

Questions and Answers for RFQ 2019-03 Public Relations Services

Q: May companies from outside the United States apply for this, e.g. from India or Canada?

A: Yes; however, the Respondent must be able to effectively perform all of the tasks set forth in Section Four of the RFQ and be qualified to do business in the State of Florida.

Q: Will firms be required to travel to Florida Housing for meetings?

A: There is not a firm requirement for travel to Florida Housing headquarters for meetings; however, Florida Housing expects that the awarded contractors will be accessible to staff and be available for meetings, conferences, consultations, etc.

Q: Can we perform the tasks related to the RFQ outside the United States?

A: This RFQ is Florida-specific, and the awarded contractor must be able to do the tasks outlined in Section Four effectively.

Q: Can we submit responses via e-mail?

A: No.

Q: Will the contractor be producing the broadcast/digital spots? If so, is that cost included in the hourly rate or is video production a completely separate fee?

A: That is a possibility, depending on the campaign. Yes, please include the cost in the hourly rate and note that it includes video production costs.

Q: Under Section 4, first paragraph, second sentence, it reads, “...strategies that maximize reach within its target markets” – are there specific locations/counties/cities or is this referring to the markets focusing on the three target audiences?

A: This is referring to the three target audiences.

Q: Does the requested hourly rate include the cost of the media buy or is the media buy a completely separate fee?

A: The media buy is a separate fee.

Q: Would Florida Housing accept a per-hour-rate for Section D (Fees), number three: ‘Provide an additional breakdown of...PR planning costs’?

A: Yes.

Q: Truly effective crisis communication requires many steps prior to creating the plan. While a plan can (and will) be created as the crisis arises and unfolds, the most effect plans are those that were identified prior to the crisis. The best way to prepare is to conduct thorough research with senior leaders and mid-level managers to discover, “what keeps them up at night.” How will the contractor have access to these individuals? Would it be possible to conduct an off-site meeting/event with senior leaders to conduct a planning session? Would it be permissible to send a survey to mid-level managers? What does Florida Housing consider a crisis?

A: The vendor will have access to hold meeting(s) at Florida Housing’s office with senior and mid-level staff, and may provide surveys to these individuals by sending the link to the survey to the appropriate Florida Housing contact(s) for internal distribution.