ADDENDUM No. 1

FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION
Procurement Section
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December 22, 2015

Addendum To: DEP Solicitation No. 2016019C, entitled
"Florida State Parks Marketing Research and Visitor Satisfaction Survey"

The Department hereby answers questions posed by prospective Respondents. Unless expressly indicated, these answers do not amend the terms of the solicitation. This addendum does not need to be returned with the proposal. The Department hereby answers the following questions:

1. How are you defining non-visitors: Are these people who have never been and have no plans to visit in the near future (next 12 months), or are these people that have traveled elsewhere but chose a different destination other than Florida?
    Answer #1: Non-visitors are defined as have not visited a Florida State Park in the past 12 months.

2. What is the definition of the "park community" and what is their demographic profile?
    Answer #2: Park community is defined as local visitors who live within 50 miles of the park. Census data can be used to compare the demographic profiles of each park's community to visitor demographics collected as part of the Visitor Satisfaction Survey.

3. What are the current visitor demographics?
    Answer #3: The Department does not have current visitor demographics. The last formal Visitor Satisfaction Survey was conducted in 2005. See Exhibit A, "2006 Visitor Satisfaction Survey Final Report".

4. What are the target visitor demographics?
    Answer #4: The results of both projects with the contracted vendor will help the Department determine target visitor demographics.

5. Are there any profile segmentations of visitors that you want represented in the survey(s)? If yes, how many and can you provide those segments and details?
    Answer #5: Florida residents, non-residents (tourists, both domestic and international).

6. Are the 174 parks grouped/clustered? If yes, how are they clustered/grouped? Do they all appeal to the same demographics/segments or not? If there are identified groups/clusters - what are the target demographics of each cluster?
    Answer #6: The 174 parks and trails are organized in 8 regions (matching VISIT FLORIDA's regions). The 8 regions are used for external facing communication purposes only to best present our system of parks to visitors and potential visitors. To see the 8 regions, visit www.FloridaStateParks.org or open Exhibit B, "Statewide Park Map".

    Administratively, all 174 parks and trails are managed by 90 administrative units overseen by 5 District Administrative offices.

    Limited marketing research was conducted in November 2013, see Exhibit C, "Nov 2013 Visitors & Non Visitors Study" for the final report. While it is the Department's belief that each park's unique characteristics appeal to different demographics/segments, there is no formal research on this topic.

    Also, see the answer to question #5.

7. Is the DEP looking for periodic reports (every month, every quarter) with surveys throughout the course of that period, or are you looking for point-in-time interviews with periodic reports (every month, every quarter)? And, is this for one or both projects Marketing Research and VSS (specified under 3.02 Scope of Services, A and B)?
    Answer #7: At this time, monthly reports rolled up to quarterly reports for both projects is desired. However, the Department is open to the contracted vendor's suggestions for more frequent reporting frequency.

8. Is there a specified sampling plan in place/identified? If yes, can you share it?
Answer #8: The contracted vendor would be responsible for proposing the overall strategy including the sampling plan or both projects.

9. By "international tourist" are you looking for a representative sample or are you looking for this group to be identified and represented separately? Are any more details of these international tourists available, such as the country their travel/they originated from, percentages of visitors by area/country?
Answer #9: The international tourist group needs to be identified. The Department does not have any current information or details on international tourists visiting Florida State Parks. VISIT FLORIDA does have current research on Florida's visitors and their preferences available at http://www.visitflorida.org/resources/research/.

10. Are there specific areas/countries that you would like represented for non-visitors and visitors? And if yes, what are they?
Answer #10: Non-visitors and visitors need to be comprehensively represented. At a minimum, VISIT FLORIDA research (see answer to question #9) should be utilized and correlated in these projects as much as possible.

11. Do you want to integrate these results into your internal data system? If yes, which systems/types would these be?
Answer #11: The Department does not currently have a customer database system. If a database system is established in the future, the Department would like to integrate the results from these projects.

12. How many people visit the parks annually?
Answer #12: More than 31 million people visited Florida's state parks and trails between July 1, 2014 and June 30, 2015.

13. Do you have a known or estimated percentage of international versus domestic visitors? And of the domestic visitors do you know the number/percentage of Florida residents? If yes, what is that number/percentage?
Answer #13: See the answers to questions #3 and #9. Table 3, Primary Residence of Respondents in Exhibit A, 2006 Visitor Satisfaction Survey Final Report.

14. Have you conducted either of the requested Marketing Research (specified under 3.02 Scope of Services, A and B) previously? And, if yes is there a data or visitor collection method in place currently? If one is in place currently, what method is it?
Answer #14: See the answer to questions #6 and #8.

15. What contact information does DEP currently collect on park visitors? (ex: phone, email, mailing address)
Answer #15: The Department does not currently have a customer database or visitor data collection system. The Department does have a list of some overnight accommodation customers who have provided their contact information through ReserveAmerica.

16. Is contact information collected/retained for individuals making inquiries about visiting state parks either by phone or email?
Answer #16: See the answer to question #15.

17. If none, would you be willing to collect contact information for this project?
Answer #17: Yes, the Department is willing to collect contact information.

18. Would the selected vendor have access to the contact information for visitors making overnight reservations via phone or DEP's third party online reservation service?
Answer #18: Yes, the contracted vendor will have access to this contact list.

19. Do all 174 parks have a staffed entrance gate visitors have to pass through? If not, how many parks are staffed?
Answer #19: Not all parks have a staffed Ranger Station. Of the 174 parks, 84 parks have staffed Ranger Stations, 42 parks have honor boxes, 11 trails do not collect an entry fee and 37 parks do not collect an entry fee.

20. Would DEP be willing to have park staff distribute and collect paper surveys and/or instructions for completing online surveys to visitors entering/exiting parks?

Answer #20: The contracted vendor would be responsible for proposing the overall strategy including distribution method. Including park staff in survey distribution can be discussed during negotiations.

21. Is DEP interested in demographic comparisons at the individual park level or aggregated at the county, regional or state level? (Part 2 – Visitor Satisfaction Survey)
Answer #21: Demographic comparisons are desired at the individual park level, county, regional (see Exhibit B, Statewide Park Map) and state level.

22. Can a list of park locations, attendance at each park, and whether or not the parks are manned at the entrance/exit be provided?
Answer #22: See Exhibit D, "FY14-15 Fiscal Recap Report" and the answer to question #19.

23. Can the demographics of the surrounding communities of the parks be provided so that they can be compared with the profile of park guests in the survey?
Answer #23: Census data can be used to compare the demographic profiles of each park's community to visitor demographics collected as part of the Visitor Satisfaction Survey.

24. Can incentives be offered to encourage respondents to complete the survey? If yes, are there restrictions in terms of the type and/or amount of the incentive?
Answer #24: The contracted vendor would be responsible for proposing the overall strategy including any incentives to be offered. This can also be discussed during negotiations.

25. Can signs be placed around the parks to encourage visitors to participate in the survey?
Answer #25: The contracted vendor would be responsible for proposing the overall strategy including any communication methods to promote survey participation. This can also be discussed during negotiations.

26. Do both domestic and international tourists to Florida need to be interviewed in the Marketing Research project to determine why they are not visiting Florida State Parks?
Answer #26: Yes.

27. Does either of the surveys need to be translated into other languages? If so, which ones?
Answer #27: Depending on the contracted vendor's plan, at a minimum, Spanish surveys might be needed.

28. What are the reporting requirements? Will there be quarterly reports or only the final report for the year? What format (e.g., PowerPoint, Excel) should be used to report the results?
Answer #28: See the answer to question #7.

29. Will the results need to be reported by different segments (e.g., region/district, FL residents/domestic and international tourists, demographics)? If so, which ones?
Answer #29: Yes. The contracted vendor would be responsible for proposing the overall strategy including the reporting segmentations. This can also be discussed during negotiations.

30. Are any copies or electronic files of the PRICE RESPONSE required or just the one original?
Answer #30: Response is defined as both Technical and Price Responses (see section 1.07, Submittal of Responses). Therefore, the Respondent must submit seven (7) copies (one (1) Original hard copy and six (6) duplicate copies) and two (2) duplicate electronic copies of the Responses must be submitted for review by the Department.

31. What are the 174 Parks referenced in the solicitation?
Answer #31: See the answer to question #6.

32. What will the Department provide as historical data/information and when will it be provided? Will it be provided in advance of the response due date of January 12th?
Answer #32: See the answers to questions #6 and #13.

33. What areas are you currently tracking for the 174 Parks? Can you provide us with that information?
Answer #33: See the answer to question 11.

34. Can you provide us with your current performance in the following areas:
    A. Annual attendance volumes at the 174 parks?
    Answer #34 A: See the answers to questions #12 and #22.

    B. Results of any satisfaction data/information that you have collected in the past.
    Answer #34 B: See the answer to question #13.

35. Has there been a previous visitor or other type of satisfaction survey conducted? If so, when was/were the survey(s) conducted?
    Answer #35: See the answer to question #13.

    A. How was the survey conducted?
       Answer #35 A: See the answer to question #13.

    B. Was the survey conducted by an outside firm?
       Answer #35 B: Yes.

    C. What is the firm's name?
       Answer #35 C: Florida State University

36. In section 4.10 Financial Consequences, it is stated: "In the event that a deliverable is deemed unsatisfactory by the Department, the contractor shall re-perform the services needed for submittal of a satisfactory deliverable at no additional cost to the Department, within thirty (30) days of being notified of the unsatisfactory deliverable." Can you give us specific information about how you will define satisfaction of a deliverable?
    Answer #36: Deliverables will be negotiated and included in the final contract. Deliverables must meet all required elements as defined in the Scope of Work to be satisfactory.

37. Will the firm that is awarded the contract have access to historical, visitor contact information?
    Answer #37: Yes.

38. Is the statistical validity you require for the number of surveys delivered based on a "by Park" total or on the total number of visitors at all 174 Parks?
    Answer #38: The contracted vendor would be responsible for proposing the overall strategy including ensuring statistical validity for both projects.

39. The Contract Period is stated as two years, but the time period to conduct the process is twelve months. Does this mean the group that is awarded the contract will conduct this process annually for two years...three years max?
    Answer #39: Surveying for both projects should be conducted over the course of twelve months to fully capture visitor and non-visitor changes or seasons throughout a calendar year. Additional time within the contract period has been added to the beginning and end of the survey period for survey development and analysis.

40. On section 1.01, I would like to know the proper name of each project - 1 and 2 - in order to write the proposal following this criteria. The term "Both projects" refers to:
    • Marketing research (project 1) and " Visitor satisfaction services (project 2); or
    • "Park visitors satisfaction" (project 1) and "Identify non-visitor demographic and how to appeal them" (project 2).
    Answer #40: Marketing Research and Visitor Satisfaction Survey (VSS).

41. On B.3 - I'm not going to use a subcontractor to collect the data. I prefer to hire part-time college student using the FL districts distribution, 4 times a year (by season). Question, is it a valid option for collect the data? Or is it mandatory to subcontract another provider for this service?
    Answer #41: It is up to the respondent to present the information requested in 1.06. B. 3.

42. On section B.6 - Is it mandatory to submit a draft of the survey instrument for this project?
    Answer #42: The draft survey instruments are not mandatory for the technical response.

43. On section F. page12 - Certification of Drug-Free workplace, if I have my consulting business office located at my home address, I don't think I need this certification requirement, I'm confuse about this requirement, please elaborate.
    Answer #43: Refer to Section 6.00, page 41 of DEP Solicitation No. 2016019C.

44. Insurance Requirements is mark as "if applicable". Question, are you requiring Insurance for this specific project?
    Answer #44: The selected Respondent will be required to provide insurance documentation prior to performing work.

45. Do you have a database of visitor addresses and email information which could be used for this project?
    Answer #45: See the answer to question #15.

46. Have you conducted state wide surveys of the park system previously, if so what methods were used?
Answer #46: See the answer to question #3.

47. What types have existing data do you have and would we have access to it?
Answer #47: See the answers to questions #15 and #18.

48. What is the most important quality you are looking for in a vendor?
Answer #48: Refer to Section 10.00, page 48 of DEP Solicitation No. 2016019C.

49. Are you open to working with an out of state agency or do you prefer a local vendor?
Answer #49: Yes.

50. 1.06-B - Q: What do you mean by "Tab Pages"?
Answer #50: The Tabs outlined in Section 1.06 are provided to help insure all responses are reviewed and evaluated in a consistent manner.

51. 1.06-B 1 - Q: Can the DEP provide a list of visitors to ALL 174 parks over the last 1,2,3,4 or 5 years?
Answer #51: See the answer to question #15.

52. 1.06-B 1 - Q: If yes, will names and phone numbers be provided?
Answer #52: See the answer to question #15.

53. 1.06-B 1 - Q: Is a random sample list required or does the project envision using a census; i.e., that is all respondents will have been previously known to the DEP?
Answer #53: The contracted vendor would be responsible for proposing the overall strategy for both projects.

54. 1.06-B 1 - Q: Will the DEP provide a list of all 174 state parks? If so, how might this list be obtained?
Answer #54: See the answer to question #6.

55. 1.06-B 1 - Q: Can the DEP provide the community demographics where parks are located, or refer the vendor to a state agency that retains such information?
Answer #55: See the answer to question #23.

56. 1.06-B 1 - Q: "Projects conducted over course of 12 months" – Does this mean surveys must be taken from visitors who WILL visit in the months to come; i.e., Not surveying visitors over the past year or more?
Answer #56: Marketing Research: survey individuals who have never visited a state park, have not visited in the past 12 months or do not have plans to visit to better understand why they are not visiting state parks and identify how to improve the appeal of state parks.

Visitor Satisfaction Survey: survey individuals who have visited at least one state park in the last 12 months.

57. 1.06-B 5 - Q: Does this mean the vendor can charge for work performed as the project progresses; i.e., Is a "draw" system in place?
Answer #57: The plan must be broken out in accordance with the annual appropriation of funds for the State's fiscal year so the Department knows how much budget is contracted for the projects each fiscal year. A payment schedule and deliverable list will be negotiated and included in the final contract. See Section 1.18, page 16 for the "Type of Contract Contemplated".

58. 1.06-B 6 - Q: Does this mean the vendor can charge for work performed as the project progresses; i.e., Is a "draw" system in place?
Answer #58: See the answer to question #57.

59. 1.06-B 6 - Q: What does the DEP mean by "TECHNICAL and PRICE RESPONSES?"
Answer #59: See the first and second bullets in Section 1.06. Also, refer to Section 10.00.

60. Part II - Q: The DEP requests a detailed budget and total cost to complete both projects broken out in accordance with annual appropriation of funds by the State. Does this mean that the vendor will be allowed to bill for the project in segments as each segment is completed, because elsewhere this RFP states that payment will happen upon receipt of final deliverables? Or, does this mean that the DEP simply wants an accounting for the portion of the project completed between April 1, 2016 and June 30, 2016 with a separate accounting for the fiscal period from July 1, 2016 thru March 30, 2017?
Answer #60: See the answer to question #57.

61. Part II 1.19 - Q: Why is the contract term for two years, but the scope of work is for one year?
Answer #61: See the answer to question #39.

62. Section Three 3.02. Scope of Service. - Q: Can the "Two Projects" share a common survey instrument? For Example: A skip pattern to identify visitors versus non-visitors.
Answer #62: Yes, the Department is open to a skip pattern to identify visitor status. The contracted vendor would be responsible for proposing the overall strategy for both projects.

63. Section Three 3.02. Scope of Service. - Q: If answer to previous question is "NO," then the Visitor Satisfaction Survey MUST come from a list of actual attendees to parks. Would the DEP facilitate obtaining such a list of names and phone numbers from the state parks themselves?
Answer #63: See the answer to question #62.

64. Section Four – Special Conditions 4.14 Invoicing and Payments - Q: Elsewhere the RFP states that payment will be upon satisfactory completion of project. Does this section imply that payments are allowed to be paid from the DEP throughout the duration of the one year project?
Answer #64: See the answer to question #57.

65. Section Five - GENERAL CONTRACT CONDITIONS (PUR 1000) 5.14 - Q: Why is the transaction fee of one percent (1%) different from section 4.22 where it is stated as seven-tenths of one percent (.70%)?
Answer #65: Section 4.22 Transaction Fee supersedes Section 5.14 (See the "NOTE" at the end of page 31.)

66. PROPOSED CONTRACT Point 10 - Q: Garment?
Answer #66: Paragraph 10 in the proposed contract – the first paragraph should read:

"No payment will be made for deliverables deemed unsatisfactory by the Department. In the event that a deliverable is deemed unsatisfactory by the Department, Contractor shall re-perform the services needed for submittal of a satisfactory deliverable, at no additional cost to the Department, within thirty (30) days of being notified of the unsatisfactory deliverable. If a satisfactory deliverable is not submitted within the specified timeframe, the Department may, in its sole discretion, either: 1) terminate the Contract for failure to perform, or 2) the Department Contract Manager may, by letter specifying the failure of performance under the Contract, request that a proposed Corrective Action Plan (CAP) be submitted by Contractor to the Department. All CAPs must be able to be implemented and performed in no more than sixty (60) days."

67. Visitor Satisfaction & Demographic profile appear to be key objectives of both the Market Research Survey and the Visitor Satisfaction Survey. Can the visitor satisfaction survey simply be a module asked of visitors in the Market Research Survey or are you looking for a separate Visitor Satisfaction Survey?
Answer #67: The Department is open to this scenario. The contracted vendor would be responsible for proposing the overall strategy for both projects.

68. If Visitor Satisfaction is a stand-alone survey how is it different than the visitor satisfaction questions in the Market Research survey?
Answer #68: The contracted vendor would be responsible for proposing the overall strategy for both projects. Survey questions will be approved by the Department.

69. Do you have a list of US States and/or Countries that should be included as part of the sample?
Answer #69: See the answer to question #9.

70. Are there proportional targets for Florida vs. Non-Florida park visitors & non-park visitors?
Answer #70: The contracted vendor would be responsible for proposing the overall strategy both projects.

71. Do you want readable samples of visitors for all 174 parks? What is considered a readable base size?
Answer #71: The contracted vendor would be responsible for proposing the overall strategy for both projects.

72. Any guidance on overall base size for each survey as well as visitors vs. non-visitors?
Answer #72: The contracted vendor would be responsible for proposing the overall strategy for both projects.

73. Any preference on methodology? Online vs. intercept vs. phone?
   Answer #73: The contracted vendor would be responsible for proposing the overall strategy including methodology for both projects.

74. Do you have data that can be shared on current visitorship to the parks?
   Answer #74: See the answer to question #22.

75. Because it's a longitudinal over a year do you require quarterly reports or one report at the end of the year that shows quarterly fluctuations?
   Answer #75: See the answer to question #7.

76. Do they want the survey administered in any other languages other than English?
   Answer #76: See the answer to question #27.

77. I do not see within the RFP that you are willing to accept online versus your stated telephone as the preferred option of completing the surveys. Are online surveys an acceptable option?
   Answer #77: The contracted vendor would be responsible for proposing the overall strategy including methodology for both projects.

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