

## **Questions and Answers for Request for Qualifications (RFQ) 2010-11**

Public Relations, Media Buying and Planning Services

### **Question 1:**

Section 1A identifies Hispanic, African-American and Creole markets as targets. By Creole, can we understand this to mean Haitian?

**Answer:** Yes, we want the ability to target Haitian Americans

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### **Question 2:**

Will public relations and media buying campaigns require producing documents and materials in English, Spanish and Haitian Creole? If so, will Florida Housing provide translation services or will the Offeror be expected to provide these as part of the budget?

**Answer:** Usually, we produce materials in English and Spanish (with the possibility of producing material in Creole), depending on the materials and campaign we are undertaking. When translation is required, we expect the Offeror to be responsible for providing the translation via whatever service the Offeror uses and Florida Housing will vet the provided translation to ensure accuracy.

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### **Question 3:**

Section 1B indicates that Florida Housing expects to select multiple Offerors to provide the services included in the RFQ. How will these agencies interact? Can one agency be awarded the contract to carry out the full scope of work?

**Answer:** Depending on the scope of the work, one or multiple agencies may be asked to do all or part of a particular campaign. More than likely, we will get specific costs for a particular campaign from all the agencies that successfully satisfy the RFQ and are accepted as vendors for Florida Housing, and then choose which agency will provide the service. We will attempt to rotate business to ensure agencies are given the opportunity to perform work on our behalf. However, Florida Housing reserves the right to re-align tasks for any particular campaign to effectuate the best result for us.

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### **Question 4:**

With which PR agency or agencies does Florida Housing currently have contracts?

**Answer:**  
Florida Housing does not currently have a contract with a public relations agency.

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**Question 5:**

With which media buying/planning agency or agencies does Florida Housing currently have contracts?

**Answer:** None.

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**Question 6:**

What are the specific objectives of the campaign?

**Answer:** The purpose of this RFQ is to have a selection of public relations and media buying firms from which to select when we have determined that a targeted campaign is necessary to accomplish the business of the Corporation. At this time, we do not have a particular campaign underway. However, this can change at any time.

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**Question 7:**

What specific criteria will be used to grant the points under Section 7? In other words, what specific requirements need to be met to receive the full score in each category?

**Answer:** The Offeror should be sure to supply exactly what is requested for all parts of the RFQ. Also, the Offeror should be sure to supply the best representation of their work. The evaluators will look first to determine if the Offeror supplied what was requested, and then evaluate the quality of the information provided.

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**Question 8:**

Section 3C indicates no Offeror will be allowed to use sub-contractors. Can an Offeror use the services of a subsidiary firm or other company within its same holding company?

**Answer:** Yes, the services can be from a subsidiary firm or company of the Offeror's holding company. However, read the section in its entirety, as Florida Housing should be notified if using an sub-contractor is necessary for the effectuation of the goals and objective of the campaign.

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**Question 9:**

Section 3D appears to indicate that, despite an Offeror receiving the highest score, Florida Housing may grant a contract to another Offeror if it is in the public interest. Can you clarify the criteria to be used to determine what is in Florida Housing's and the public's interest?

**Answer:** It may be in the best interest of Florida Housing to use a company that did not get the highest score because of budgetary issues or time constraints. For example, if the

highest scoring company also has the highest costs associated with its work, and Florida Housing determines that it is not in the position to spend that amount of money, Florida Housing may decide it is in our best interest to go with the lower ranked company because we only have a finite budget with which to perform the campaign.

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**Question 10:**

Section 3G indicates that contract renewals will be contingent upon satisfactory performance evaluations by Florida Housing. How often will said evaluations be conducted? Will these be conducted by Florida Housing staff or by outside counsel?

**Answer:** Evaluations may be done using the Offeror's evaluation tools or those deemed acceptable by Florida Housing. Florida Housing staff will have primary responsibility for providing the Offeror with an evaluation; however, Florida Housing may use input from any entities with which the Offeror interacts to fulfill the contract.

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**Question 11:**

Section 3H indicates that "Florida Housing anticipates making Contractor assignments on a rotating basis, with each Contractor firm or team receiving a roughly comparable volume of work." Could you provide further clarification on how the rotation and interaction among Contractors would work?

**Answer:** Rotation of projects will be done at the discretion of Florida Housing; the goal is not to overload any one Contractor with projects.

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**Question 12:**

Section 4B indicates Contractors will need to evaluate the effectiveness of Florida Housing's public relations and/or advertising campaigns. Will this involve the evaluation of current and past campaigns, or will this include an ongoing evaluation process? Will the evaluation be financed from the contract budget or from a separate budget?

**Answer:** The evaluation will not be done using a separate budget. We expect the Contractor to evaluate a particular campaign within the confines of the "communications plan" (i.e., using RACE or RPIE communications plan formulas).

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**Question 13:**

Section 5G indicates a Contractor may not engage in any conflict of interest. Would Florida Housing regard a Contractor's client relationship with law firms and/or financial institutions engaged with mortgage or housing clients to be a conflict?

**Answer:** Not necessarily. However, it is the responsibility of the Contractor to notify Florida Housing of a possible, perceived, apparent, etc., conflict of interest at outlined in Section Five G of the RFQ.

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**Question 14:**

Are we to understand that this RFQ document will determine whether our agency is deemed qualified to compete in a subsequent RFP process, or will a contract be granted to the agency that receives the highest score at this stage? If the RFQ is the first stage, how will you determine how many agencies will proceed to the RFP stage: those that receive a minimum point value? A set number of agencies receiving the highest scores?

**Answer:** This RFQ allows for several companies to be approved to engage in business with Florida Housing without having to go through a subsequent RFP process. However, all companies that are accepted for the RFQ may be asked to supply information regarding a specific project (such as costs for specific services, materials, work products, etc.). There is no set number of agencies that may be approved through this RFQ process.

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**Question 15:**

Section 6B, Point 2 indicates there should be a plan for a budget range of \$100,000 to \$500,000. Is this inclusive of agency fees? Is this inclusive of out-of-pocket expenses?

**Answer:** Yes.

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**Question 16:**

Is the stated budget range per year?

**Answer:** No, per project; we may have a year with no campaigns, or could have a year with several campaigns.

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**Question 17:**

Is \$500,000 a budget cap? If not, what is the maximum budget for this program? Will the financial proposal be scored as the technical proposal is?

**Answer:** No campaign/projects will exceed \$500,000 in total costs.

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**Question 18:**

Section 7 indicates individual committee members shall evaluate and rank responses to the evaluation independently. How will the committee be comprised? Who are the committee members?

**Answer:**

The committee will be employees of Florida Housing and has not been designated at this time. Typically, the Corporation's communications director, marketing/communications

coordinator and graphic designer, in addition to other staff persons serve on the committee.

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**Question 19:**

How will Contractors be expected to interact with Florida Housing? Will such interactions involve only Florida Housing's offices in Tallahassee or will local/regional offices be engaged as well?

**Answer:**

Interactions will involve only the Tallahassee Office of Florida Housing Finance Corporation.

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**Question 20:**

What is the timeline for the work to begin?

**Answer:** Varies and depends on when the Corporation deems a campaign is necessary.

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**Question 21:**

What are the payment/invoicing requirements?

**Answer:** Florida Housing will need to be invoiced and payment will be rendered within 30 days, as is customary. We understand that in some cases, billboard/display advertising may need to be paid in advance of placement; however, this needs to be specifically communicated and proof of placement will be required as follow up.

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**Question 22:**

Is there a preference to have the RFQ response delivered by the deadline in person or can it be mailed? If it can be mailed, how will the participating agency be informed that documentation has been received by the deadline, or will a signature of receipt of the package suffice?

**Answer:**

The RFQ response may be sent via hand delivery, regular mail or by an overnight courier service. It is the responsibility of the Offeror to make sure the response is delivered in a timely manner. Offeror may want to do a certified delivery/return receipt to document proposal was delivered as specified.

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**Question 23:**

Section 4 A describes the scope of services as “research-based” public relations campaigns, media planning and/or media buying strategies. In paragraph B, the RFQ adds that an evaluation of the effectiveness of the campaigns is also within the scope of services. However, the only research noted in the RFQ that could be construed as applicable to guiding campaign development are “market demonstrations and/or Nielsen (sic) ratings” and “other tools”. Further, in Section D, the RFQ does not ask for pricing related to research. Can you please clarify whether Florida Housing intends for the successful firm to conduct original market research to guide the campaign development, or solely to rely on existing research, such as Nielsen data? If the former, does Florida Housing want the costs of conducting such research included in the costs/fees breakdown requested in Section D? If the latter, does Florida Housing already subscribe to Nielsen data or should responding firms factor the costs of such research into their pricing?

**Answer:** In accordance with acceptable public relations practices, research maybe formal or informal, existing or conducted. Florida Housing will not pay a separate fee for research that the Contractor deems needs to be conducted for the implementation of a campaign, but expects that this cost will be contained in the total cost of the campaign. We do not subscribe to Nielsen or other services.

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**Question 24:**

For Section 6D, will Florida Housing accept a chart an Offeror’s hourly rates by labor category?

**Answer:** Florida Housing will accept an explanation of Offeror’s pricing structure.

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