



Early Childhood Public Awareness Campaign RFP – Questions & Answers

Question 1

Should each form be a separate file and not part of the RFP pdf?

Answer:

Please refer to *Section 1.11 – Proposal Submission Requirements*. There are two attachments that need to be included. The first is the PDF of the proposal that includes everything, except Form 2. The second attachment is the Form 2 Cost Proposal, attached as an Excel file.

If your email submission for the PDF exceeds 10MG, it may be necessary to break it apart into separate emails since the size limit via email is 10MG. For example, if your submission contains 20 pages, it may be necessary to send the first 10 pages in one email and the second 10 pages in a separate email.

Question 2

When will the initial six-month term begin?

Answer:

Please refer to *Section 1.2*. The goal is to have the agreement fully executed on or after **February 17, 2022**.

JWB is asking proposers to add any exceptions that they may have with the contract terms and conditions. Once top proposers are identified, JWB will begin discussions during that time to work through the exceptions in order to try to have an agreement executed by February 17, 2022.

Question 3

Other than the Project Manager, what other key personnel roles do you envision having?

Answer:

On the firm side, a Project Manager or Project Lead, and any staff needed to complete the Scope of Work. On JWB's side, Strategic Communications Manager April Putzulu will be the Project Lead, and will include her staff as needed. For example, April's team includes a Multimedia Producer who can assist with video production work, along with staff that can handle back end of website uploads, graphics, and communications. JWB will be bringing resources to the table and looks forward to collaboration with the firm.

Question 4

If we are submitting as a prime firm with subs, do all firms need to submit required forms, or just the prime firm?

Answer:

Only the prime firm will be required to submit all required forms. However, JWB does have language in the contract pertaining to assignments and sub-contracts. This information is located in ***Section 5 - Terms and Conditions***. JWB needs to approve any subcontractors or assignments in writing. Please be sure to include any subcontracts or assignments and the work they will be doing in the Proposal.

Question 5

Are you all looking for a firm local to Pinellas county?

Answer

No, they do not have to be local to Pinellas County. However, it is ideal if the firm understands the target audiences, the communities in which they reside, and how to best engage and reach each audience.

Many are working virtually due to the pandemic and although the preference is to have options for some creative work face-to-face, JWB will not rule out firms outside of the Tampa Bay area. What is most important is that the firm understands how to best reach the target audiences.

Question 6

Is there any incumbent firm? If so, who are they?

Answer:

No, there is not an incumbent firm. JWB has been working this year on developing the content and research on who to target, along with the messaging. This is the first solicitation for this Campaign.

Question 7

Would you consider a proposal that recommends an additional budget for the development of the microsite and ad buys?

Answer:

The RFP's Scope of Work includes the development of a microsite; please refer to ***Deliverable 4.4***.

Yes, the ad buys would be considered Value-Added Services which must be included in the ***Form 2 – Cost Proposal*** in the ***Value-Added Services section and section C6 of 3.3 Narrative Response***.
