

March 15, 2024

**POLK COUNTY, A POLITICAL SUBDIVISION OF
THE STATE OF FLORIDA**

ADDENDUM # 3

**RFP 24-178, Advertising & Related Marketing Services for Indigent Health
Care Programs**

This addendum is issued to clarify, add to, revise and/or delete items of the Bid Document for this work. This Addendum is a part of the RFP Document and acknowledgment of its receipt shall be noted on the Addendum.

Contained within this addendum: Question and Answer received.

Respectfully,

Ari Goldstein

Ari Goldstein
Senior Procurement Analyst
Procurement Division

**This Addendum sheet should be signed and submitted with your
bid submittal. This is the only acknowledgment required.**

Signature: _____

Printed Name: _____

Title: _____

Company: _____

RFP 24-178, Advertising & Related Marketing Services for Indigent Health Care Programs

Addendum # 3

QUESTIONS AND ANSWERS

Question 1: Addendum 1 indicates the budget is approximately \$100,000 for the year. Does this budget include media buys?

Answer 1: The initial \$100,000 annual budget referenced in Addendum #1 includes media buys and agency services.

Question 2: If the budget does include media buys, how much of the budget have you allocated towards media purchases or are you looking for a recommendation?

Answer 2: Refer to Question and Answer #1 above. Part of the scope of services is for the awarded agency to recommend media buy budgets for the assigned work.

Question 3: Should campaign materials be in both English and Spanish? Is translation part of the budget?

Answer 3: Yes. Any translation would be part of the budget.

Question 4: In the scope of work, page 7 of Attachment A, you indicated a Kick-Off that includes the client (you), agency and digital agency. Is there a separate RFP for a digital agency or one the County already works with?

Answer 4: No, there is not a separate RFP. Some agencies may not do their own digital placement or have an in-house team. Because digital is a big component of the services we're soliciting, we'd like to meet the third-party agency/in-house team.

Question 5: In the scope of work, page 2, it indicates a multiyear contract, but no dates are listed. Can you please clarify the contract terms?

Answer 5: It is the County's intent to negotiate a five (5) year agreement with the awarded agency beginning on the date the Board executes the master agreement.

Question 6: Who will be the evaluation team?

**Answer 6: Lauren McCall, Communications Division
Terri Saltzman, Indigent Health Care
Joy Johnson, Health & Human Services Division
Kris Keprios, Tourism/Sports Marketing Division**

Darrell Johnson, Supplier Diversity

Question 7: Who would be the primary client contact person for this engagement?

Answer 7: Lauren McCall, Digital and Media Services Manager will be the main contact until a specialist is assigned.

Question 8: Since there is no incumbent, how will you measure the success of the campaign?

Answer 8: Based on how well goals/KPIs are achieved.

Question 9: What is the most important goal for this project? Increase awareness? Utilization?

Answer 9: Primary goal of this project is to improve lead generation and ultimately increase the number of plan participants. In the subsequent years, a focus will likely be utilization of services of those who qualify for the plan. Not everyone will meet the criteria to be eligible for the plan, so it's finding those who will most likely qualify and getting them to apply. With that comes a component of increasing awareness.

Question 10: On page 12 of Attachment A, Key metrics, please clarify who CHI Grounder Voyager/Strivers mindset and DR and GV and/or what they stand for?

Answer 10: Disregard acronyms and specific analytic and data programs (e.g. Grounder Voyager, CHI (Customer Health Index)). This information was included in error. The main consideration is that there is type of report or data/analytic software that can measure the success of a marketing channel or communication piece.

Question 11: The budget seems quite low for the entirety of the Scope of Work identified. Could you let us know if the scope of work identified is fulsome, but it may or may not be required in year 1?

Answer 11: The Scope of Work in Attachment "A" outlines all the potential tasks that may be required for projects under this RFP. It is not expected that all tasks will be required for each project.

Question 12: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado, and Wyoming?

Answer 12: There is no local preference as part of this RFP.

Question 13: Does the budget from the proposer need to include cost for ad/media buys? Is the proposer responsible for paying for advertisements from the budget submitted with the RFP?

Answer 13: The requested sample budget is focused only on the work done by the agency not the cost of media; however, the project budget of \$100,000 will be used for agency services and media buys.

Question 14: Is there a separate budget for paid advertising and paid digital?

Answer 14: Refer to Question and Answer #1 above.

Question 15: With respect to Tab 4, Cost Sheet document: are the estimate of hours for each year of the five years or for the five years total of the contract?

Answer 15: The estimate of hours is per year, however, this estimate is solely for scoring purposes only and may differ once the contract is awarded based on the scope of work needed under this RFP.

Question 16: What is the budget for the scope of services included in this RFP?

Answer 16: Refer to Question and Answer #1 above.

Question 17: Is there a total budgeted amount in a draft or adopted budget for Polk County for this RFP? Or a total budget range?

Answer 17: Refer to Question and Answer #1 above.

Question 18: Does Polk County currently use any third-party technologies or platforms?

Answer 18: Yes. If speaking of digital platforms the county has several websites, resident facing applications and social media accounts (NextDoor, Facebook, Instagram, X and YouTube). There is a program specific website for the Polk HealthCare Plan - www.polkhealthcareplan.net.

Question 19: Does Polk County currently use a CRM software solution that you're satisfied with?

Answer 19: The County currently uses CRM software solutions; however, it is not part of the scope of this RFP.

Question 20: Does Polk County have an advertising media plan or a prior advertising media plan or is this from scratch?

Answer 20: There were efforts to communicate through the County's digital channels Facebook, Nextdoor, X, Instagram, Polk-County.net and community outreach events and 'one-off' paid print advertising and digital billboards. A closely monitored written plan with formal reports has not executed.

Question 21: Who is the main point of contact that the winning bidder will liaise with?

Answer 21: Refer to Question and Answer #7 above.

Question 22: What can you share about the demographics of the audiences targeted?

Answer 22: There is a growing population of uninsured people in Polk County. The uninsured residents that may qualify for the Polk HealthCare Plan residents, who are living with an income at or below 200% of the Federal Poverty Level. This population is difficult to reach because of their competing priorities for food, shelter, etc. See www.polkhealthcareplan.net for eligibility requirements, etc.

Question 23: Are there multi-language requirements for communications?

Answer 23: Materials will need to be available in English, Spanish and some Creole. The County team has options for translation services.

Question 24: Does the RFP encompass services for managing social media postings or for comprehensive digital strategy?

Answer 24: It could. We currently have an in-house social media specialist, so posting is not a requirement.

Question 25: Are there critical dates and or events/happenings that are key moments for Polk County during the contract period (deadlines for enrollment, etc.)?

Answer 25: No, the health plan is not insurance, therefore, there are no deadlines for enrollment. There may be events throughout the contract period that may require support, but the County's project manager will provide lead time and coordinate with the awarded agency.

Question 26: Is there another municipality anywhere in the country you'd consider a best-in-class example to emulate regarding communications strategy?

Answer 26: Hillsborough County (FL) has a program that is similar the Polk HealthCare Plan. No significant amount of effort has been expended to evaluate their communications strategy or its effectiveness.

Question 27: What are your primary communication challenges you seek to address?

Answer 27: Refer to Question and Answer #9 above.

Question 28: What has been your most successful communications effort thus far?

Answer 28: Refer to Question and Answer #20 above.

Question 29: Is there a file size limit for uploading proposal materials?

Answer 29: If a Proposer chooses to submit their proposal electronically using Kiteworks, there is no file size limit. The only restriction mentioned by Kiteworks is that if using the Microsoft Edge web browser, there is a 4GB file size limit when uploading documents.

Question 30: Do you have an internal position dedicated to managing internal communications? If so, who?

Answer 30: Currently, agency support for internal communications is not needed.

Question 31: How would you rate the foundation of your current communications infrastructure? (i.e., poor, moderate, good, great)

Answer 31: This is not part of the scope of services for this RFP.

Question 32: How would you rate the current Polk County web site?

Answer 32: The County is satisfied with its current website.

Question 33: What are your primary KPIs used to track success of communications efforts?

Answer 33: Refer to Question and Answer #9 above.

Question 34: Do you have recent surveys of resident satisfaction with Polk County communication channels/efforts? Can you share the results?

Answer 34: This RFP is project specific and the audience for this program is based on the program's eligibility criteria and service providers. There have been no recent surveys completed.

Question 35: What are the start and end dates for this engagement (per "These services will be delivered over a multi-year period, beginning [date] and concluding [date]" in the RFP?

Answer 35: Refer to Question and Answer 5 above.

Question 36: Is there existing partner/incumbent for the described services? If so, are you pleased with the existing relationship, services, and value? Please describe.

Answer 36: Per RFP 24-178, Addendum #1, Question and Answer 1, There is no incumbent vendor. This is the first time these services are being solicited for proposals. These services were handled by the County previously.

Question 37: Will a local/regional/Florida agency be given preference in consideration?

Answer 37: Refer to Question and Answer 12 above.

Question 38: What CRM is in use?

Answer 38: Refer to Question and Answer 19 above.

Question 39: What is the desired/expected/target (or not-to-exceed) hourly rate for each (if

variable) or all the required services?

Answer 39: The County does not have a desired/expected/target hourly rate. It is the County's intent to work with the awarded agency to work within the budget proposed for individual projects assigned as needed. The County is requesting proposers provide hourly rates as part of Tab 4 in their proposals.

Question 40: What is the overall budget for the scope of work for each year of the multi-year period?

Answer 40: Per RFP 23-178, Addendum #1, Question and Answer 2, the initial year \$100,000 is budgeted; however, that does not guarantee that we will spend the total amount – it maybe more or less. Each subsequent year of the contract, budgetary allocations may vary based on fluctuation in sales tax revenue and success of the prior year's marketing.

Question 41: Will you continue to work with established media and interactive partners throughout this engagement?

Answer 41: Yes.

Question 42: How many campaigns are typically executed in a year?

Answer 42: Refer to Question and Answer #20 above.

Question 43: What social media and content scheduling tools do you currently use or have licenses for?

Answer 43: Constant Contact, Hootsuite, Facebook, Instagram, X, YouTube, and NextDoor.

Question 44: Question 2 of Addendum 1 states the budget is more or less \$100,000 per year, does this include the budget for the media spend associated with this effort?

Answer 44: Refer to Question and Answer #1 above.

Question 45: What is the anticipated budget for paid media?

Answer 45: Refer to Question and Answer #2 above.

Question 46: Is the Contractor responsible for printing fees?

Answer 46: Yes. Please consider printing fees when determining hourly rates for items under Tab 4 of the proposal.

Question 47: Are the hours given on the cost sheet estimates, or is the County intending that the grand total equal \$100,000?

Answer 47: The hours on the cost sheet are only estimated annual hours used for scoring purposes. The actual number of hours needed will be determined on a project-by-project basis.

Question 48: What type of contract is this expected to be? Cost, firm fixed price, or hybrid?

Answer 48: Under the master services agreement, each project will be negotiated as either lump sum or not-to-exceed hourly rates based on the final negotiated hourly rates.

Question 49: Will the contractor be responsible for the development and implementation (i.e. negotiation and placement of ads) of paid media?

Answer 49: Yes, the specific details will be discussed as part of Elevation Level 4, Contract Negotiations with the recommended agency. It is the intention of the County to have the awarded agency solicit, negotiate, and make buys on the County's behalf.