

**TAMPA-HILLSBOROUGH COUNTY
EXPRESSWAY AUTHORITY**

Letter of Clarification No. 1

FOR

Request for Proposals

Marketing & Communications Services

RFP C-00720

Letter of Clarification No. 1 ~ LOR No. C-00720

Date of Letter of Clarification: 06/26/2020

To all prospective respondents:

The following responds to questions received on the solicitation reference above:

Question 1:	What is the contract term?
Response 1:	Three years with two one year extensions.
Question 2:	What is the budget?
Response 2:	There is no budget for General Communications Consultant. Items are assigned on a task order basis.
Question 3:	Please clarify if parts of the budget are allocated for certain expenditures.
Response 3:	There is no budget for General Communications Consultant. Items are assigned on a task order basis.
Question 4:	Does the budget include media buys?
Response 4:	The communications budget would include media buys.
Question 5:	Under "Instructions to Proposer", bullet number 2 says to provide two examples from the list. Please clarify the limit for the fourth bullet point. Is it two samples each for marketing, communications, public relations and brand awareness for a total of 8?
Response 5:	The proposer should provide two examples each item that they can. It is not necessary to provide two for each item.

Question 6:	For Exhibit C, if we as the proposer are a SBE, do we/proposer complete that form?
Response 6:	Yes
Question 7:	For Exhibit D, please clarify how we should submit our response, i.e. insert on the form below the statement, label our response Exhibit D, or other?
Response 7:	Label your response as Exhibit D.
Question 8:	Is there a limit for references and any other specific information wanted?
Response 8:	Three references. Include in Exhibits. Specific information is up to the Respondent.
Question 9:	Can there be an additional section for staff which will include an organizational chart and resumes? Or should this information be included in an appendix?
Response 9:	Include in an appendix.
Question 10:	Do the subs also need to complete the forms or just the prime firm?
Response 10:	Just the prime firm.
Question 11:	Will an electronic or digital signature be accepted or will signatures need to be wet-ink and scanned
Response 11:	Electronic is acceptable.

Question 12:	Regarding the statement on page 7 of 15 – Does that statement need to be at the end of the 2-pager (qualifications) or on a separate page?
Response 12:	At the end of the 2-pager.
Question 13:	Question on the RFP, in Section V - 7. Past Performance Writing is there a limit to two examples for this section like most of the rest? It's not clearly defined in the instructions to the proposers in Section III of the RFP.
Response 13:	<p>This would fall under the purview of #2 in the INSTRUCTIONS TO PROPOSERS.</p> <p>“2. Each proposer shall submit the following examples of their work:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Website Redesign – Before/After graphics (limit 2; Include cost, timeline and any results) <input type="checkbox"/> Electronic Newsletters – Examples (limit 2; include cost and results) <input type="checkbox"/> Printed Materials – Examples (limit 2; include cost, distribution) <input type="checkbox"/> Marketing/Communications/Public Relations/Brand Awareness Campaigns (limit 2; include cost, elements, graphics, results) <input type="checkbox"/> Writing – rewrite THEA boilerplate (see Exhibit D) <input type="checkbox"/> Organization of Special Event (limit 1; include cost, attendance, elements)”
Question 14:	How many examples are we limited to for Past Performance Writing, Or is the re-writing of the boilerplate is the requirement for 7. Past Performance Writing?
Response 14:	For writing, provide one sample of the boilerplate re-written. Past Performance Writing will be evaluated based on all of the other samples that is provided, including the actual proposal.
Question 15:	Please provide how many work assignments are typically needed on an as-needed basis in 1 year?
Response 15:	There are monthly duties required (example – newsletters, social media, press releases, reports) and then there are other items that come up. There is not a typical number.
Question 16:	How much notice will be given for Project Assignments?

Response 16:	Depends on the assignment. Adequate time will be allowed. Consultant/Director agree on delivery date.
Question 17:	Do you expect us to take Photos & to Create Videos for Social Media?
Response 17:	Yes
Question 18:	Does this mean we cannot use Stock Photos or Videos?
Response 18:	Stock photos can be used, however, video and photos of the actual facility are required.
Question 19:	What type and format of Audiovisual presentations do you require?
Response 19:	Everything from PowerPoint to videos.
Question 20:	What is the typical length and budget for each?
Response 20:	Each one is assigned on a task order basis with a budget and timeline.
Question 21:	How many Press conferences are typically held in 1 year by THEA?
Response 21:	Expectation for FY 21 – two. Note: For Special Project, it's difficult to project how many of each of these because it depends on the projects.
Question 22:	Approximately how many “Consumer events” will the Consultant be responsible for overseeing/attending?
Response 22:	Expectation for FY21 - one
Question 23:	How many Media tours/receptions typically take place in 1 year?

Response 23:	Expectation for FY21 - four
Question 24:	How many Business-to-business events take place in 1 year?
Response 24:	Expectation for FY21 - two
Question 25:	How many Trade show support does THEA typically participate in within 1 year?
Response 25:	Expectation for FY21 - one
Question 26:	For Speaking platforms please clarify what is expected? Typically how many do you do in 1 year?
Response 26:	Expectation for FY 21 - five
Question 27:	For Lectures, workshops, seminars and panel discussions please provide greater clarity of what the Consultant's role is with these?
Response 27:	Help develop the PowerPoint and accompanying video (if needed) for Director to deliver.
Question 28:	Typically how many Lectures, workshops, seminars and panel discussion does THEA conduct in 1 year and how many is the Consultant expected to line-up?
Response 28:	Expectation for Consultant to line up in FY21 – six.
Question 29:	How many Crisis training simulations and workshops does THEA typically hold in 1 year and for how many people?
Response 29:	Expectation for FY21 – one session with Communication and Management staff.
Question 30:	Does THEA have existing Market Research Results from prior Research conducted that the Consultant can review?

Response 30:	No
Question 31:	Does THEA have an existing Research Group Company you normally work with or does THEA expect the Consultant to conduct and develop the research strategies, public opinion research, and conduct focus groups, surveys, and polling?
Response 31:	THEA does not have a research group/company. The Consultant is expected to conduct (or sub out) research when applicable.
Question 32:	Can you please clarify the expectations regarding “responding to comments” under Social Media? Does Authority staff currently respond to comments and engage with followers on social media, and if so, what is the approximate time spent per month on that activity?
Response 32:	The consultant currently responds to most comments (if appropriate). Authority staff is involved if the question is complex or if the consultant does not know the answer. The Authority understands the learning curve and would be heavily involved until consultant is comfortable answering questions.
Question 33:	Is there an incumbent, and if so, who is it and how long have they had the contract?
Response 33:	Yes. Floridian Partners. 5 years.
Question 34:	Will THEA be responsible for printing of materials needed for the project or is printing of materials part of the responsibility of the successful proposer?
Response 34:	The consultant would be responsible for printing.
Question 35:	Contract Structure – Is the contract by the hour and by the project or is meant to be a retainer of services where a base level of monthly services are designed within the marketing and communications plan?
Response 35:	There are services that are performed each month, but all work is assigned by task order.

Question 36:	Is the budget broken down by types of professional services?
Response 36:	No. It is assigned by task order.
Question 37:	Professional Services & Marketing Expenses - Does the contract require the vendor to include expenditures such as media buying, newswire fees, printing fees or associated marketing expenditures?
Response 37:	Yes
Question 38:	Research - Have you done prior research studies in the past? If so, can those be made available for review?
Response 38:	No prior research
Question 39:	Research - Will the contract include research or will an additional project be scoped outside this project budget?
Response 39:	All work is assigned by task order. Some research is anticipated.
Question 40:	Website - Will the website need to be rebuilt or is the current live site performing to your expectations?
Response 40:	All work is assigned by task order. Website is functional. Work program/new projects/board direction could require updating.
Question 41:	Printed Materials – Is there an inventory of printed collateral that the winner of the contract can review and assess to determine how much creative work would be required and the cost associated with that?
Response 41:	All work is assigned by task order. Each year is different. There are several items on the website including the annual report, bus toll lane brochure, AV brochure, and community brochure.

Question 42:	Existing Brands - Is it an expectation that the Expressway Authority branding is under review to potentially change?
Response 42:	It is a possibility, but if so, the work will be assigned via task order.
Question 43:	Social Media - How do you manage social media now? Is it done internally or outsourced to a vendor?
Response 43:	The current consultant handles all of the social media including monthly calendar, graphics and replies to comments (if applicable).
Question 44:	Existing or New Campaigns – Is the vendor expected to work within existing campaigns and potentially develop modifications or expected to develop brand new concepts for consideration?
Response 44:	Both. THEA currently has successful campaigns, but is always open to new concepts/ideas.

Bidders MUST acknowledge receipt of this Letter of Clarification by signing, dating and returning the completed Acknowledgement of Receipt of Letter of Clarification/Addendum form with Respondent's proposal.

All other items, conditions, and specifications in the procurement document not specifically changed by the Addendum remain unchanged.

Please send all questions to THEA's Procurement Manager, Man Le, via email at Man.Le@tampa-xway.com.

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDUM and/or LETTER OF CLARIFICATION

Were Addenda issued on this Solicitation?

Yes

No

Were Letter of Clarification issued on this Solicitation?

Yes

No

I (We) hereby acknowledge receipt of the following Addendum/Addenda issued in reference to 7this solicitation by listing the Addenda by number, date and signing the form:

Addendum _____ Date: _____

Addendum _____ Date: _____

Letter of Clarification _____ Date: _____

Letter of Clarification _____ Date: _____

BIDDER:

By: _____

Authorized Signature

Printed Name of Signer

Title of Signer

Date Signed

[END OF ACKNOWLEDGMENT OF RECEIPT FORM]