

FLORIDA DEPARTMENT OF TRANSPORTATION
Procurement Office
605 Suwannee Street, MS 20
Tallahassee, Florida 32399-0450
Phone: (850) 414-4100

QUESTIONS AND ANSWERS

DATE: October 15, 2021

BID NO.: DOT-RFP-22-9029-CA

BID TITLE: Safety Vital Few Pedestrians and Bicycle Safety Paid Media Campaign

OPENING DATE/TIME: October 25, 2021 at 11:00 AM ~~03:00 pm~~ (LOCAL TIME)

Notice is hereby given of the following changes to the above-referenced SOLICITATION:

- Questions and Answers provided below:

Question 1	We do not require a drug test for our team. Does that disqualify us from participating in the RFP?
Answer 1	Please see Special Condition; Section 23: 23) "DRUG-FREE WORK PLACE" PREFERENCE" Whenever two or more bids which are equal with respect to price, quality, and service are received, the Department shall determine the order of award first in accordance with section 295.187(4), Florida Statutes, giving preference to "Veteran Business Enterprise" then to bid responses from vendors that certify the business has implemented a drug-free workplace program in accordance with Section 287.087, Florida Statutes. The "Drug-Free Workplace Program Certification" must be completed and submitted with the bid response to be eligible for this preference.
Question 2	Whether companies from Outside USA can apply for this? (like,from India or Canada)
Answer 2	See Special Conditions, Section 1) MyFloridaMarketPlace, Proposers must be registered in the State of Florida's MyFloridaMarketPlace System to be considered and Section 9 Qualifications, in accordance with sections 607.1501, 605.0211(2)(b), and 620.9102, Florida Statutes, out of state corporations, out of state limited liability companies, and out of state limited partnerships must be authorized to do business in the State of Florida. Such authorization should be obtained by the proposal due date and time, but in any case, must be obtained prior to the award of the contract. The Proposer must meet all requirements in Exhibit "C" Scope of Services.

Question 3	Whether we need to come over there for meetings?
Answer 3	There is no requirement for a vendor to meet with the project manager in person, however, the Professional Requirements, Section 5 states that proposer is required to have pre-established relationships with Florida media companies (ie: broadcast and cable television, mobile geo framing, connected TV OTT, video pre-roll and You Tube, radio, NIA broadcasting, billboards, etc.) Section 6 states that the proposed must have documented experience in conducting major media campaigns with a highway safety focus or on behalf of government agencies.
Question 4	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada
Answer 4	Please note the above responses as well as Professional Requirements Section 7, proposer must have the flexibility and capacity to respond quickly and efficiently with media buy enhancements or adjustments at any given time.
Question 5	Can we submit the proposals via email?
Answer 5	<p>Yes, please see Section #27 of the Solicitation document:</p> <p>ELECTRONIC SUBMISSION OF PROPOSALS:</p> <p>Please follow the below instructions for the submittal of electronic Proposals, failure to do so, may result in your bid being found non-responsive. Non-responsive replies will not be evaluated.</p> <p>a) Subject line must show: RFP-DOT-22-9029-CA b) Email shall contain two file attachments marked as the following: PART I – TECHNICAL PROPOSAL RFP-DOT-22-9029-CA PART II – PRICE PROPOSAL RFP-DOT-22-9029-CA c) Documents shall be submitted in portable document format (PDF) and have a size limit of 25MB. d) The body of the email shall not contain any information other than the signature line. e) Proposals shall be submitted to: CO.Purch@dot.state.fl.us</p> <p>It is the proposer’s responsibility to assure that the proposal is delivered to the proper place on or before the Proposal Due date and time (See Introduction Section 2 Timeline). Proposals which for any reason are not so delivered, will not be considered.</p>

Question 6	Can you please provide a sample of the creative? Please advise the length of the creative ads for TV, OTT, Radio, and Digital Audio. Example :30 seconds or :15 seconds
Answer 6	We have both :30 second and :15 second segments. We almost always buy :30 second spots. Samples of our digital media can be found at: https://www.alerttodayflorida.com/Education/DigitalMedia
Question 7	Please advise of the target Demo- A18+? A18-54? A18-64?
Answer 7	The target audience demographic information is included in the Scope of Services on Page 40. The median age of a fatally injured pedestrian is 52 and the median age of a fatally injured bicyclist is 55. Drivers age 31 – 60 years old are involved in 33% of traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists followed by drivers age 18 – 20 years old at 29% involvement.
Question 8	How would you like to see the pricing based on cost per thousand or cost per point?
Answer 8	Please bid as specified in Exhibit “C” Price Proposal Form.
Question 9	Can you please clarify if the 1% fee pertains to all of the paid media or just the agency fee? Example: 1% of the estimated \$4,000,000 budget or 1% of the estimated \$200,000 agency fee 1. The State of Florida, through the Department of Management Services, has instituted MyFloridaMarketPlace, a statewide eProcurement system. Pursuant to Section 287.057(22), Florida Statutes, all payments shall be assessed a transaction fee of one percent (1%), which the Vendor shall pay to the State.
Answer 9	The State of Florida applies the fee to all transactions. The fee is due after vendors receive payments from the state. Click on the link for more details on the Transaction Fee: https://www.dms.myflorida.com/business_operations/state_purchasing/myfloridamarketplace/mfmp_vendors/transaction_fee_and_reporting
Question 10	Our company is a Woman & Minority Certified Business through the Department of Management Services. In the paper work there is a form “Anticipated DBE Participant Statement” and asks if the prime contractor is a Florida Department of Transportation

	Certified Disadvantaged Business Enterprise. Because we are certified through the state, do I check Yes in this situation?
Answer 10	Yes.
Question 11	In the beginning of the RFP the proposal format instructions for 1. Executive Summary, 2. Marketing Plan, and 3. Media Plan. However, towards the back of the RFP after the draft there are a multitude of Professional Requirements. Should these requirements be included within the technical proposal Part 1?
Answer 11	Yes.
Question 12	When submitting the price proposal are we to recreate the "Agency Fees Example Grid" from Exhibit "C" to fill out only? Then submit all three pages of Exhibit "C" with the signed document?
Answer 12	Please bid as specified in Exhibit "C" Price Proposal Form. See Special Condition 21, Responsiveness of Proposals.
Question 13	Lastly, there is pricing information in regard to utilizing MFMP as the funding source which if I am understanding correctly automatically deducts 1% of the invoiced amount being paid to the primary contractor. Is this accurate? If so is there an alternate funding source such as an electronic funding transfer that can be utilized?
Answer 13	<p>Transaction Fee Payments: Acceptable payment methods include check, money order, cashier's check, or debit automated clearing house (ACH). Debit ACH, also known as bank-to-bank electronic funds transfer (EFT), is a form of payment in which funds are electronically transferred directly from the vendor's bank account to the MFMP account.</p> <p>The following information should be included on all transaction fee payments to ensure correct posting; the company name, FEIN, and CBI number.</p> <p>Send payments to the following address: DMS MFMP P.O. Box 865919 Orlando, FL 32886-5919 Click on the link for more details on the Transaction Fee:</p> <p>https://www.dms.myflorida.com/business_operations/state_purchasing/myfloridamarketplace/mfmp_vendors/transaction_fee_and_reporting</p>
Question 14	Is the proposer expected to provide a marketing plan media plan for campaigns 1-5 or just campaign 1, to illustrate our approach?

Answer 14	Please provide marketing and media plans for all five campaigns. These will all take place in year one of the contract.
Question 15	How does DOT define these terms? <ul style="list-style-type: none"> ○ Event activations ○ Multi-level campaign ○ Community context data
Answer 15	<ul style="list-style-type: none"> ○ Event activations Actual outreach activities such as an exhibit to assist in public education. ○ Multi-level campaign This refers to the content strategy framework to reach diverse audiences with personalized content based on device, location and user preferences; convey a clear brand identity; and launch campaigns that capitalize on new market trends with efficient workflows and content tools. ○ Community context data Community context data includes details about specific audiences such as who lives there (age, gender, etc.), do they have a primary language other than English, what is the culture, what media do they follow, etc.
Question 16	You reference the need for the plan to incorporate strategic partnerships. Can you elaborate on what you mean and do you have any existing strategic partnerships we can leverage?
Answer 16	Safety is everyone's responsibility. Strategic alliances, partnerships and institutional frameworks serve to advance traffic safety and mobility. The goal of strategic partnerships with the media is to engage them in problem resolution. This could be as small as bonus airtime or as big as joint community events or activations that support a safety strategy.
Question 17	Understanding creative development wouldn't be part of the scope of work, in what ways could the selected vendor influence campaign creative development?
Answer 17	If the selected vendor were to establish a need for new creative, we would certainly consider the recommendation.
Question 18	Is there an incumbent for this program? If so, who?
Answer 18	No.
Question 19	If there is an incumbent, how long has the incumbent been working with FDOT on this program?

Answer 19	See response to Question 18.
Question 20	Can you share the list of vendors that submitted questions?
Answer 20	Yes.
Question 21	Is there additional data to be supplied by zip code for planning and budget distribution or is budget distribution based on county information provided?
Answer 21	Budget distribution is based on the county information provided, however, we do our best to focus on areas with the highest representation of serious and fatal injury crashes within each of those counties. We will provide data each fiscal year with those identified areas.
Question 22	Are zip codes meant to dictate planning and budget distribution or only reporting purposes?
Answer 22	Zip codes are used to focus targeted efforts such as geo framing, geo fencing, etc.
Question 23	Does the Department currently have any strategic partnerships for “Alert Today Florida”?
Answer 23	Yes. Florida’s Pedestrian and Bicycle Safety Coalition is a group of diverse partners that develop and implement proven effective countermeasures to improve the safety of people who walk and bike. Alert Today Florida is the campaign “brand” for this effort.
Question 24	What event activations have been successful in the past?
Answer 24	Alert Today Florida has been in effect for approximately 10 years. We have facilitated successful events such as cyclovia’s, community outreach events that include helmet fitting and distribution, Walk and Bike to School Days, Ride to Work Days, etc. We have also found some success in participating in partner events such as Walk Like MADD and Bike 5 Cities type events. The most successful activations have been community based opportunities to talk to the public one on one about safety.
Question 25	What is the definition of “community context data” to identify the type of media based on the target audience?

Answer 25	Community context data includes details about specific audiences such as who lives there (age, gender, etc.), do they have a primary language other than English, what is the culture, what media do they follow, etc.
Question 26	Can you provide examples of previous reporting?
Answer 26	Example: The objective was conduct formative, process, outcome, and impact evaluations of the state's Comprehensive Pedestrian/Bicycle program. The formative and process evaluations is an ongoing process to determine if revisions need to be made to increase the effectiveness of the program. A total of 1,934 public opinion surveys were taken in 25 priority counties with the highest rate of traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. Surveys were specifically focused on the target audience of adults age 18 years and older. The surveys focused on key challenges such as night-time visibility and impairment. 82% of bicyclists reported that they make themselves visible while riding at night while 62% (up from 42% in 2018) of pedestrians responded that they take measures to increase their visibility at night. Overall awareness of the Alert Today Alive Tomorrow campaign message was 30% with the highest of 60% in Osceola County and the lowest level of 15% in Escambia County. The Alert Tonight Alive Tomorrow campaign showed 16% overall awareness within the 25 priority counties, up 9% from the previous year. The recognition of the One Foolish Act Campaign increased from 9% in 2019 to 24% in 2020 with an overall increase in awareness in 24 of the 25 priority counties.
Question 27	Will the Department provide crash reduction data by zip code for reporting?
Answer 27	The Department will identify reductions in serious and fatal injury crashes, but expects the vendor to report on how/if their output impacted those changes. The example above is of a public opinion survey that was conducted to capture any increase in awareness of previously distributed campaigns.
Question 28	Can you provide additional demographics for the injuries and fatalities? (ex. ethnicity)
Answer 28	We do not capture ethnicity data. The median age of a fatally injured pedestrian in Florida is 52. The median age of a fatally injured bicyclist in Florida is 55. Drivers age 31 – 60 are more frequently involved in these crashes than other age groups.
Question 29	While we do not anticipate any involvement with or conflicting interests resulting from the Scrutinized Companies List, it's worth noting the link to 'Vendor Certification Regarding Scrutinized Companies Lists' in section 18, page 16, is inoperable.
Answer 29	The Vendor Certification Regarding Scrutinized Companies Lists is located on page 9 of the solicitation document. Please disregard the link below: 18) SCRUTINIZED COMPANIES LISTS ALL Responses, regardless of dollar value, must include a completed Vendor Certification

	<p>Regarding Scrutinized Companies Lists to certify the respondent is not on either of those lists. The Form should be submitted with the proposal.</p>
--	---