**ADDENDUM 1**

DATE: December 1st, 2017

PROJECT: Reach Out & Read Book Program

RFP NO: RFP 744-R1801 – Reach Out & Read Book Program

OWNER: The University of Texas Health Science Center at Houston

TO: Prospective Proposers

This Addendum forms part of and modifies Proposal Documents dated, November 10th, 2017, with amendments and additions noted below.

**1. Questions received before the deadline**

1. On page 10, under section 5.1 General it speaks of specific links.  Are there more specifics regarding this anywhere?

A: **Some vendors have links at the Reach Out and Read National program to their Reach Out and Read specific offerings or links on their websites that direct sites to the Reach Out and Read titles (with the special offers—lower cost books, bonus books, etc…).**

1. Are you meaning a portal they would go through to order through your programs website?  What kind of link and how long would we have to put that into place on our website if awarded?  Do you have any examples on websites that currently provide this for your program?

A: **Current links are available on the myror.org database but I don’t know that we can provide access to that (this is a password protected site); this could simply be access on their website that was specific to Reach Out and Read offers; not a make or break criteria item so likely not cost-effective for bidders to create if they don’t already have a relationship with the program.**

1. Do you have a copy of the specialized order form?

A: **The order form would need to be provided by the vendor… basically, these are all criteria related to how easy it would be for me or individual sites to access the book seller’s inventory, identify Reach Out and Read relevant titles and place orders.**

1. You mention, “Variety of payment processes for different health care systems”, does this infer that we would be billing insurance companies or the purchaser directly?

A: **For UT Health’s purposes, our billing process would always be through Purchase Orders, if individual medical sites across Texas will also be utilizing this vendor, they may have a variety of payment processing systems. Really for our evaluation, we only need to know about their ability to process POs and ship and deliver the books before final invoices are processed.**

1. We have a Collection Development Department in house, would we be required to come up with a list of appropriate books or do you have specific titles that we need to provide? A: **Either or both… I can research and develop my own list of appropriate titles but the more targeted collections are to Reach Out and Read purposes, the more useful the vendor relationship will be.**
2. Can you share a range for the average number of books distributed by individual programs each year?

A: ***Site book distribution ranges from 75 books per year to more than 5000.***

1. Is there an average number of unique titles distributed by individual sites each year?

A: ***A pediatric provider may see the same child for all 10 well child visits and all of that child’s siblings so a variety of titles is necessary to offer new books at each visit.  This also includes availability in at least English, Spanish, Bilingual options (at least some titles). At least 30 specific titles would be a good aim.***

1. How often do individual sites receive books? Is there a calendarized schedule for book orders?

A: ***Generally I order for sites in two major distributions in the spring and fall but ordering is completely dependent on funding availability and my funding comes from multiple sources and may have different reporting requirements/timelines, so orders of various sizes can be placed throughout the year.***

1. What is the contract start date for the successful bidding organization?

A: ***The expectation is that these will be ongoing vendor relationships for the next 5 years, more than one organization may qualify/meet the criteria, new Purchase Orders would likely not be established until into Calendar year 2018 (Jan or February).***

1. How many Reach Out & Read specific titles must the successful proposer make available at a given time during the contract period?

A: ***Since the pediatric clinics can range in size from 50 well child visits in a six month period to 5000 or more, the range of titles available for ages 0 to 5 is variable.  A pediatric provider may see the same child for all 10 well child visits and all of that child’s siblings so a variety of titles is necessary to offer new books at each visit.  This also includes availability in at least English, Spanish, Bilingual options. Pediatric providers may also have strong opinions about the titles available so the more range of titles offered, the better the fit for the program.  At least 30 specific titles would be a good aim.  Be aware that pediatric providers have concerns about book content that differs from most other populations (opposition to books showing babies sleeping on their stomachs or having bedding in their sleep area, for instance).***

1. How many units of a given title must the successful proposer make available at a given time during the contract period?

A: ***See the above answer for context…at some sites I need the option to send very small numbers of books (a case of 50 of one title would not be useful, for instance).  At other sites, cartons of 50 to 100 books per title could be utilized, but again, variety is necessary.  Across a FY of book ordering, upwards of 300 copies of one title may be ordered at one time (going to various sites).  Over the course of a year, up to 900 copies, potentially.***

1. The questions in section 5.3 indicate a $2-$3 price point. Can titles offered be less expensive? More expensive?

A: ***Titles can be more or less expensive; the $2 to $3 price point is an average.***

1. Is it more important for us to offer more titles, or only titles which fall below the $3.00 price point?

A:  ***I would recommend listing all of your relevant titles, if you want to also identify a subset of titles that fall under the $3.00 price point to show the range of options in that price point, that would be helpful.***

1. What is the estimated annual order volume?

A: ***It varies but is generally within the $100,000 range.***

1. What types of bonus offers have been successful from previous contractors?

A: ***For every $100 spent, 10 bonus books are offered; In Kind donation books for new sites or across the Affiliate, 2 for the price of 1 special offers; special bundles of lower cost books for limited times.***

**END OF ADDENDUM 1**