

Request for Proposal 18-RFP-003-SS
Unique Abilities Marketing and Outreach Program
Technical Questions and Answers

The Department's responses to timely submitted questions are provided below:

Question Number	Page Number	Section	Question	Answers
1			Whether companies from Outside USA can apply for this? (like, from India or Canada)	No.
2			Whether we need to come over there for meetings?	This is unknown at this time, but it is possible.
3			Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	No.
4			Can we submit the proposals via email?	No. Please refer to Section B.10.
5			I wasn't sure if your request below included billboard advertising?	Contractor will propose communication strategies.
6			Can you please let me know who the incumbent is for this solicitation?	Moore Consulting.
7	P.32	Attachment B, Cost Proposal	Understanding marketing and communications engagement can be scalable based on available budget, what is the proposed total budget and/or budget for deliverables 1-3?	The contractual budget will not exceed \$100,000.00
8	P.32	Attachment B, Cost Proposal	If a budget hasn't been determined, What is the minimum being directed at this program?	Please see Question #7.
9	P.32	Attachment B, Cost Proposal	If a budget hasn't been determined, are you interested in budget ranges to demonstrate a minimum to maximum investment of time?	Only one (1) Cost Proposal (Attachment B) should be submitted and should be completed in the format that is provided for you. Please see Section B.35.2 and Attachment B.
10	P.32	Attachment B, Cost Proposal	Do you want fees and hard costs combined in Attachment B, cost proposal?	Yes, please refer to Section B.35.2.
11	P.28	C.13, sub. 4 and 6	What staff resources will be directed at this program including communications point person, business liaison to close conversions, digital/website team, etc.?	Upon contract execution, DEO will assign a contract manager and a liaison to work with the awarded vendor.
12	P.26	C.5, 1.b	Are there opportunities to make changes and elevate the current website to promote business engagement?	Yes.
13	P.24	C.1	What do you see as the tangible value proposition that can be offered in addition to the Unique Abilities brand and support of the program?	Awareness of the initiative to assist individuals with disabilities and partnering employers.
14	P.24	C.1	What can be offered to push conversions?	Options should be included in the proposal.
15	P.25	C.4, Deliverable No. 2	Once the quarterly targets are established, what is the expectation per conversion?	The vendor is expected to meet the quarterly target as outlined in the project schedule. Please see Section C.4.

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16	P.25	C.4, Deliverable No. 2	Is the financial consequence of \$500 per day imposed if 100 percent of the target list is not converted?	No. Please see Addendum No. 1.
17	P.25	C.4, Deliverable No. 2	What does the threshold for success look like?	An increase in the actual number of businesses and organizations that become Florida Unique Abilities Partners.
18	P.25	C.4, Deliverable No. 2	What is the total number of expected businesses partners for year two?	Quarterly targets should be included in the proposal.