

RFP07HGN1  
Behavioral Health Statewide Messaging Campaign  
Questions and Responses  
August 5, 2020

	RFA Reference	Written Question Received	Department's Written Response
1	Section 1.1	Can you provide information related to proven and approved disaster behavioral health key messaging concepts that promote coping, resiliency, self-care skills, etc.?	National resources containing key messaging concepts for a variety of topics and audiences are available in the SAMHSA CCP Toolkit available at <a href="https://www.samhsa.gov/dtac/ccp-toolkit">https://www.samhsa.gov/dtac/ccp-toolkit</a> . Disaster Behavioral Health Resources is in the quick links on the left of the webpage.
2	Section 1.1	How will success for this outreach program be measured and reported back to the FEMA Crisis Counseling Program (CCP)? Are there established Key Performance Indicators (KPI's) such as advertising impressions, volume of calls, etc. in which campaign success will be measured by?	The FEMA CCP data requirements for messaging campaign is limited to output numbers of mass media placements and numbers of social networking messages placed. The Department will be negotiating specific contract performance metrics tied to messaging impressions across geographic areas as part of the negotiations with the successful vendor. See Appendix VIII, Exhibit E.
3	Section 1.2, 2.3 and Attachment A	What is the anticipated term of the contract and how does should this translate to the term of the campaign? In 1.2 Term of Agreement section, it states the anticipated duration of the contract is nine months with an anticipated start date of August 2020. In Attachment A, Scope of Services section, it states the RSP is to begin July 1, 2010 (we assume 2020) and runs through February 28, 2021 In 2.3 Timeline, the anticipated effective date of the contract is September 1, 2020 In the pre-solicitation call, it was indicated that the grant has been approved for July 13, 2020 – April 12, 2020. Please confirm the term of the contract and the expectation for the amount of months the campaign should be in market, understanding the campaign should be deployed in market as soon as possible.	The anticipated term of the contract resulting from this RFP is September 1, 2020 through April 12, 2021.  The messaging campaign should run through the term of the contract, April 12, 2021.
4	Section 3.3	The maximum budget is \$915K for 9 months. Do you have a preferred or predetermined allocation for the percentage that should be spent on media advertising or the mix? What about production and agency fees?	The approved CCP Application Budget allocates as follows: Public Messaging Campaign Development and Management = \$ 165,000 Paid Media Placement Funding = \$ 750,000
5	Section 3.3.1	Is there a certain percentage of the do not exceed budget of \$915,000 that must be allocated to paid advertising? Specifically, is there a specific ratio of production and agency fees vs. media spend that has been established?	Please see the answer to Question 4.
6	Section 3.3	Funding is outlined as an anticipated grant not to exceed \$915,000 -- Can the Department please confirm if this total should include all agency fees, production costs and media budget(s)? Any other costs not listed that it should include?	The proposed budget must include all proposed costs associated with the provision of services specified in the RFP.
7	Section 3.3.1	Understanding the campaign will be funded by SAMHSA in collaboration with FEMA, can you confirm that DCF expects vendors to utilize the entire, not to exceed budget of \$915,000? In other words, could a competing bidder be evaluated more favorably if they submit a budget that is less than \$915,000?	The evaluation criteria does not afford higher points to proposals less than \$915,000.
8	Section 3.3.2	Please issue a replacement link for this broken link to the Department of Financial Services' Reference Guide for State Expenditures (also broken in Section 3.5, Appendix V) <a href="http://www.myfloridacfo.com/Division/AA/Manuals/Auditinq/Reference_Guide_For_State_Expenditures.pdf">http://www.myfloridacfo.com/Division/AA/Manuals/Auditinq/Reference_Guide_For_State_Expenditures.pdf</a>	<a href="http://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf">www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf</a>

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9	Section 4.2.3	You indicate that this section should be limited to 3 pages. Does question 4.2.4.2 and 4.2.4.3 fall under this Tab 3 meaning everything from 4.2.4 and 4.2.4 must not exceed 3 pages? If so, are we able to include relevant case studies and work samples in the supporting documentation section 4.3.4 Tab 3?	The page limitation applies to the required documentation specified in all of section 4.2.4 (subsections 4.2.4.1, 4.2.4.2 and 4.2.4.3).  Additional samples and documentation may be included in a proposal, see section 4.2.7. Supporting Documentation.
10	Section 4.2.5	Is your expectation that we as your vendor subcontract on-demand trained grassroots/outreach teams to be deployed to workforce and health centers? This is to provide the staff of those government centers and agencies with print and video campaign materials plus counseling support in any given spike of calls or visits.	No. The expectation would be the development, distribution, and placement of messaging campaign materials.
11	Section 4.2.6	Can you share additional details about the marketing efforts of 2-1-1 network providers including any creative samples and media flowcharts that show where and how these providers effectively reached Florida residents in the past and at present?	The Department does not have access to individual 2-1-1 network provider materials described. The Department will link the successful vendor to each 2-1-1 provider to share information during campaign planning.
12	Section 4.2.6	Can you share the types of research you are expecting for this opportunity? Qualitative, quantitative or a combination of both? Is the vendor permitted to make best recommendation based on scope of work? Please share any additional detail around your expectations and/or requirements for research.	The vendor plan should include its proposed methodology to effectively accomplish the goals of the program with the available resources. See section 4.2.6
13	Section 4.2.6	There are multiple references to leveraging baseline awareness for 2-1-1- service centers. Is there any data available related to existing baseline awareness per 2-1-1 center?	Please see the answer to Question 11.
14	Section 4.2.6	Can you share examples of "mass print" advertisements or provide more detail about what you mean by this?	The term is meant to include any type of print material likely to support the goals of the program which is designed to reach a mass audience.
15	Section 4.2.6	Can you share examples, or provide more detail, on what you mean by "online news"? Is a news outlet that shares program coverage online considered online news?	The term is meant to include any type of news coverage likely to support the program goals that is available on an online forum accessible to the public.
16	Section 4.2.6	In localizing outreach and promotion, is there a preference for whether we drive traffic stemming from digital ads to individual 2-1-1 website or does DCF prefer to drive traffic to one universal advertising web page?	The campaign's primary goals are to promote access to the 2-1-1 helpline networks for individual counseling services. Access to each 2-1-1 will include phone access and individual website access. Some 2-1-1s may have additional public access chat, text and instant messaging capacity.
17	Section 4.2.6	Could you please define the type of partnership between the vendor and the existing resources? Is this required on a daily on a weekly basis?	The RFP requires the vendor to describe its approach to community resource partnership in order to make campaign materials available in support of the public awareness goals of the campaign. The RFP does not specify frequency of partnership contacts.
18	Section 4.2.6	Tabs 3 and 4 have a page limit. Does Tab 5, Services, Approach and Solution have a page limit?	There is no page limit for the proposal response addressing section 4.2.6, Tab 5.
19	Section 4.2.6	What constitutes partnering with "existing resources"?	The RFP requires the vendor to describe its approach to community resource partnership in order to make campaign materials available in support of the public awareness goals of the campaign. Existing resources include county governments, health care and behavioral health providers, school systems, TANF and Economic Self-Sufficiency centers, workforce and unemployment agencies and others who may disseminate educational and promotional materials. See section 4.2.6

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20	Section 4.2.6	This section states: Strategic placement of advertisements and psycho-educational materials in high traffic venues such as on public transportation, gas pump toppers, bathroom posters, window clings, and other outlets. Is DCF open to a different mix of placements given the increased likelihood that many people impacted by mental health issues aren't leaving their homes or at least aren't using public transportation, filling cars with gas less frequently, or visiting public bathrooms?	The proposal should include the vendor's preliminary recommendation for advertisements and materials, including a description or justification for any deviation from those specified in the RFP. See section 4.2.6
21	Section 4.2.6	The RFP states the "vendor's approach must demonstrate how the vendor will leverage baseline community awareness of 2-1-1 services". Can you clarify what you mean by the phrase "baseline community awareness"?	The phrase could be read as "existing levels of general public awareness of 2-1-1 services".
22	Section 4.2.6	Can DCF share the audience demographics of recent callers to 211?	The Department does not have access to individual 2-1-1 network provider materials described. The Department will link the successful vendor to each 2-1-1 provider to share information during campaign planning.
23	Section 4.2.6	The Department has defined several partner agencies to disseminate educational and promotional material to within this campaign. If mailing printed materials on behalf of this scope is expected, please provide the total number of addresses (in whole, or by category below) in order to more accurately plan and estimate advertising costs: a. county governments b. health care and behavioral health providers c. school systems d. TANF and Economic Self-Sufficiency centers e. workforce and unemployment agencies f. Any others	There is no specific requirement to mail printed materials. The organizations and social service agencies identified are examples of existing resources the Department expects the vendor to engage with in order to maximize the distribution of materials and outreach of the project.
24	Section 4.3.1	The Financial Proposal is only for creativity, content creation, production, and media strategy? If so, what is the expected media allocation?	Please see the answer to Question 4.
25	Section 4.5	The link provided for supporting documentation for state expenditures allowable costs does not work, will you provide the correct link?	<a href="http://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf">www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf</a>
26	Section 5.2	Is there preference given to minority owned, female or veteran-owned business?	No, there is no preference given to minority owned, female or veteran-owned businesses. However, these types of businesses are encouraged to complete the Tie Breaking Certifications section of Appendix II.
27	Section 5.2	Does the agency selected need to be located in Florida?	It is not mandatory that the selected vendor be physically located in Florida. However, they need to be authorized to do business in Florida in order to compete.
28	Section 5.2.1	If costs do not exceed \$915,000, and are demonstrated to be reasonable in nature, allowable and necessary for the tasks specified in the RFP, can a vendor receive full points for this section, even if these costs aren't the lowest compared to other bidders?	Yes, each proposal is evaluated independently of any other proposals and may receive full points for this criteria. See Criteria 4 of the Evaluation Manual posted at: <a href="http://www.myflorida.com/apps/vbs/vbs_www.ad_r2.view_ad?advertisement_key_num=154104">http://www.myflorida.com/apps/vbs/vbs_www.ad_r2.view_ad?advertisement_key_num=154104</a>
29	Section 5.2.1	Can you provide a description of how a vendor could receive less than full points on the budget if the costs are less than the \$915,000 outlined within the RFP?	The criteria for points is established in the Evaluation Manual, section 1.3., which is posted at: <a href="http://www.myflorida.com/apps/vbs/vbs_www.ad_r2.view_ad?advertisement_key_num=154104">http://www.myflorida.com/apps/vbs/vbs_www.ad_r2.view_ad?advertisement_key_num=154104</a>

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30	Appendix V, VI	<p>If the answer to the above is no, can you please clarify the following regarding this project budget tracker: Please confirm that this is NOT a cost plus type contract with direct expense reimbursement and profit percentage applied to total costs incurred. We are asking because the budget summary looks like a form that would indicate only direct costs in the budget.</p> <p>Are any expenses such as travel only paid as direct reimbursements? In other words is the travel category E just an estimate but costs if any will be directly reimbursed?</p> <p>Are expenses in items F to L only for expenses that might be incurred directly for the project? Are they supposed to include some allocation of overall company expenses for these categories applied to this project on an estimated basis?</p> <p>Are indirect costs to be based on a company average percentage in some manner?</p> <p>Are personnel costs to include a profit component or just direct actual estimated costs and then is profit and overhead supposed to be a separate line item?</p>	<p>All proposed costs must be based on the anticipated costs to be incurred by the vendor in providing the specified services. Proposed travel costs may be estimated for the purpose of budgeting; however, the State of Florida reimburses travel for actual costs incurred, in accordance with section 112.061, F.S. Indirect costs may be included, based on the vendor's cost allocation methodology.</p>
31	Appendix VI	<p>Can we submit a simplified project budget tracker that summaries key categories without the level of detail specified in Appendix VI?</p>	<p>A simplified budget may be provided for illustrative purposes. However, the specifications provided in Appendix VI are required.</p>
32	Appendix VI	<p>For the pricing sheet, are we required to fill out every line item? For example – office expenses – we do not foresee that these apply to this project. For example, we would not charge you for utilities, phone, postage, copies, printing, janitorial supplies, etc. Should we just note a zero in that area?</p>	<p>The cost proposal should include all costs in association with the provision of services. If a line item in Appendix VI does not apply, vendors may leave it blank or insert '0'.</p>
33	Appendix VI	<p>Can you please elaborate on fixed price services – would this include retainers?</p>	<p>A retainer would most likely be more appropriately categorized as a cost associated with a subcontracted service. All costs directly associated with the provision of services specified in the RFP must be included and described appropriately in the budget narrative. The final budget will be negotiated with the selected vendor, which may include adjustments to the proposed line item budget. See the DMS Reference Guide for details: <a href="http://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf">www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf</a></p>
34	Appendix VI	<p>For Personnel, are you looking for one total that reflects all staff fees as required for this project?</p>	<p>The proposed budget must be comprised of 2 parts; 1- Budget Summary; and 2- Narrative. For the Personnel line item, the Budget Summary should include the total salary costs for all personnel. The Budget Detail should include a detailed description of each line item, clearly demonstrating the calculation methodology for each line item. The description should identify each position, the associated total salary, the level of effort devoted to this project and the total proposed salary charged to this project.</p> <p>See section 4.3.3 of the RFP and page 70 of the Reference Guide for State Expenditures: <a href="http://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf">www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf</a></p>
35	Appendix VI	<p>Can you elaborate on fringe benefits?</p>	<p>Fringe benefits include all state and federal taxes, insurance, etc., paid on behalf of the employee. See page 70 of the Reference Guide for State</p>

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			Expenditures: <a href="http://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf">www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf</a>
36	Appendix VI	Can you elaborate on reference background checks?	Section 4.14 of the Department's Standard Contract (Appendix IV), required Employment Screening, more commonly referred to as background checks, as required by Florida Statutes.
37	Appendix VI	The budget template does not seem to apply to this RFP since most is not applicable to advertising. Should the budget reflect specific advertising spending instead of personnel, travel, office expenses, etc.?	Specific line items may be added to the proposed budget to incorporate all proposed costs, accompanied by a narrative description of the proposed cost demonstrating the methodology for the proposed cost. Some of the line items listed in Appendix VI may not be applicable and vendors may leave these line items blank or insert a '0'.
38	Appendix VIII Exhibit B	How would you break down the allocation between the two messaging goals outlined in pg. 23, Exhibit B: General messaging versus promoting 2-1-1? Should more emphasis be placed on one versus the other?	The Department is not prioritizing the goals in this section. Both are major goals of the service.
39	Appendix VIII Exhibit C Section C-1.1.1.1	The RFP indicates a 9-month contract yet in Exhibit C, the breakdown is 8 months (1-6-1), should we assume the first month is kick off, onboarding and message and creative asset development?	Yes, the first month will be mainly onboarding and message development, however final details of the contract will be negotiated with the selected vendor. See Appendix VIII, Exhibit C, section C-1.1.1
40	Appendix VIII Exhibit C Section C-1.1.1.2	Will the selected vendor be expected to directly support each 2-1-1 call center's local marketing efforts, including producing localized variations of call center materials/scripts, website content, etc.?	The messaging materials in this section must provide "opportunities for local customization." The level of effort by the vendor to operationalize customized messaging may vary among 2-1-1 providers. See Appendix VIII, Exhibit C., sections C-1.1.1.2 and C-1.1.1.3.
41	Appendix VIII Exhibit C Section C-1.1.1.3	The RFP does not explicitly ask for multicultural/Spanish messaging for the campaign. Is Spanish-specific messaging and media a requirement or recommendation-based for the campaign?	The scope of work includes culturally and linguistically relevant messaging materials adapted to the communication needs of local residents, including Spanish, Creole and other languages, as identified by the Department. See Appendix VIII, Exhibit C, Section C-1.1.1.3.
42	Appendix VIII Exhibit C Section C-1.1.2.1	Is print advertising required? Or is DCF open to the vendor's recommendation for media mix?	The Department anticipates print advertising as one element of the campaign. The proposal should include the vendor's recommendation for the media mix, along with a description or justification for any deviation from the specifications of the RFP.
43	Appendix X	Is the section "Appendix X - Attachment A" supposed to be responded to by the vendor?	This appendix is the Department's grant application and is provided for informational purposes only.
44	Appendix X	Based on current call data, the most pressing needs are related to stress stemming from loss of income, etc. Understanding this, are campaign messages limited to promote coping, resiliency, self-care skills, etc. or can messaging also focus on how 2-1-1 centers can provide resources to alleviate the most immediate issues?	Please see the discussion in Section C-1.1.1.1 regarding the focus of messaging during campaign phases.
45	Appendix X	Understanding the CDC data identified audiences that may respond more strongly to stress (older adults, children and teens, front line response workers and those with mental health conditions and their caregivers) should we consider these audiences primary target audiences?	No, the general public remains the primary target audience. However, the campaign may include approaches tailored to the unique needs of special subpopulation groups of concern.
46	Appendix X	Understanding the service target area for each 2-1-1 center varies in size, does DCF have any specific priority markets/counties that should be considered in the outreach strategy?	The campaign is intended to have statewide reach. The campaign plan to be negotiated may take into account geographic and demographic considerations in

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			determining resource allocation, but the campaign must support persons in all Florida counties. See section 1.1
47	Appendix X 12. B. Staffing Needs	What is the role of the additional staffing? Is this something that the agency needs to provide?	This appendix is the Department's grant application and is provided for informational purposes only.
48		The RFP requests our approach to developing the media plan, but does not outline whether or not a proposed media plan cost-out (flowchart) is required – If required, please confirm and outline any media plan budget considerations or restrictions.	The proposal should include all costs associated with the provision of services. The RFP does not specify a format for submission of the media plan budget details.
49		Will a website design or splash page be required?	This is not a requirement of the RFP.
50		What role does Florida Managing Entities have, if any, and how is it different than 2-1-1's role?	Please see s. 394.9082, F.S., and <a href="https://www.myflfamilies.com/service-programs/samh/managing-entities/">https://www.myflfamilies.com/service-programs/samh/managing-entities/</a> for detailed information regarding Managing Entities. In brief, Managing Entities are responsible for the administration of a subcontracted network of service providers constituting an array of behavioral health treatment and supports services. Some 2-1-1 providers may also be subcontractors to a Managing Entity for information and referral purposes within the larger array. The Department will be implementing this campaign in collaboration with the 2-1-1 providers under direct contract with the Department for the purposes of the Crisis Counseling Program only. The Managing Entities are not implementing the Crisis Counseling Program, although the Department will be collaborating with them to ensure the full array is engaged in supporting Floridians impacted by the pandemic.
51		What are the key indicators of behavioral health that we should be aware of (e.g. how do people self-diagnose, is there a survey or app online to help self-identify?)	The RFP does not require an analysis of behavioral health data and does not require the creation of surveys or on-line tools for diagnostics of self-identification purposes.
52		For KPIs other than reach, is the Department looking for web lift, submissions to schedule calls, information form downloads, or call tracking (help center)? Will we have access to Google Analytics to measure lift and optimization?	The 2-1-1 providers will be providing data on the services provided under this program. The Department will be adopting performance measures with the selected vendor designed to assess campaign reach in relation to 2-1-1 call volume data, among other considerations to be determined through negotiation.
53		What are the other, if any, KPIs for success of this campaign?	Please see the answer to Question 52.
54		What are baseline metrics for the face-to-face campaign like this (e.g. daily/monthly number of calls to 2-1-1, engagement with the website, visitation, etc.)	Please see the answer to Question 52.
55		What areas and/or populations are most vulnerable (e.g. urban, rural, elderly, single parent homes, etc.)	The campaign is intended to have statewide reach. The campaign plan to be negotiated may take into account geographic and demographic considerations in determining resource allocation, but the campaign must support persons in all Florida counties. See section 1.1
56		Will you require a full organizational org chart? Or, just key personnel with bio, education and experience?	See Section 4.2.5
57		What level of access will we have to experts in the field for on-air interviews, social media?	This is unknown at this time.

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58		Are there any current partnerships already in place of large significance that we can work with to help distribute information?	Opportunities to identify specific existing partnerships will be included in the bi-weekly collaboration meetings between the Department, the selected vendor and the 2-1-1 providers. See Section C-1.1.3.
59		For the purposes of budgeting and any contractual compliance, what is the duration of talent rights (voice-over talent and/or on-screen talent) expected for TV, Radio and other advertising deliverables? Based on the duration of this grant and contract, we are assuming a 6-month to 1-year usage window, with renewable rights available by fiscal year. Usage can be purchased in 1-year, multi-year, and in perpetuity with costs for talent scaling by duration. Please let us know your requirements.	This program is based on nonrecurring federal grant funds. This program may only incur allowable costs through 4/12/2021, subject to the possibility of a federal extension granted at a later date.
60		What specifics are required in the media plan?	The specific details of the media plan will be discussed and negotiated with the selected vendor.
61		Do you want platform rationales and budget allocations for each service line?	This is not a requirement of the RFP.
62		Does the agency have to be "on-site" for any services included in this solicitation?	The RFP does not require on-site services.
63		Are you looking more for a telemarketing and grassroots campaign/effort than anything else?... is it your main objective to properly assist the anticipated calls to 2-1-1 via an on-call trained team able to support the high demand?... Besides having presence on broadcast and digital media, the core focus is more to have properly staffed and trained sub-vendors that can be activated and deployed to the counties in need of assistance to provide counseling?	No, the RFP is not requesting any call center operations work or deployments by the selected vendor. Please see Section 1.1 and Exhibit C for the requested scope of work.