

**The Department of Highway Safety and Motor Vehicles (FLHSMV) RFP-002-20
Digital Advertising for FHP Recruitment Campaign
Addendum No. 2**

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. 2, shall remain in full force and effect.

Questions and Answers

Note: All written questions are reproduced in the same format as submitted by the Respondent.

Question received on 2/1/20 from Euclid Infotech:	
Question 1:	List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required?
Answer:	Please refer to the documents posted on the VBS Advertisement link listed below: http://www.myflorida.com/apps/vbs/vbs_www.ad_r2.view_ad?advertisement_key_num=150907
Question 2:	Soft Copy of the Tender Document through email?
Answer:	Electronic submissions will not be accepted for this RFP. Please refer to RFP-002-20, Section 4.3
Question 3:	Names of countries that will be eligible to participate in this tender.
Answer:	Eligible Countries: United States
Question 4:	Information about the Tendering Procedure and Guidelines?
Answer:	Please see Answer to Question #1 and refer to RFP-002-20, Section 4.0.
Question 5:	Estimated Budget for this Purchase?
Answer:	Please see Attachment B – Section 3, Budget.
Question 6:	Any Extension of Bidding Deadline?
Answer:	No, the Department doesn't intend to extend the deadline.
Question 7:	Any Addendum or Pre-Bid meeting Minutes?
Answer:	Please see Answer to Question #1.
Question received on 2/4/20 from Little Fish Media:	
Question 8:	Will we be given logos and photos, especially, the agency has been using for its marketing and promotional efforts to use to develop the advertising creative?
Answer:	Yes. Please refer to Attachment B – Scope of Services, Section 4.2.7.
Question received on 2/10/20 from Dion Marketing, Advertising, PR & Design:	

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Addendum No. 2**

Question 9:	Can the winning contractor submit monthly invoices?
Answer:	Invoicing will be conducted in accordance with ATTACHMENT B – Scope of Services, Section 7, Deliverables, and Section 12.3, Invoicing.
Question 10:	Is the winning contractor expected to fund the online campaigns before compensation is received from the Department?
Answer:	Yes. Please refer to Attachment B – Scope of Services, Section 12.
Question received on 2/10/20 from Flagrant International Solutions, Inc.:	
Question 11:	Is there an incumbent? If so, are they participating in this process? Was the contract renewed with the incumbent after the last RFP cycle?
Answer:	No, there is no incumbent.
Question 12:	What do you view as the most important qualities of an agency partner beyond the capabilities outlined in the RFP? What is your ideal relationship definition with your marketing agency partner?
Answer:	The RFP clearly outlines the requirements and qualifications needed by the agency partner. This campaign is very important to the Florida Highway Patrol, therefore, an understanding of law enforcement recruitment is advantageous. Our ideal partner would be very dependable, easy to work with and provide excellent attention to detail.
Question 13:	What would your team be most concerned about during any post-award transition and on-boarding process?
Answer:	The on-boarding process is outlined in the RFP. Any concerns will be addressed with the vendor as a part of that process.
Question 14:	Will the agency have a single point of contact that the agency interacts with? Or will there be multiple points of contact to work with?
Answer:	The Department will identify a Contract Manager in the resulting contract and others would be available as needed.
Question 15:	What level of detail are you seeking in the Strategic and Tactical section of the RFP? Is there information beyond the objectives stated in the RFP that we can use to apply to present a proposed strategic and tactical approach?
Answer:	All required elements of the Campaign Plan are outlined in RFP-002-20, Sections 4.1.3. and 4.1.4.
Question received on 2/10/20 from Entercom:	
Question 16:	Has there been an incumbent agency for this campaign in the past year or in the past 3 years prior?
Answer:	There is no incumbent agency.
Question 17:	Besides the Military target, are there any past examples of success in increasing applications that can be duplicated and should be included in the proposal?
Answer:	This is the first time FLHSMV is doing a campaign of this scale for FHP Recruitment.
Question received on 2/10/20 from The Moore Agency:	
Question 18:	Is there an incumbent? If so, who?

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Answer:	Please see Answer to Question #11.
Question 19:	Can you confirm that \$20,000 is the total budget allocation or account management fees for the campaign?
Answer:	The overall budget for the campaign may not exceed \$200,000.00. The respondent's overall production/design fee and overall agency fee should be reflected in ATTACHMENT F – Price Sheet. Agency fees shall not exceed 10% of the overall budget, as referenced in ATTACHMENT B – Scope of Services, 12.1. Respondents may further break out budgeted items within the Campaign Plan, as referenced in ATTACHMENT B – Scope of Services, 4.1.3.
Question 20:	Can you confirm Google, Facebook and Twitter are required platforms?
Answer:	Yes. The Department has established these as its minimum mandatory platforms.
Question 21:	Who created the website www.Beatrooper.com?
Answer:	The current form of the website was created by FLHSMV staff and contract awardee Taproot Creative from RFP 011-14.
Question 22:	Are you open to website optimizations to streamline the user experience?
Answer:	Yes, the department is open to website optimizations.
Question 23:	Is there any flexibility on the launch date for the campaign?
Answer:	No, the launch date is firm.
Question 24:	Is there a target number of recruits you are looking to gain through this campaign?
Answer:	No, the Department has not identified a target number of recruits.
Question 25:	Are you interested in collecting leads as a secondary goal of the recruitment campaign?
Answer:	No, at this time the Department is only focused on a social media campaign.
Question 26:	As a secondary goal, are you looking to drive other methods of contact outside of the online application (i.e. leads, phone calls to recruiters, etc.)?
Answer:	Please see to Answer to Question #25.
Question 27:	What are the specific markets outside of Florida that are considered Tier 1 and Tier 2?
Answer:	Specific markets outside of Florida have not been identified.
Question 28:	In the pricing evaluation scoring outlined in attachment I, section 1 the subtotal of mandatory platforms during the original Contract: can you confirm that the subtotal of mandatory platforms price will be the only factor in determining points?
Answer:	No, please see RFP-002-20, Section 2.1, Pricing Evaluation Scoring. The total points are a combination of Mandatory Platforms and Overall Agency Fees.

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Addendum No. 2**

Question 29:	In the pricing evaluation scoring outlined in attachment I, section 1 the subtotal of mandatory platforms during the original Contract: can you confirm that budget put towards platforms not listed as mandatory will not be considered in the budget scoring?
Answer:	Yes, the budget scoring will only be based on the mandatory platforms.
Question 30:	Recognizing the budget allocated towards this campaign is \$200,000, do you have an ideal budget range for the advertising spend (understanding preference is given to the lowest price of mandatory platforms)?
Answer:	\$200,000 is the maximum allocated budget for the Campaign Plan.
Question 31:	Will additional platforms outside of the mandatory platforms be viewed as preferred?
Answer:	In accordance with ATTACHMENT B – Scope of Services, 4.1.3 (d), advertising platforms include Google, Facebook and Twitter at a minimum. Additional advertising on other social media or online channels shall be included at the vendor’s discretion.
Question 32:	How will platforms not included on the mandatory platform price sheet be considered in the overall evaluation?
Answer:	It will be considered in the evaluation of the Proposal.