



**Florida Healthy Kids Corporation  
Request for Proposals 2019-03  
for  
Community Outreach and Education Services**

**ADDENDUM 1  
November 21, 2019**

Addendum 1 (“Addendum”) to Request for Proposals 2019-03 (“RFP”) is as follows:

1. The Anticipated Calendar of Events and Deadlines in Section 1.E. of the RFP is replaced in its entirety as follows:

<b>Event</b>	<b>Date (All times are Eastern)</b>
FHKC releases this RFP	November 4, 2019
Questions / Written edits to Draft Contract due to FHKC	November 12, 2019
FHKC Posts Answers to Respondents’ questions and edits to Draft Contract	November 21, 2019
Respondent proposals due to FHKC	December 6, 2019 By 5:00 p.m. ET
Oral Presentations, if necessary	December 11-12, 2019
Anticipated Notice of Contract Award	December 13, 2019
Implementation Date	December 16, 2019 – December 16, 2020

2. The Florida Healthy Kids Corporation’s answers to Respondents’ questions begin on page 2 of this Addendum.

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#	Document	Document Section	Page #	Question from Respondents	FHKC Answers
1	N/A	N/A	N/A	<ol style="list-style-type: none"> <li>1. Is Moore still your agency of record? If not, when did that contract expire? Also, who is your agency of record?</li> <li>2. If Moore is your agency of record, how is this work different than what they do already for Healthy Kids?</li> <li>3. If Moore is still your agency of record, are they eligible for this RFP and why?</li> </ol>	<ol style="list-style-type: none"> <li>1. Moore is the Agency of Record.</li> <li>2. Moore is not under contract to perform the scope of services set forth in the Request for Proposals.</li> <li>3. Any Respondent that is Responsible and Responsive is eligible for a contract under this RFP.</li> </ol>
2	RFP	Section 1.D.	4	<ol style="list-style-type: none"> <li>1. Will you provide creative - graphics, videos etc – in the event it's needed.</li> <li>2. What's the role of social media? Should the proposal include social media strategy? It's not mentioned but want to make sure. If no social media, who handles that?</li> <li>3. Please share the media buying strategy currently in place and approved for Healthy Kids. That would help determine what is left to be covered if anything at all.</li> </ol>	<ol style="list-style-type: none"> <li>1. The awarded vendor will be provided a copy of the brand's style guidelines for use in creating creative content. It is anticipated that the awarded vendor would create creative content. If the awarded vendor is not capable of creating content, the Agency of Record may be utilized for creative needs.</li> <li>2. Respondents are encouraged to consider paid advertising strategies to complement their proposals.</li> <li>3. FHKC advertises year-round. All current paid advertising (social media, native, paid search, and display) is English-only and does not contain specific information targeted to non-citizen populations.</li> </ol>

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3	RFP	Section 2.A.	9	<ol style="list-style-type: none"> <li>1. Please define <b>project fee</b>. Is that the <b>total revenue</b> the agency can generate from the work or is that a <b>percentage of media buy billings</b> the agency can generate as a transaction fee, separate from other monies for other services provided to fulfill the scope?</li> <li>2. Can you break down the target audience by percentage Spanish-speaking vs percentage Creole-speaking?</li> <li>3. Do you have existing research to base the campaign messaging or is new research expected as part of the scope?</li> <li>4. Does the budgeted scope include staffing community engagement events or do you have internal staff that will staff the events/activations planned by the selected agency?</li> </ol>	<ol style="list-style-type: none"> <li>1. The total compensation for this campaign is capped at 15% of the total campaign budget.</li> <li>2. FHKC does not have this data.</li> <li>3. FHKC will provide existing research. The awarded vendor will also be expected to conduct independent research.</li> <li>4. Staffing availability and arrangements will be discussed with the awarded vendor.</li> </ol>
4	RFP	Section 2.A.	9	<ol style="list-style-type: none"> <li>1. Can you clarify that \$26,086 is the total budget allocated for account management fees for the year?</li> <li>2. Can you confirm that \$173,813 is to be utilized toward hard costs for community engagement and educating marketing partners?</li> <li>3. Can you confirm whether any of the non-administrative budget may be used to cover agency time and expertise needed to vet and negotiate partnerships, develop and manage a social media influencer campaigns, plan and support community events, execute media relations strategies, etc.?</li> </ol>	<ol style="list-style-type: none"> <li>1. The total compensation for this campaign is capped at 15% of the total campaign budget. With a total budget of \$200,000, the project fee shall not exceed \$30,000 (<math>\\$200,000 \times .15 = \\$30,000</math>).</li> <li>2. \$30,000 is the maximum project fee for performing work under the contract. As such, Respondents may propose a project fee less than \$30,000. Any dollars not retained by the vendor as part of the project fee must be allocated toward campaign objectives unless the Respondent proposes to perform the contract below the established budget.</li> <li>3. Please refer to RFP Section 2.A., Item 6, which establishes the total budget and the requirement to</li> </ol>

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				<p>4. Would dollars out of the \$200K overall budget be allowed to be used for hard costs associated with community partnerships, including sponsorships and collateral?</p> <p>5. Is there a separate hard cost budget? If so, how much will be allotted?</p> <p>6. Would FHKC support an abbreviated, 3-6 month campaign vs. annual support to best maximize budget?</p> <p>7. Should media vendors and social media influencers be considered subcontractors?</p> <p>8. How many applications were completed last year among non-citizen families?</p> <p>9. How many non-English speaking families completed applications last year?</p> <p>10. Non-citizen families are a target. By non-citizen do you mean undocumented families or do you mean families that may spend part of their time in Florida (and part in another country)/Puerto Ricans temporarily living in FL after Hurricane Maria/Bahamian hurricane refugees, etc.?</p> <p>11. With not being limited to only Spanish-speaking families in central and south Florida, should proposals also look to cover outreach in Haitian-Creole and Portuguese speaking audiences?</p>	<p>provide a detailed, line-item budget and justification.</p> <p>4. Yes, budget dollars may be allocated toward sponsorships and collateral. Respondents should account for these expenditures within their proposed budget.</p> <p>5. There is no set hard cost budget amount. Respondents should account for hard costs within their proposed budget.</p> <p>6. Yes, FHKC would consider proposals with a modified time frame.</p> <p>7. Media vendors and social media influencers would be considered subcontractors to the extent they perform duties that are required to be performed by the awarded vendor under the contract. If a Respondent intends to subcontract but has not identified the particular subcontractor, Respondent should provide a detailed explanation as to the type and number of anticipated subcontractors and the duties each subcontractor would be performing.</p> <p>8. In 2018 there were about 84,588 applications with parents that are non-citizens or did not report the status, and about 29,504 applications of children that are non-citizens or did not report the status. This information is based on unverified citizenship status. Also, the citizenship status field is not required to be filled in our application process, so this can under or overestimate the numbers.</p> <p>9. In 2018 there were 32,686 applications of families with a language of preference other than English. Also, there were 238,060 additional applications of families that did not provide a language of</p>

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					<p>preference. Therefore, there could be more than 32,686 non-English speaking families.</p> <p>Note: Our system does not track language spoken of families, so language of preference is the closest estimate we can get (families can choose English, Spanish, and Creole).</p> <p>10. The non-citizens who should be targeted for enrollment are those children who are “lawfully residing,” such that they are lawfully present in the United States, meet the Children’s Health Insurance Program (CHIP) residency requirements, and are eligible for medical assistance under CHIP regulations.</p> <p>11. Respondents may propose outreach to Haitian-Creole, Portuguese, and/or any other non-English language.</p>

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**Any party that has standing to challenge an FHKC Intended Decision must file a written notice of intent to protest, formal written protest, and any required bond or other security as set forth in Appendix 3 of the Request for Proposals. Failure to timely file a notice of intent to protest, formal written protest, or any required bond or other security shall constitute a waiver of proceedings.**