



Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia Delivery Order

Order Date: 05-26-2022

CORRECT ORDER NUMBER MUST APPEAR
 ON ALL PACKAGES, INVOICES, AND
 SHIPPING PAPERS. QUESTIONS
 CONCERNING THIS ORDER SHOULD BE
 DIRECTED TO THE DEPARTMENT
 CONTACT.

Order Number:	CDO 0506 2896 WIC2200000005 1	Procurement Folder:	1026975
Document Name:	Advertising and Marketing Service - ONS	Reason for Modification:	
Document Description:	Advertising and Marketing Service - ONS		
Procurement Type:	Central Delivery Order		
Buyer Name:	Crystal G Husted		
Telephone:	(304) 558-2402		
Email:	crystal.g.husted@wv.gov		
Shipping Method:	Best Way	Master Agreement Number:	CMA 0506 HHR2200000001 1
Free on Board:	FOB Dest, Freight Prepaid		

VENDOR	DEPARTMENT CONTACT																				
Vendor Customer Code: 000000109305 THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400 CHARLESTON WV 25301 US Vendor Contact Phone: 999-999-9999 Extension: Discount Details: <table border="1"> <thead> <tr> <th></th> <th>Discount Allowed</th> <th>Discount Percentage</th> <th>Discount Days</th> </tr> </thead> <tbody> <tr> <td>#1</td> <td>No</td> <td>0.0000</td> <td>0</td> </tr> <tr> <td>#2</td> <td>No</td> <td></td> <td></td> </tr> <tr> <td>#3</td> <td>No</td> <td></td> <td></td> </tr> <tr> <td>#4</td> <td>No</td> <td></td> <td></td> </tr> </tbody> </table>		Discount Allowed	Discount Percentage	Discount Days	#1	No	0.0000	0	#2	No			#3	No			#4	No			Requestor Name: Billie S Hancock Requestor Phone: 304-356-4097 Requestor Email: billie.s.hancock@wv.gov <div style="text-align: center; font-size: 2em; font-weight: bold;">22</div> FILE LOCATION _____
	Discount Allowed	Discount Percentage	Discount Days																		
#1	No	0.0000	0																		
#2	No																				
#3	No																				
#4	No																				

INVOICE TO	SHIP TO
PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 519 CHARLESTON WV 25301-3717 US	PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 519 CHARLESTON WV 25301-3717 US

Purchasing Division's File Copy

Total Order Amount:	\$810,503.50
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ENTERED

CH 6/1/22
 PURCHASING DIVISION AUTHORIZATION
 DATE: *Tanya H. 6/1/22*
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION
 DATE: *Beverly Tolson 6-2-22*
 ELECTRONIC SIGNATURE ON FILE

Extended Description:

The Manahan Group LLC Delivery Order - ONS, WV WIC Program Operational Adjustment Funding for Federal Priorities to Implement New Strategies to Reach Underserved Populations

Timeframe: 6/1/2022 to 5/30/2023

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	24.00000	HOUR	\$105.0000	\$2,520.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Contract Administration/Consultation

Extended Description:

Contract Administration/Consultation

24 hours @ \$105.00 = \$2520.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	100.00000	HOUR	\$105.0000	\$10,500.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Account Services

Extended Description:

Account Services

100 hours @ \$105.00 = \$10,500.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	70.00000	HOUR	\$20.0000	\$1,400.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Video Production

Extended Description:

Video Production

70 hours @ \$20.00 = \$1400.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	20.00000	HOUR	\$20.0000	\$400.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Radio, TV, Cable Platform

Extended Description:

Radio, TV, Cable Platform

20 hours @ \$20.00 = \$400.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	20.00000	HOUR	\$20.0000	\$400.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Outdoor Advertising

Extended Description:
Outdoor Advertising

20 Hours x \$20.00 = \$400.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
6	82101800	300.00000	HOUR	\$105.0000	\$31,500.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Media Buys

Extended Description:
Media Buys

300 Hours x \$105.00 = \$31,500.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
7	82101800	20.00000	HOUR	\$20.0000	\$400.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Print Media

Extended Description:
Print Media

20 Hours x \$20.00 = \$400.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
8	82101800	75.00000	HOUR	\$75.0000	\$5,625.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Web Design

Extended Description:
Web Design

75 Hours x \$75.00 = \$5,625.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
9	82101800	410.00000	HOUR	\$105.0000	\$43,050.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Design & Copy

Extended Description:
Design & Copy

410 hours x \$105.00 = \$43,050.00

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
10	82101800	5.00000	HOUR	\$0.0000	\$0.00
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Data Acceptance & Transfer

Extended Description:

Data Acceptance & Transfer

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
11	82101800	0.00000		\$0.0000	\$714,708.50
Service From	Service To	Manufacturer		Model No	Delivery Date
2022-06-01	2023-05-30				

Commodity Line Description: Media Buying Add-On

Extended Description:

Percentage Add-On for Media Buying = 0%

Vendor will pass through actual costs with NO MARKUP

Service

\$189,000.00

\$525,708.50

\$714,708.50



THE MANAHAN GROUP LLC

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

Work Order

To: Heidi Staats
Office of Nutrition Services, WV WIC Program

From: Bethany West

RE: Work Order for ONS // WV WIC Advertising Campaign, 2022-2023

Date: March 18, 2022

Statement of Work to be Performed:

The Manahan Group LLC will work with the Office of Nutrition Services // WV WIC Program on initiatives to generate an awareness of and participation in WIC services in underserved populations. By changing the conversation surrounding WIC services and promoting the reopening of local offices, campaign's goal is to reach participants and eligible West Virginians with details about the program.

Planning on this project has commenced and management will be finalized after the last invoice has been received from outside vendors and processed for payment.

Timeframe:

June 1, 2022 – May 30, 2023 *(The Manahan Group LLC will honor the terms, conditions and pricing past the expiration date of the master agreement for this work order.)*

Estimated Labor and Costs:

The Manahan Group LLC will need a total of 1,044 labor hours to help create, plan, coordinate and execute the campaign elements for this project. The breakdown of hours is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	24.00	\$ 105.00	\$ 2,520.00

Account Service	100.00	\$ 105.00	\$ 10,500.00
Television Production	70.00	\$ 20.00	\$ 1,400.00
Radio Production	20.00	\$ 20.00	\$ 400.00
Outdoor Production	20.00	\$ 20.00	\$ 400.00
Media Buys	300.00	\$ 105.00	\$ 31,500.00
Print Media	20.00	\$ 20.00	\$ 400.00
Internet/World Wide Web	75.00	\$ 75.00	\$ 5,625.00
Design & Copy	410.00	\$ 105.00	\$ 43,050.00
Data Acceptance & Transfer	5.00	\$ -	\$ -

Total Labor: \$95,795.00

Estimated Outside Costs:

The Manahan Group LLC will work with subcontractors on production costs associated with this project including but not limited to website hosting & programming, photography, research, printing, promotional items, radio and video production, translation services, event costs, etc.

Commodity Line Description	Outside Cost	Total
Media Buying Add-On	Production, promo items, installation (of vehicle wraps, wall clings, signage), Employee Recognition.	\$ 189,000.00
Media Buying Add-On	Advertising placements – Digital ads, receipt Advertising, Event Sponsorships, Billboards, Transit Ads & Grocery Store Advertising	\$ 525,708.50

Total Outside Costs: \$714,708.50



THE MANAHAN GROUP LLC
222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

Total Work Order Not to Exceed: \$810,503.50

Submitted by:

Bethany West

The Manahan Group LLC

Ok

STATE OF WEST VIRGINIA
DEPARTMENT OF HEALTH AND HUMAN RESOURCES
Bureau for Public Health
Office of Nutrition Services

Bill J. Crouch
Cabinet Secretary

Ayne Amjad, MD, MPH
Commissioner & State Health Officer

MEMORANDUM

TO: Bryan Rosen
Director of Purchasing, DHHR

CC: Lesley Walizer
Purchasing Director, BPH Central Finance

FROM: Heidi Staats *HES*
Director, Office of Nutrition Services (ONS)

DATE: March 29, 2022

RE: The Manahan Group LLC Delivery Order – WV WIC Program Operational Adjustment Funding for Federal Priorities to Implement New Strategies to Reach Underserved Populations

The purpose of this memorandum is to request a CDO be put in place against the approved CMA HHR20*2 for The Manahan Group LLC to complete services for the Office of Nutrition Services (ONS). This delivery order, outlined Statement of Work and United States Department of Agriculture (USDA) Operational Adjustment Funding proposal, are efforts for increasing WIC Program awareness, support, participation, and equity in underserved populations as outlined in USDA Food and Nutrition Service (FNS) strategic goals and priorities for federal fiscal year 2022.

Since WIC's rebrand with the National WIC Association Recruitment and Retention campaign in 2016, the WIC Program has implemented several strategies to attempt to reach potentially eligible populations. Rebranding focused on general outreach materials, nutrition education handouts, and a website upgrade. A current Statement of Work (CDO WIC22*001) with The Manahan Group LLC targets projects initiated with the American Rescue Plan Act, nutrition education and breastfeeding support materials and statewide training. The campaign outlined in this request expands marketing and outreach to promote the reopening of WIC clinics to in-person service provision (following virtual services since 2020) and integrating retailer and clinic messaging to refocus on WIC's public health mission.

The timeframe requested for this CDO is from April 25, 2022, through April 15, 2023. The Manahan Group LLC will invoice ONS on actual costs incurred each month per line item and deliverable.

Each year USDA FNS offers Operational Adjustment (OA) funding to implement national priorities and strategic goals. OA project awards are a competitive proposal process with scoring to ensure projects are innovative, and clearly address a specific need in a way that can yield measurable results with Program impact. The current workorder proposed through this CDO with The Manahan Group is West Virginia's approved award to address USDA FNS priorities of program access and increase Program awareness, support, participation, and equity in underserved populations.

Furthermore, several of the deliverables allows ONS to meet federal requirements noted in Federal Register 246.4 (a)(7): "The State WIC Agency, in cooperation with local agencies, must inform eligible persons of the availability of Program benefits, including the eligibility criteria for participation, the location of local agencies operating the Program, with emphasis on reaching enrolling eligible women in the early months of pregnancy and migrants."

All programs and projects under ONS are 100% federally funded by the USDA FNS. The cost of this project is paid for using special federal funding (Operational Adjustment Fundings) awarded by USDA. The funding cannot be used towards any other ONS objective except costs associated with the OA proposal attached. If funding is not utilized for this project, it reverts to USDA as unspent.

Your consideration of this request is appreciated. If there are questions or additional information needed, please contact Heidi Staats, ONS Director, but phone at 304-352-0960 or by email at Heidi.E.Staats@wv.gov

**FY 2022 PROJECT PROPOSALS
FOR WIC OPERATIONAL ADJUSTMENT (OA) FUNDING**

STATE: West Virginia

INITIATIVE TITLE: Helping WIC Work-Improving Outreach Strategies in West Virginia Upon Clinic Reopening

INITIATIVE PREVIOUSLY FUNDED WITH: OA: INFRASTRUCTURE: or N/A:

IF YES TO BEING PREVIOUSLY FUNDED, INDICATE YEAR(S):

PROJECT POINT OF CONTACT

Project Development, Implementation and Evaluation:

Jamie Wilkinson, Outreach Coordinator

jamie.l.wilkinson@wv.gov

(304) 352-0962

Project Budget and Expenditures:

Heidi Staats

Heidi.E.Staats@wv.gov

304-352-0960

WHICH OF THE PRELIMINARY FY 2020 WIC PROGRAM NATIONAL GUIDELINES DOES THIS INITIATIVE FULFILL (SEE ATTACHMENT 1)?

1. Program Access
2. Increase FNS Program awareness, support, participation, and equity in underserved populations (Goal 4.2 of Attachment 2)
3. Choose an item.

INITIATIVE (Narrative Summary): Since WIC's rebrand with the National WIC Association Recruitment and Retention campaign in 2016, the West Virginia WIC state agency has implemented several strategies to attempt to reach potentially eligible populations. However, these strategies have fallen short of state goals, and have motivated the state agency to rework how they are attempting to relay their message to the target population. With COVID-19 forcing many local agencies to close, WIC participants have had to overcome enormous amounts of adversity. With this, marketing the reopening of clinics, partnering for marketing efforts with vendors, and integrating retailer and clinic messaging will strengthen relationships between the state agency, local clinics, and vendors, as well as provide participants with the best possible service.

In turn, West Virginia WIC wants to refocus outreach efforts on local agencies, who are experiencing more one-on-one contact with WIC participants, as well as reach the younger generations and populations that are currently living in West Virginia. Through clinic branding materials including

window clings, car wraps and decals, plus advertisement and digital banners on social media sites and internet browsers, West Virginia WIC aims to reduce the stigma surrounding national nutrition assistance programs, as well as motivate families to seek the assistance they may need. Facebook, YouTube, Instagram, and TikTok are only a few extremely voluminous sites, all hosting accounts to potentially eligible WIC participants. Younger generations are shifting their attention away from normal brochures and paper products that take longer amounts of time to read and understand to shortened, concise, and interactive advertisements and videos that give them just the right amount of information that is needed. Generations that are younger are also accustomed to getting the things they need in a far shortened amount of time in comparison to past generations. With social media advertising, national assistance programs such as WIC on a variety of platforms could prove beneficial to appealing to younger, more diverse potentially eligible participants who would become educated on their eligibility in half the time needed to search a browser to understand eligibility information.

Further, West Virginia WIC hopes that these efforts will help elevate the public's view and participants' views from WIC as a source for 'free food' but instead to move WIC's nutritional guidance and ability to aid in healthy lifestyle choices to center stage. This effort will implement branding in all clinic areas, which utilizes fluid, continuous texts and visuals to reflect WIC's capacity to support mothers during every step of their journey, as well as bright, optimistic colors in combination with bold typography to highlight the excellent opportunities that WIC can provide to families.

West Virginia WIC has also begun partnerships with several local vendors and recreational facilities in the area.

The first opportunity is with Dollar General/Family Dollar, which allows a unique and effective outlet to reach low-income families, often in underserved locations, by placing WIC's message directly into their hands. These Dollar stores reach low-income demographics, and approximately 54% of their shoppers qualify for social service programs of some kinds.

This will aid in program access by ensuring that eligible populations of all ages are being effectively reached through several unique marketing strategies. In addition, this funding will help support ongoing efforts the West Virginia WIC state agency has made to reach participants in rural and isolated areas. This program prints coupons and WIC advertisements directly on receipt paper, both from regular and self-checkout. Shoppers are then educated by the retailers to look for important offers at the bottom of receipts. This will allow for WIC to spread their message to the target demographic, support the purchase of nutritious foods, but also increase customer loyalty to these stores.

The second opportunity is with the West Virginia Appalachian Power Park. This Charleston-based minor league baseball park provides endless opportunities for marketing to low-income families in the state. Here, West Virginia WIC intends to post a banner on the website and field, host a "Family Day" with printed brochures and an information table, and print WIC logos on baseball tickets. This will provide a fun and friendly environment for potentially eligible participants and current participants to learn about what West Virginia WIC has to offer, especially during the weekly family fun zones.

The third approach includes billboards, bus and shelter ads, and grocery store ads. This multifaceted advertising approach is needed to address the opportunities available to all 57 WIC communities throughout the state. The West Virginia WIC Program seeks to saturate the communities with WIC messages to celebrate re-opening. A grand reopening helps notify existing participants of our return after the pandemic 'hiatus' and also attracts new participants.

WHAT RESULTS WILL BE ACHIEVED AS A RESULT OF THIS INITIATIVE?

As a result of this initiative, West Virginia hopes to increase both the initiation and duration of participants enrolled in West Virginia WIC. According to FY2021 data, West Virginia WIC is serving 75.82% of their potentially eligible population. Overall, this will help keep nutritionally threatened populations in West Virginia healthy and better educated about food and lifestyle choices. This will aid in decreasing healthcare costs associated with birth and pregnancy complications, as well as other health issues that would go unnoticed without the referral assistance provided by West Virginia WIC providers.

West Virginia WIC is also hopeful that as a byproduct of outreach efforts to reach and maintain eligible populations, participants may start living healthier lifestyles outside of nutritional choices by choosing to do things such as exercise daily and eliminate tobacco and e-cigarette products.

Clinics throughout the state will be refreshed with new indoor and outdoor branding to welcome customers at re-opening.

HOW WILL THE STATE AGENCY ASSESS THE EFFECTIVENESS OF THE PROJECT; HOW WILL RESULTS BE EVALUATED AND/OR ASSESSED?

As aforementioned, West Virginia WIC currently serves below 25% of its potentially eligible population. To best assess the effectiveness of the project, WIC will utilize caseload report analysis in conjunction with staff and participant surveys.

Caseload will largely aid in determining whether the state agency notices significant growth, as it will show in the participants the state is serving. Caseload reports will also help analyze whether there has been an increase in pregnant or breastfeeding mothers versus infants or children.

To assess outreach efforts, WV WIC will survey new participants, relating to "how they heard" about West Virginia WIC. This will allow the state agency to understand if they were targeted through online advertisements, if they noted a car decal, or if they noticed a WIC clinic while running errands. This will also give the WIC State Agency the opportunity to discover how they can best continue to reach potential participants in the future and lessen costs associated with marketing strategies that are no longer working in reaching the population.

Staff surveys will account for the satisfaction associated with new marketing strategies. For example, staff may be asked about ease of use, which is predicted to be relatively simple for most car decals, window clings, and online advertisements. The staff will also be surveyed as to whether individuals had commented on the decals or advertisements.

**WHAT MAKES THIS INITIATIVE OUTSTANDING, INNOVATIVE OR "STATE OF THE ART?"
IS IT TRANSFERABLE TO OTHER STATE AGENCIES? WHAT IS THE CRITICAL NEED?**

First, this initiative is outstanding, as it is relatively simple to rollout. Further, it can easily be transferred to other state agencies. Third, the innovative nature of these new marketing strategies will help refocus the attention WIC receives from 'free food' or 'assistance with food' to 'community support' and 'nutrition education.' By working to associate these terms with West Virginia WIC, more positive connotations will be associated with this governmental nutrition assistance program.

ACTION PLAN/TIME FRAME FOR COMPLETION OF THE INITIATIVE (Specific, detailed timetable must be included):

<u>QUARTER</u>	<u>ACTION ITEMS</u>	<u>SPECIFIC MONTH(S) (if available)</u>
1ST Qtr Action Items (Oct 1, 2021-Dec 31, 2021)	secure bids, complete contract with Manahan Group Goals and objectives/scripts for videos developed.	November 2021 December 2021
2ND Qtr Action Items (Jan 1, 2022- Mar 31, 2022)	Revision/development of print, digital and video materials; Design, produce and place FB and Google advertising Work with LA Directors to produce clinic interior and exterior branding materials, nutrition messages for retail advertising, and bus ad/billboard designs. Develop billboard location and rotation schedule. Finalize grocery store advertising contract/place ads Install vehicle and clinic branding. Finalize contract with WV Dirty Birds	January 2022 February – March 2022
3RD Qtr Action Items (Apr 1, 2022-Jun 30, 2022)	Finalize billboard location and rotation schedule and begin billboard and bus ad placement. Begin baseball park advertising Work with vendors to finalize and produce printed, digital, and video materials.	April 2022

4 TH Qtr Action Items (Jul 1, 2022- Sept 30, 2022)	Install all produced digital files on learning platforms and website	July 2022
	Place Dollar General/Family Dollar advertising	August-September 2022

FISCAL BUDGET/TOTAL COST OF INITIATIVE (including salaries and benefits, materials, equipment and supplies, computers, etc.):

**** It is critical that a detailed budget be included. Evaluation points will be lost for incomplete/non-detailed budget information. ****

- Please use the table below to complete the project budget.
- Ensure that the total for each of the budget line items equals the total for the project request.
- The Estimated Obligation Date should correspond to the Action Plan/Time Frame Table in the previous section.

<u>Budget Line Item</u>	<u>Vendor/ Retailer</u>	<u>Per Item/Service/Person Cost</u>	<u>Quantity</u>	<u>Total Cost</u>	<u>Estimated Obligation Date</u>
Digital Advertising	Facebook	Produced advertisement and digital banner with customer targeting and re-targeting @ \$3.50 per day	9 Facebook Pages (8 local agency and 1 state) x 365 days	\$11,497.50	January
	Google	Produced advertisement and digital banner cost \$5 per click	\$1,000 per month	\$12,000	January
Dollar General/Family Dollar Receipt Advertising	Dollar General/ Family Dollar	12 weeks of printed receipt advertisements upon purchase of targeted items	\$350 per store x 389 locations statewide	\$136,150	July
Appalachian Power Park Outreach	West Virginia Dirty Birds Minor League Baseball Park	Digital Programs	½ page advertisement	\$1,100	April
		Ticket Advertisements	50,000 tickets	\$2,500	
		Promotional Game	Exhibit, first pitch and sponsor recognition	\$2,000	

Attachment 3

		In-Game promotions	35 games	\$3,500	
		Concourse Sign/League Board	1 sign for entire season	\$3,000	
		Pocket Schedule Panel Advertisement	All printed schedule quantity	\$3,000	
Billboards		6 months of print and/or digital billboards for 2 local agencies (Valley and TSN)	7 counties x 6 months x \$2,000 ea	\$84,000	April
Bus and Bus Shelter Ads		6 months of bus and bus shelter ads for three local agencies (Valley, Monongalia, Shenandoah)	8 counties x 6 months x \$3,125	\$150,000	April
Grocery Store Ads		6 months of grocery cart ads Statewide at authorized corporate WIC retailers	84 stores x \$325 per store monthly x 4 months	\$109,200	April
Nutrition Education, Vendor and Outreach Materials for re-opening/transition to electronic presentation	Manahan Group	Stocking Your Pantry	25,000 brochures	\$1,636	June
		Food Bank Stickers	100,000 stickers	\$3,525	
		Choices Handouts	25,000 handouts	\$1,500	
		Welcome to WIC participant video (talent and 2 locations)	12-15 minute digital video	\$55,000	
		Healthcare Provider Brochures	2,500 brochures	\$5,000	
		Cashier Training Video (talent and location donated)	20 minute digital video	\$25,000	
		Annual Vendor Training Video	20 minute digital video	\$20,000	
		How to Become a WIC Vendor Video (talent and location)	10 minute digital video	\$20,000	

Attachment 3

		Vendor Authorization Portal Reference Guide	500 guides	\$2,200	
		Technology Brochure (highlights all WIC apps)	25,000 brochures	\$3,500	
		Retailer Employee Recognition	6,000 Items	\$13,300	
		Basics of Breastfeeding Pocket Guide	25,000 guides	\$4,200	
		CTADS	10,000	\$5,500	
		Risk Code Sheets	80	\$250	
		Participant Agreements (include telehealth acknowledgement)	25,000	\$925	
Rebranding of Clinic Vehicles	Manahan Group	Vehicle Wraps and Decals	18 car wraps x \$2,000 ea (1 Mon, 3 Central, 2 Shenandoah, 5 MOV, 3 W-O, 4 R-E) 1 RV mobile unit	\$36,000 \$12,500	April
Rebranding Indoor Clinic Space	Manahan Group	Door Clings	40 door clings x \$200 ea	\$8,000	February
		Wall Clings/Art	228 wall art x \$60 ea	\$13,680	
		Permanent Window Decals	114 window decals x \$60 ea	\$6,840	
Rebranding Exterior of Clinics	Manahan Group	Outside Signage	27 Signs x \$2000 ea (2 Shenandoah; 4 R-E; 6 Central; 9 MOV; 2 Mon; 4 W-O)	\$54,000	March
TOTAL OA PROJECT REQUEST COST*				\$810,503.50	

Attachment 3

*Total Cost **must** equal total OA project proposal request

Service	All-Inclusive Hourly Rate
Contract Administration, Consultation, Planning	\$105.00
Account Services	\$105.00
Video Production	\$20.00
Radio, TV, Cable Platform	\$20.00
Outdoor Advertising	\$20.00
Media Buys	\$105.00
Print Media	\$20.00
Research, Survey, Analysis, Evaluation	\$20.00
Design and Copy	\$105.00
Website Design	\$75.00
Data Acceptance and Transfer	\$0.00

All vendors responding to this RFP must provide a percentage of add-on or "markup" for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

ADD-ON FOR MEDIA BUYS PERCENTAGE _____ 5.0%

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making the multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

-See Next Page