

RFP DOH15-051
Media Services
Questions and Answers

Q1) Whether companies from Outside USA can apply for this?
(like, from India or Canada)

A1) Yes, please see Section 5.5 Respondent Registration.

Q2) Whether we need to come over there for meetings?

A2) Yes, you may need to come to DOH offices or community locations in Miami-Dade for meetings and collaboration in the event that telecommunications is not available or is not an option based on the task to be completed.

Q3) Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)

A3) Some tasks might be able to be performed outside the USA. But all the ones that by their nature are required to be conducted in Miami-Dade County (e.g., meetings, advertisements, etc.) must be conducted within Miami-Dade County.

Q4) Can we submit the proposals via email????

A4) No, please refer to Section 4.0: Instructions For Proposal Submittal

Q5) Can you please let me know who the incumbent is for this solicitation?

A5) There is no incumbent.

Q6) Also, is this money from a federal grant or local grant?

A6) Please see Section 2.3: Term.

Q7) Are you looking for a local agency to manage this marketing campaign?

A7) Individuals in Miami-Dade County are the target population so an agency with an office located in Miami-Dade County, Broward County, or Monroe County would seem beneficial and convenient.

Q8) Referencing section 2.3, is the \$857,596.82 budget stated all inclusive of media spend and agency fees?

A8) The budget, subject to the availability of funds, must be used for the provision of the items listed in the scope of service and tasks list, including media buy and any applicable agency fee.

Q9) Or, is the budget only inclusive of the media buy?

A9) Please See A8.

Q10) Taking in full consideration of 3.2, regarding Scope of Services, is the intent of the Department of Health to launch PICH only for Miami Dade or eventually in other markets, and are there active RFPs or plans to bring any RFPs forward in the next 6 months?

A10) The intent is only to target individuals in Miami-Dade. There are currently no other active RFPs or plans to advertise any RFP within the next 6 months.

Q11) As it relates to 3.2.1, Task List, task h calls for participation in weekly status meetings. Are these meetings intended to take place in-person or on a call?

A11) Please see A2.

Q12) Section 2.0 – Q2.3 Term: Estimated budget of \$857,596.82, subject to the availability of funds - Can you confirm what would be the guarantee minimum budget for year 1 in order to evaluate business potential and be able to assess feasibility of deliverables?

A12) DOH cannot confirm any amount. Estimated budget is subject to the availability of funds.

Q13) Media Flights/On-Air – What are your plans on total amount of on-air weeks in year 1?

A13) 4-12 weeks.

Q14) Marketing and Media Mix - Based on our industry experience and knowledge, the marketing mix established in the RFP is somewhat considerable and difficult to attain based on the estimated budget. Can you please prioritize and scale both the marketing and media mixes according to your objectives?

A14) The population of Miami-Dade County is far reaching and diverse therefore, the marketing and media mix should target all populations using a variety of media sources so that the overarching goals of addressing the PICH grant target areas of tobacco, physical activity, and nutrition are addressed.

Q15) Agency Compensation – Our compensation methodology is based on estimated staff/man hours to deliver on clients' objectives/deliverables, and not based on media commission. Are you open to this type of compensation methodology?

A15) DOH would be using a fixed-price contract. The Department of Health would pay the Provider, upon satisfactory completion of the services and deliverables as outlined in the resulting contract in accordance with the terms of the resulting contract.

Q16) Target – Who is your desired target? E.g. Adults? Parents? Young Adults?

A16) The target audience is 75% of the total population of Miami-Dade County Residents regardless of age as specified in Section 3.0: Scope Of Services.

Q17) Technical Proposal – What is the end deliverable you are expecting as the proposal?

A17) A well-developed and comprehensive proposal that meets the needs as outlined in the RFP. Please see section 6.2.1 for evaluation criteria.

Q18) What is the specific content we need to deliver?

A18) Please see A17.

Q19) What are the guidelines/questions so we can put together the proposal?

A19) Guidelines for proposal submittal are listed in Section 4.0 and all other requirements are listed throughout the RFP document.

Q20) Cost Proposal Attachment A – Should this attachment reflect working and non-working budget? Or just the agency compensation/fees?

A20) Attachment A: Cost Proposal should reflect the total amount the Respondent is asking for providing all of the services outlined in their proposal.

Q21) Scope of Services:

Is the Department of Health able to provide the Respondent with priority areas via their Research in the Miami Dade geography that they deem necessary to pinpoint? We will provide our Research as well with RFP.

A21) If selected, collaboration with the DOH will occur to ensure that the priority areas are targeted.

Q22) Respondent Services:

H) Will the weekly status meetings and reviews with the DOH and internal teams be in person or can they be via conference call or Google Hangout/Meet Up?

A22) Please see A11.

Q23) Task 6: Social Media:

Is the DOH looking for Social Media Facebook and Twitter ad placement only?

A23) Please see section 3.2.1, Task 6.

Q24) Is the DOH looking for a Social Media Strategy and Management plan as well?

A24) As it relates to Social Media, strategies, suggestions and input should be provided by the selected. Please see section 3.2.

Q25) Task 7: Website Development Questions:

A new website will be based off the current website. Does this mean that all the current content will be repurposed on the new platform and the requested additions will be added as well?

A25) Yes.

Q26) The website is to be completed by March 2017 correct?

A26) The timeline for the website will be decided once the vendor has been awarded.

Q27) Does this budget include website hosting costs?

A27) Yes, it is all inclusive, sustainability once contracted has ended will be discussed as part of strategic strategy and insight.

Q28) Is this currently from a separate budget?

A28) No. See A27.

Q29) Will the DOH be making all the website content updates or does the Respondent support include content updates throughout the length of the agreement?

A29) Once website has been developed and is operational DOH will assume responsibility for operation of the site with support being provided by the Respondent for the length of the resulting agreement.

Q30) Attachment A Cost Proposal:

Will the Renewal Term (2017-2020) be the same budget as the (2016-2017) Term?

A30) No, subject to the availability of funds.

Q31) Will all the deliverables be similar in nature?

A31) No. Please see Section 3.2.1 Task List. Deliverables will be developed based on these tasks.

Q32) Task 1 - What is the minimum and maximum number of Spanish and English 15-30 Sec. TV ads?

A32) Minimum is 1 each targeting the four priority areas. There are no maximums.

Q33) Task 1 - Are these TV spots PSA's or actual Advertising spots?

A33) Ads are more closely related to PSA's as DOH is not selling a product or soliciting.

Q34) Task 1 - Do we need to closed caption the TV spots?

A34) No.

Q35) Task 1 & 2 - What is the Licenses usage on the talent for TV and Radio? (1 year, 2 years etc.)

A35) Varies.

Q36) Task 2 - What is the minimum and maximum number of Spanish, English and Creole 15-30 Sec. radio ads?

A36) Please see A32.

Q37) Task 3 - What is the minimum and maximum number of Spanish and English Outdoor ads?

A37) Please see A32.

Q38) Task 4 - What is the minimum and maximum number of Spanish and English Outdoor on-line advertising ads?

A38) Please see A32.

Q39) Task 5 - What is the minimum and maximum number of prints in Spanish and English for the Print Media ads?

A39) Please see A32.

Q40) Task 5 - Is the printing cost separate from the budget?

A40) No.

Q41) Task 6 - What is the minimum and maximum number of Spanish and English social media ads?

A41) Minimum is 1 each targeting the four priority areas. There are no maximums. Social media ads should be posted regularly.

Q42) Will there be one main contact available to make timely decisions and keep the project on schedule?

A42) Yes.

Q43) For convenience and proximity, when choosing a vendor, will preference be given to vendors located in the Miami-Dade County?

A43) No, please see Section 3.2.3: Minimum Qualifications.

Q44) Does FDOH desire three separate creative campaigns, each addressing just one of the following three listed health issues: tobacco use, poor nutrition and physical inactivity?

A44) No. DOH is seeking a comprehensive media campaign. Please see Section 3.2 of the RFP.

Q45) Or, is it looking for one consolidated campaign?

A45) Please See A44.

Q46) Please confirm that FDOH is NOT expecting to find the additional documentation items listed in section 3.2.4 on page 15 as part of the respondent's RFP submission due August 5, 2016.

A46) DOH is expending all the items requested to Respondent in the RFP, including the ones listed in Section 3.2.4. Particularly, please see section 4 requirements.

Q47) Is there an incumbent for this contract?

A47) No.

Q48) And if so, who is the incumbent agency?

A48) N/A

Q49) In reference to the \$857,596.82 mentioned as estimated budget on page 6. Is it the total marketing budget for the year for this initiative (including the cost of media placement and material production) or just the funds for the agency compensation?

A49) Please see A8.

Q50) What is your estimated media budget for the year?

A50) Estimated budget would be \$857,596.82, subject to the availability of funds as indicated in Section 2.3 Term.

Q51) What is your estimated production budget for the year?

A51) Please see A8.

Q52) What is the estimated number of campaigns you expect to execute in the term covered by the agreement?

A52) 1 comprehensive media campaign with the focus on four priority areas.

Q53) If it is only one, for how long you expect the campaign to be on-air?

A53) The campaign is comprehensive. There may be sections that run concurrently while others will follow in succession.

Q54) Is there any past campaign or similar campaign from a different organization that you deem as "best-in-class"?

A54) No.

Q55) How will the Florida Department of Health measure campaign success?

A55) Success will be measured using CDC reporting mechanisms.

Q56) What are the historical performance benchmarks for this campaign?

A56) Previous campaigns have had success in several areas. Please view healthmiamidade.org to view some previous materials.

Q57) What other campaigns for similar public health and wellness issues have resonated most strongly with the Department of Health – and why?

A57) Respondent is free to research other public health campaigns.

Q58) Are there any restrictions or limitations on the use of the Partnerships to Improve Community Health grant dollars that would impact the execution of the proposed campaign?

A58) Yes, all the restrictions applicable to the use of federal funds, PICH Grant Notice of Award, and CFDA# 93.331.

Q59) How flexible is FDOH in the requested ad inventory types listed under each task in section 3.2.1?

A59) Please see Section 3.2 Scope of Services for Phase I, this is an opportunity to discuss and proceed on expectations.

Q60) If we are suggest a new channel or inventory type – supported by market-specific insights – could the campaign media mix be altered?

A60) Yes, please include ideas in proposal while addressing at a minimal the items outlined in the RFP.

Q61) How current are the target audience or demographic insights that informed the Department's list of campaign tasks?

A61) All data is current as of the 2013-2018 Community Health Improvement Plan.

Q62) Why is paid search not a part of the Department's desired media mix?

A62) The Department of Health has developed a scope of services that follows federal funds and Department of Health needs. A RFP is used when this agency has a general idea of what is required. Services and price are scored. You may add the paid search to your proposal and the Department of Health will evaluate it.

Q63) Will we be repurposing existing creative – for example, the existing smoking cessation brand in market – or developing new creative as part of the campaign?

A63) Both.

Q64) If we are repurposing existing creative as part of the campaign, will we have access to previous messaging, creative and/or campaign testing?

A64) Yes.

Q65) Are there added value or additional inventory from these established campaigns we should plan to use as part of this campaign in Miami-Dade County?

A65) There are currently no added value/earned media that can be contributed to this campaign however it is the expectation that there will be some added value in some areas.

Q66) Do you have any existing partnerships (e.g. with other levels of government and individuals/businesses in the private sector) in market around tobacco use, poor nutrition and physical inactivity?

A66) Please visit Healthymiamidade.org for a list of partners.

Q67) How many members of the Evaluation Team are based in Miami-Dade county versus Tallahassee?

A67) All three (3) members of the evaluation team are based in Miami-Dade County.

Q68) How familiar is the Evaluation Team with Miami-Dade county?

A68) Very familiar as they work for the Department of Health in Miami-Dade County.

Q69) Can the department expand on the kinds of information the Evaluation Team is seeking in section 6.2.1?

A69) The Department does not wish to disclose this information at this time.

Q70) Can the proposed Evaluation Team scoring sheets be provided?

A70) The Department does not wish to disclose this information at this time.

Q71) Is the cost proposal score (section 6.3.1) determined by: (1) the "total for the initial term"; (2) the "Total for Renewal Years"; or (3) the "Grand Total Cost" as listed in Attachment A?

A71) It is determined by the Grand Total Cost.

Q72) If the cost proposal score is determined using the Grand Total Cost, what are the expected allocations from CDC in the renewal years?

A72) See A75.

Q73) In section 3.2.3, you request that bidders have three years experience working with Miami-Dade County's population and demographics. Are you looking for organizations who have worked in Miami-Dade County directly or does experience with similar populations in a different location suffice?

A73) Working and providing services to Miami-Dade County Residents.

Q74) Is the budget of \$857,596.82 for one year of work? If so, should the Respondent create a timeline of activities just for that year or should the timeline include work throughout the renewal time of 2020?

A74) Budget is a one-year budget. The timeline should be inclusive of that period.

Q75) Is the anticipated budget for each renewal \$857,596.82 per year up until 2020?

A75) The budgeted amount is generally determined on a yearly basis, however a tentative amount will be \$400,000 per renewal and is subject to the availability of funds.

Q76) What percentage of the budget is anticipated to go towards media buys?

A76) Please submit the cost proposal of how respondent will allocate funding.

Q77) What is the anticipated timeline for the launch of the campaign?

A77) September/October 2016.

Q78) What is the anticipated timeline for the launch of the updated website?

A78) Please see A26.

Q79) Have the priority areas or groups of the Miami-Dade population been identified? If so, can you share what they are?

A79) Respondent should do their research on the populations of Miami-Dade County and be familiar with the diverse needs and chronic disease components affecting the County as this will assist them in understanding the market. Please see the community health improvement plan that includes the Health needs assessment that highlights targeted populations and the specific zip codes of disparity. Physical Activity ads should target Low income, Hispanic/African Americans, folks older than 65Yrs old. Nutrition ads should target Very Low income, Hispanic/African Americans, folks older than 65Yrs old, and teens. Tobacco ads should target Low income, men, Hispanic/African Americans, and folks between 40-65Yrs olds.

Q80) Will the campaign be aligned with any ongoing/previous promotional or marketing campaigns? (i.e. Make Healthy Happen Miami)

A80) Yes.

Q81) What is the anticipated start date for the contract? (The RFP states July 1, 2016 in Section 2.0, 2.3 Terms)

A81) The estimated date is on or around 9/5/16.

Q82) Has any formative or market research with priority populations been conducted that would inform development of the campaign?

A82) Please see A79.

Q83) Where can we download these documents:

- a) The Respondent must provide to DOH upon request the following:
 - a. Certification Regarding Debarment, Suspension, Ineligibility and

- b. Voluntary Exclusion.
- c. Certification Regarding Lobbying.

A83) These documents will be provided at the time the Department deems it necessary.

Q84) Minority Certification added points

A84) N/A.

Q85) Small Business Certification added point

A85) N/A.

Q86) Does the current estimated budget \$857,596 have a specific allocation percentage for media buy only?

A86) No, please submit cost proposal with funding allocations.

Q87) Does the Agency have an estimated: impressions, views, frequency, and total number of viewers for each media buy to reach its target audience?

- a. Social Media impressions
- b. TV frequency and total number of viewers
- c. Radio frequency and total number of viewers
- d. Billboards daily views
- e. Etc.

A87) No, we do not have a specific number of views/impressions per item listed above.

Q88) If the respondent is proposing a strategic teaming alliance with another firm, is it necessary to provide the FDOH with a legally-binding joint-venture agreement between the two firms when submitting the formal proposal?

A88) Each Respondent doing business with the State of Florida for the sale of commodities or contractual services as defined in Section 287.012. Florida Statutes must register in the MyFloridaMarketPlace system, unless exempted under Florida Administrative Code Rule 60A-1.030. Respondent may enter into a subcontract with the other firm. For subcontracts, please refer to Section 5.6.

Q89) If the contract is set to start in July, 2016 when is the end of the contract? July 2017.

- a. If the contract is set to start in September 2016, basically it's a 10 month contract
- b. How about the budget, the contracted Media buy will be for 12 months or 10 months?

A89) Please see A81. Media buy will be for contracted periods.