

**FLHSMV RFP 002-20**  
**Digital Advertising for Florida Highway Patrol (FHP) Recruitment Campaign**  
**Addendum No. 1**

FAILURE TO FILE A PROTEST WITHIN THE TIME PRESCRIBED IN SECTION 120.57(3), FLORIDA STATUTES, OR FAILURE TO POST THE BOND OR OTHER SECURITY REQUIRED BY LAW WITHIN THE TIME ALLOWED FOR FILING A BOND SHALL CONSTITUTE A WAIVER OF PROCEEDINGS UNDER CHAPTER 120, FLORIDA STATUTES.

Note: Additions to the RFP are underlined and deletions are ~~stricken~~. All terms and conditions of the RFP, not modified by Addendum No. 1, shall remain in full force and effect.

**Item No. 1**

ATTACHMENT B – Scope of Services, Section 1. Background/Purpose, is revised to the following:

**1. BACKGROUND/PURPOSE:**

The Florida Department of Highway Safety and Motor Vehicles (FLHSMV or Department) is interested in increasing the number of new applicants seeking to become Troopers within the Florida Highway Patrol (FHP), one of Florida's premier law enforcement agencies. FLHSMV believes digital advertising is an important tool through which its recruitment message can be delivered to a defined target audience based on previous survey data. The Department is, therefore, seeking services from a prospective Contractor to promote the FHP's recruitment campaign to potential applicants through digital advertising in the state of Florida, as well as out of state. The campaign shall run from April through ~~June~~ August 2020 and is intended to direct potential applicants to the following website: [www.Beatrooper.com](http://www.Beatrooper.com)

**Item No. 2**

ATTACHMENT B – Scope of Services, Section 4. Scope of Services, is revised to the following:

**4. SCOPE OF SERVICES:**

The Department is seeking one (1) Contractor to provide digital advertisements to market the FHP Recruitment Campaign. The campaign will target key markets throughout Florida and other select states within the United States based upon FHP recruitment data and will run from April 1 – ~~June 30~~ August 31, 2020. At a minimum, the digital advertisements must meet the below specifications:

**Item No. 3**

ATTACHMENT B – Scope of Services, Section 7. Deliverables, is revised to the following:

**7. DELIVERABLES**

The Contractor shall provide the deliverables required under the resulting contract in accordance with Table 1, Deliverable Schedule, below. All written deliverables, if applicable, must be approved, in writing, by the Department's Contract Manager prior to use or dissemination. Deliverable due dates may be changed/extended upon prior, written approval of the Department.

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<b>TABLE 2: DELIVERABLE SCHEDULE</b>			
<b>No.</b>	<b>Deliverable</b>	<b>Due Date</b>	<b>Financial Consequence</b>
1.	Final Campaign Plan in accordance with Section 4.1.5.	15 days after contract execution	\$100 per day past due
2.	Final Evaluation Plan in accordance with Section 4.3.2.	20 days after contract execution	\$100 per day past due
3.	April Analytic Report in accordance with Section 5.2, Monthly Analytic Reporting.	May <del>31<sup>st</sup></del> , 2020	\$100 per day past due
4.	May Analytic Report in accordance with Section 5.2, Monthly Analytic Reporting.	June 30, 2020	\$100 per day past due
5.	June Analytic Report in accordance with Section 5.2, Monthly Analytic Reporting.	July <del>31<sup>st</sup></del> , 2020	\$100 per day past due
6.	<u>July Analytic Report in accordance with Section 5.2, Monthly Analytic Reporting.</u>	<u>August 31, 2020</u>	<u>\$100 per day past due</u>
7.	Final Evaluation Report in accordance with Section 5.2, Monthly Analytic Reporting.	<del>August 30</del> <u>September 30, 2020</u>	\$100 per day past due