes to media campaign resources rather than agency fees

locally based

Primeau Fahey & Associates

Comments_4

Proposer has worked with DOH to promote Overdose Awareness Day and to encourage harm reduction. Have also worked with Project Safe Point.

The Proposer has developed a number of campaigns focused on opioid use, but didn't describe other campaigns in detail.

Plan could have had a bit more detail regarding social media, YouTube, etc.

More funds are devoted to media buys than development.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Recess Creative

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	3	0.75	3	0.75	2	0.5	2	0.5
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	3	0.75	5	1.25	4.25	1.0625
Responsiveness to scope of services	25%	5	1.25	3	0.75	4	1	2.5	0.625
Total Proposed cost	25%	4	1	3	0.75	5	1.25	4.25	1.0625
TOTALS:			4.25		3		4		3.25
Average Total		3.625							

NOTES:

Recess Creative

Comments_1

They built Ohio's State Opioid Response site, but most of their opioid work is technical/provider-facing, not direct community campaigns. That's relevant but not as strong as firms with direct overdose-prevention outreach.

Proven success with Lead Safe Coalition and Suicide Prevention campaigns, with strong measurable results. Clear strength here.

Their implementation plan is very detailed and aligned, including advisory council, provider toolkits, and community alerts. Clear match to scope.

\$149,500 — within cap but leaves almost no flexibility. Strong transparency but tight margin.

Comments_2

Ohio's State Opioid and Stimulant Response (SOS) program; familiarity with Albany County OUD challenges not evident

Lead Safe Cleveland Coalition, Ohio Suicide Prevention Foundation campaigns and messaging provided although outcomes not identified

15+ years; bi-weekly status meetings, monthly performance reports, final campaign evaluation report; paid Community Advisory Council (including member stipends); provider toolkit, community alerts, OOH assets, print, digital channels; abbreviated timeline with limited detail submitted; qualitative evaluation measures not evident

\$ 149,500 (\$ 150/hour rate); 47% direct costs for media buys; payment schedule proposed

Comments_3

only opioid experience provided is building a website dashboard

no traditional media plan

most of budget towards media rather than administrative costs

Comments_4

Experience with opioid related communication is very limited

The Proposer has developed and implemented campaigns on suicide prevention, Mental Health Awareness Month, lead poisoning, etc.

Plan is vague and lacks detail.

About half of the budget would be used for media buys. A narrative was provided.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Red Rock LLC

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	4	1	4	1	3	0.75	4.25	1.0625
Prior Experience with conducting public awareness campaign(s)	25%	4	1	4	1	3	0.75	3.75	0.9375
Responsiveness to scope of services	25%	4	1	3	0.75	3	0.75	3.75	0.9375
Total Proposed cost	25%	4	1	4	1	4	1	4	1
TOTALS:			4		3.75		3.25		3.9375
Average Total	3.734375								

NOTES:

Red Rock LLC

Comments_1	Comments_2	Comments_3	Comments_4
Strong record with APT Foundation and New Haven Health, highly relevant	APT Foundation, New Haven Health Department; familiarity with Albany County OUD challenges not evident	limited experience in opioid field which appears mostly website work rather than full campaigns	Proposer does have experience in promoting treatment for OUD, reducing stigma
Extensive public health campaigns (MindMap, CALM NOLA, NYC TCTTAC)	Hallmarks of clarity, empathy, and creativity; evidence of collaborative approach; credible references	provided limited examples of other public awareness work that based on submission does not appear to be full campaigns	More info on previous campaigns would have been helpful, but the Proposer is experienced with behavioral health public education campaigns.
Covers all service areas; local tailoring and Google Ads workaround could be stronger	Credible scope of services; regular meetings with opportunity for course corrections; evaluation approach(es) not apparent (to be determined)	implementation plan very general; no use of traditional media mentioned	Plan is a bit generic and doesn't include TV or radio stations, but isn't that bad
Clear \$150K breakdown; competitive but limited flexibility in pricing options	\$150k (\$146/hour blended); 53% media spend	equal breakdown of budget for administrative costs and media buy; no room for traditional media	More funds will be used for media buys than labor, but there could have been more information provided.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Reingold Inc

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	3	0.75	4.5	1.125	5	1.25
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	4	1	5	1.25	4.75	1.1875
Responsiveness to scope of services	25%	4.2	1.05	4	1	5	1.25	5	1.25
Total Proposed cost	25%	5	1.25	3	0.75	4.5	1.125	4.25	1.0625

Average Total

TOTALS:

4.45

Reingold Inc

4.8

3.5

4.75

4.75

NOTES:

Reingold Inc

Comments_1

Comments_2

Comments_3

Deep, measurable work on Virginia's **Curb the Crisis** and Loudoun County fentanyl campaigns; strong stigma-informed creative and results

"Curb the Crisis"(2017) - quantitative metrics; Start Your Recovery website - connects people to treatment services; worked with Virginia DOH, claims subject matter expertise; Veteran Substance Abuse StartYourRecovery.org, US Disorder Awareness and Outreach VA

Robust track record running statewide/multi-channel health campaigns with audience research, KPIs, and optimization.

Staff has public health background(s); NC S.A.F.E, Safe Driving Campaign; credible experience with focus on digital marketing and website; pertinent references provided

North Carolina Department of Public Safety, Virginia Cannabis Control Authority

Clear, phased plan (research→brand→landing page→media→evaluation) tailored to Albany with zip-level targeting; could add more concrete partner/earned-media execution details. Budget is transparent and at/under cap, with a sensible split between labor and media; includes hosting and analytics

Evident research regarding Albany County OUD circumstances including age, geographic demographics; focus on awareness, stigma reduction, crisis intervention (absence of prevention); message mapping approach applied; digital, webpage, radio focus; quantitative metrics exclusively (reach, impressions); progress and final reporting - weekly meetings; QI integration; feasible timeline provided absent milestones

\$ 149,924 (\$575/HR); 50% direct costs (media purchases) - direct costs not detailed

budget split evenly between administrative costs and media buys

Reingold Inc

Comments_4

The Proposer is a large and experienced company that has developed a number of campaigns on opioids, treatment, harm reduction, etc.

Plan is clear and detailed

Budget is clear and comprehensive and is split 50-50 between development and media buys.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Relentless Awareness LLC

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	2	0.5	0	0	0	0	0	0
Prior Experience with conducting public awareness campaign(s)	25%	3	0.75	1	0.25	0	0	1	0.25
Responsiveness to scope of services	25%	4	1	2	0.5	3	0.75	3.5	0.875
Total Proposed cost	25%	4	1	2	0.5	4	1	3.5	0.875
TOTALS:			3.25		1.25		1.75		2

Average Total 2.0625

NOTES:

Relentless Awareness LLC

Comments_1	Comments_2	Comments_3	Comments_4
Proposal doesn't cite opioid-specific case studies; experience appears general/transferable rather than OUD-focused.	No evident opioid related communications experience	not provided	Proposer did not appear to have any experience with opioid, substance use, or behavioral health related communications.
Solid PR/advertising background with diverse clients and media production capabilities, but limited public-health campaign examples.	13+years; clients have included local governments and CBOs; information regarding prior/existing campaigns not provided	not provided	Very little information was provided on previous public awareness campaigns.
Six-phase plan covers strategy, content, media, digital, project management, and evaluation with concrete deliverables.	Multi-channel communications; implied timeline with listing of activities & deliverables; evaluation and reporting elements are weak	very general	The Proposer did provide a plan for developing a public education campaign for Albany County. There wasn't a lot of detail, though.
\$127,500 transparent budget, reasonable allocations across strategy/creative/media/outreach, within county's ca	\$ 127,500 (~50% direct costs); priced by service scope; no detail provided	under budget but most of money spent on administrative costs rather than media buys	Budget came in at less than \$150k.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: RTI International

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	2	0.5	4	1	4.75	1.1875
Prior Experience with conducting public awareness campaign(s)	25%	5	1.25	3	0.75	4	1	4.75	1.1875
Responsiveness to scope of services	25%	4	1	5	1.25	3	0.75	5	1.25
Total Proposed cost	25%	4	1	3	0.75	2	0.5	3.5	0.875

			RTI International				
				4.5	3.25	3.25	4.5
Average Total	TOTALS:	3.875					

NOTES:
 RTI is a large agency, but is mostly focused on evaluation and research. They have developed campaigns focused on opioids, but the examples they provided had budgets in the millic

RTI International

Comments_1	Comments_2	Comments_3	Comments_4
Deep, directly relevant portfolio (HEALing Communities in NY; fentanyl campaign evaluation; harm-reduction expertise) and Albany-savvy bench including a local partner (Media Logic)	Clientele includes SAMSA, HEALing Communities Study, evaluated Facts Fight Fentanyl campaign; although opioid prevention and harm reduction expertise applicable to evaluation/research/treatment/technical assistance	knowledge of opioid issues and information is exceptional; concern about actually running media campaign as most information provided appears to be on research and evaluation of campaigns	Proposer is a large and experienced agency and has led several campaigns focused on opioids and other behavioral health issues. The campaigns often include research and evaluation and cost much more than we have in our budget.
Strong record delivering large, research-driven campaigns for CDC/NIH with demonstrated reach, engagement, and optimization workflows	CDC's Empower Vape-Free Youth™ campaign; services focus on evaluation, technical assistance with limited evidence regarding experience on implementing public awareness campaigns; multiple awards	knowledge of public health issues is exceptional; concern about actually running media campaign as most information provided appears to be on research and evaluation of campaigns	
Solid, evidence-based plan (audience research, concept testing, two activation windows, KPIs, dashboards); minor concern that only two focus groups and limited qualitative depth may constrain hyper-local nuance at launch.	Citation of Albany County OUD environment; campaign focus on benefits of naloxone; strong implementation plan based on robust research and applicable audience segmentation / messaging; channels: webpage, fact sheets, digital ads, social media; integration of community engagement	does not go over treatment resources in plan	
Within the \$150k cap; cost structure is transparent and balanced across strategy, production, paid media, and evaluation; media buys clearly earmarked.	\$ 149,786 (\$164/hr); 24% direct costs - significant resources attributed to labor; budget detail and assumptions provided	most of budget is for research and administrative costs, very little for actual media buys	Budget appears to exceed \$150k--that is the labor cost, but there is also nearly \$40k in materials, subcontractors and service response incentives.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Rutledge PR

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	2	0.5	2	0.5	2	0.5	3.5	0.875
Prior Experience with conducting public awareness campaign(s)	25%	4	1	2	0.5	2	0.5	3.5	0.875
Responsiveness to scope of services	25%	2	0.5	1	0.25	2	0.5	2.5	0.625
Total Proposed cost	25%	4	1	1	0.25	1	0.25	1.5	0.375
TOTALS:			3		1.5		1.75		2.75

Average Total 2.25

NOTES:

Comments_1	Comments_2	Comments_3	Comments_4
No direct opioid campaign examples in the résumé; reliance on general public-health work and inclusion of SAMHSA toolkit excerpts rather than prior opioid deliverables	SAMSA Opioid Education Toolkit	only work in area provided is that he played a "key role" in the development of SAMHSA opioid tool kit	Proposer has worked with SAMHSA and helped develop their Overdose Prevention toolkit, though most of their experience seems to be political.
Long track record with national health orgs (NLM, AMA, OWH, Defense Health Agency) and award-winning campaigns	Four award-winning public awareness campaigns; no messaging/evaluation examples provided	list organizations in worked with but no description of work done	No examples of previous campaigns were provided.
Plan is high-level (calendar-anchored events, toolkit, monthly email reports) with limited detail on creative, media buying, digital targeting, staffing, and evaluation metrics Clear and at budget cap; however, as a solo consultant, capacity and media/production allocations aren't broken out beyond hourly labor	Familiarity with Albany County OUD issues not evident; communication channels to be employed unclear; evaluation approach weak \$ 150K (\$ 72/hr); poor response (no detail) does not provide clear understanding of application	very general plan with no specifics included only shows hourly rate charged, no specifics	Proposal is brief and not very detailed Just an hourly rate--no media buys

NOTES: _____

SERVE Advisory Group

Comments_1	Comments_2	Comments_3	Comments_4
Strong relevant work via Narcan® instructional media and team resumes tied to overdose prevention and Narcan education; less evidence of leading county-level opioid campaigns end-to-end Solid multi-platform record (VHA VSignals; Facebook Watch series) showing reach, rapid execution, and sensitivity on complex topics.	Narcan® Nasal Spray – Public Health Education and Instructional Media series; Campaigns have focused on opioid response, mental health, HIV, prevention, tobacco cessation, and maternal health; claim agility, cultural competency, media expertise, Familiarity with Albany County OUD issues not evident; implementation plan aligns with RFP scope of services; channels: TV, radio, print, and digital platforms + community engagement; relevant evaluation measures (quantitative, qualitative); monthly reporting, mid and final campaign reports	only work in field is creating instructional video on how to use narcan only example is services "survey" campaign for VHA	Proposer did develop an campaign on how and when to use Narcan, but the rest of their experience isn't focused on opioids or behavioral health. Proposer has developed and implemented public education campaigns and has worked with social media companies.
Five-phase plan with clear deliverables, KPIs, QA, and risk management; timelines and overlap of phases are well explained and measurable. Under the \$150k cap with transparent labor rates and phase allocations; includes ADA compliance and translations without extra cost	\$139,180 (\$46-\$129/hr); 68% content creation, 14% direct costs (overly ambitious activities e.g TV, community engagement for modest evident investment (\$ 20K)	most of budget to development with little going to media buys	Clear and detailed plan for Albany County that would include legacy media and social media. Budget is clear, but most of the funding is for staffing, rather than media buys.

RFP #2025-120: Opioid Public Education Campaign

Proposal Rating Worksheet

Proposer: Trellis Marketing

	Weight	Reviewer 1		Reviewer 2		Reviewer 3		Reviewer 4	
		Rate	Score	Rate	Score	Rate	Score	Rate	Score
Prior Experience with opioid related communications	25%	5	1.25	5	1.25	5	1.25	4.75	1.1875
Prior Experience with conducting public awareness campaign(s)	25%	4.5	1.125	4	1	1	0.25	3.5	0.875
Responsiveness to scope of services	25%	4	1	5	1.25	4	1	4	1
Total Proposed cost	25%	4	1	3	0.75	5	1.25	4.75	1.1875
TOTALS:			4.375		4.25		3.75		4.25
Average Total	4.15625								

NOTES: _____

Trellis Marketing

Comments_1	Comments_2	Comments_3	Comments_4
Deep and direct—NYSAC-endorsed campaign with recovery-story PSAs and multiple NY counties in flight.	Opioid Abatement Campaign; evident public health perspectives; opioid campaigns for Livingston, Orleans, Steuben counties; opioid PSA library provided		The Proposer is working with the NY Asso of Mental Health Directors and a number of upstate counties on a public education campaign focused on opioids.
Broad multimedia reach, but less evidence of Albany-specific tailoring.	19+years; evaluation / testimonials of previous campaigns not evident Elements include TV displays, digital ads, social media, pod casting, landing page, press outreach;	no examples provided	Not much mention was given to other campaigns and there were no screen shots or examples of the adds they have placed on social media (there was link to the PSAs they developed).
Addresses all RFP elements; could expand community partnerships and multilingual strategies.	turnkey campaign based on NYS experience; strong implementation plan; regular reporting, quantitative metrics	most of campaign seems focused on PSA	The Plan is well described, but is most focused on PSAs where individuals tell their stories. These would be helpful, but shouldn't be the sole focus on the plan.
Well within limits, structured clearly, but would benefit from benchmarking local media costs.	\$ 105K; details (e.g. labor vs. direct) not evident	comes in well under budget with largest portion of budget used for media buys although they did not provide other public awareness campaign examples, I would strongly consider this proposal	Vast majority of the budget is focused on media buys