



STATE OF FLORIDA

FLORIDA DEPARTMENT OF LAW ENFORCEMENT

09/08/2011

Solicitation Number: RFP 12-51
Item(s) of Bid: Public Relations Campaign
Number of Addenda as of above date: None
Commodity Code: 880-300, 973-040, 973-520
Date and Time Due: 10/04/2011; no later than 2:30 PM ET



Florida Department of Law Enforcement
Office of General Services
2331 Phillips Road
Tallahassee, Florida 32308

It is the proposer's responsibility to monitor the Vendor Bid System (VBS) for any changes to this solicitation. To receive information on FDLE solicitations 24 hours a day, 7 days a week, register with the Vendor Bid System at: http://myflorida.com/apps/vbs/vbs_main_menu.

COMPANY NAME: _____		
FEDERAL TAX IDENTIFICATION NUMBER: _____		
ADDRESS: _____		
CITY: _____	STATE: _____	ZIP: _____
PROPOSER: _____	TITLE: _____	
AUTHORIZED SIGNATURE: _____		DATE: _____
PHONE: _____	EMAIL: _____	

For additional information on the solicitation process, you may telephone the Office of General Services at (850) 410-7300.

FDLE is committed to the fundamental values of: ★ SERVICE ★ INTEGRITY ★ RESPECT ★ QUALITY

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SOLICITATION INTRODUCTION

The 10 Most Critical Things to Keep in Mind When Responding to a Solicitation for the Florida Department of Law Enforcement

1. **Read the entire document.** Note critical items such as: mandatory requirements; sample(s) required, supplies/services required; submittal dates; number of copies required for submittal; funding amount and source; contract requirements (i.e., contract performance security, insurance requirements, performance and/or reporting requirements, etc.).
2. **Note the Procurement Officer's name, address, phone numbers and e-mail address.** This is the only person you are allowed to communicate with regarding the Solicitation and is an excellent source of information for any questions you may have.
3. **Attend the pre-proposal conference.** (If applicable)
4. **Take advantage of the “question and answer” period.** Submit your questions to the Procurement Officer by the due date listed in the Calendar of Events and view the answers given in the formal “addenda” issued for the Solicitation. All addenda issued for a Solicitation are posted on the Vendor Bid System’s website (<http://vbs.dms.state.fl.us/vbs/search.criteria> form) and will include all questions asked and answered concerning the Solicitation.
5. **Follow the format required in the Solicitation** when preparing your response. Provide point-by-point responses to the required sections in a clear and concise manner.
6. **Provide complete answers/descriptions.** Read and answer **all** questions and requirements. Don’t assume the Department or evaluation committee will know what your company capabilities are or what items/services you can provide, even if you have previously contracted with the Department. The proposals are evaluated based solely on the information and materials provided in your response.
7. **Use the forms provided**, i.e. Price Proposal forms (Section 6.0), Certificate of Drug Free Workplace (Attachment I), etc.
8. **Check the Vendor Bid System website for Solicitation addenda.** Before submitting your response, check the Vendor Bid System website to see whether any addenda were issued for the Solicitation, some addenda require that you sign and return them with the bid.
9. **Review and read the Solicitation document again** to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and be complete. The copies are provided to the evaluator/evaluation committee members and will be used to score your response.
10. **Submit your response on time.** Note all the dates and times listed in the Calendar of Events and within the document, and be sure to submit all required items on time. Faxed, emailed or late proposal responses are never accepted.

1.0 INTRODUCTION AND GENERAL INFORMATION

1.1 INTRODUCTION

The Florida Department of Law Enforcement (FDLE), hereinafter called the Department or the Customer, requests competitive sealed proposals for the purchase of public relations components to help implement the "If You See Something, Say Something"™ campaign.

The campaign was created by the New York Metropolitan Transportation Authority and then licensed to the Department of Homeland Security which launched the campaign nationwide in July 2010. The purpose of the campaign is to encourage citizens to report suspicious activities and threats to the proper state and local law enforcement authorities.

On September 1, 2011, Florida launched the campaign statewide with the implementation of a toll-free hotline (1-855-FLA-SAFE – 1-855-352-7233) and a new, on-line reporting form. Florida's campaign already includes displays on mall posters, at bus stops, and on digital and vinyl billboards. DHS recently unveiled television and radio public service announcements that have been sent to broadcasters. FDLE will continue to perpetuate the campaign through earned media such as OpEds and localized press events.

The "If You See Something, Say Something"™ campaign respects civil rights and civil liberties by emphasizing behavior, rather than appearance, in identifying suspicious activity.

Note: For a general understanding of the campaign content please visit the website of the Department of Homeland Security, www.DHS.gov.

The awarded vendor will create two (2) radio public service announcements (in English and Spanish), and two (2) television public service announcements (in English and Spanish), an on-line campaign, and a tourist campaign.

The Department has an estimated budget of \$60,000, pending receipt of a federal grant. Proposals received over \$60,000 will be considered non-responsive.

In order to avoid any delay, the selected vendor must be able to initiate services immediately upon execution of the contract with the Department.

All work must be completed by December 31, 2011.

1.2 GENERAL CONTRACT CONDITIONS (PUR 1000)

<http://dms.myflorida.com/index.php/content/download/2933/11777/version/6/file/1000.pdf>

The State of Florida General Terms and Conditions (PUR 1000) are hereby referenced and incorporated in their entirety into this RFP. This section explains the General Contract Conditions (PUR 1000) of the solicitation process. This is a downloadable document. Please download and save this document to your computer for further review. Potential proposers to the solicitation are encouraged to carefully review all materials contained herein and prepare responses accordingly. There is no need to return this document back to the Department of Law Enforcement.

1.3 GENERAL INSTRUCTIONS TO PROPOSERS (PUR 1001)

<http://dms.myflorida.com/index.php/content/download/2934/11780/version/6/file/1001.pdf>

The State of Florida General Instructions to Proposers (PUR 1001) are hereby referenced and incorporated in their entirety into this RFP. This section explains the General Instructions to Proposers (PUR 1001) of the solicitation process. This is a downloadable document. Please download and save this document to your computer for further review. Potential proposers to the solicitation are encouraged to carefully review all materials contained herein and prepare responses accordingly. There is no need to return this document back to the Department of Law Enforcement.

2.0 SPECIAL CONDITIONS

2.1 ADDITIONAL REQUIREMENTS

The State of Florida General Terms and Conditions (PUR 1000) and the General Instructions to Proposers (PUR 1001) are hereby referenced and incorporated in their entirety into this RFP. FDLE's Special Conditions modifies and shall take precedence over the State of Florida Form PUR 1001, General Instructions to Proposers.

The Florida Department of Law Enforcement currently does not utilize the State of Florida's MyFloridaMarketPlace (MFMP) e-procurement system for competitive solicitations such as this RFP. Proposers are to manually submit their responses to this RFP to FDLE. Specific references to MFMP usage for this RFP stated in paragraphs 3 and 5 of the State of Florida Form PUR1001, General Instructions to Proposers, are not applicable. The successful Proposer in this RFP process, if not already registered in MFMP, will be required to do so prior to the issuance of the purchase order resulting from this RFP award.

2.2 MYFLORIDAMARKETPLACE VENDOR REGISTRATION

Each vendor desiring to sell commodities or contractual services as defined in Section 287.012, F.S., to the State through the on-line procurement system is prequalified to do so and shall register in the MFMP system, unless exempted under subsection 60A-1.030(3), F.A.C. Information about the registration process is available, and registration may be completed, at the MFMP website (link under Business on the State portal at www.myflorida.com). Interested persons lacking Internet access may request assistance from the MyFloridaMarketPlace Customer Service at (866) FLA-EPRO {(866) 352-3776} or from State Purchasing, 4050 Esplanade Drive, Suite 300, Tallahassee, Florida 32399. A vendor not currently registered in the MFMP system shall do so within 5 days after posting of intent to award.

2.3 E-VERIFY

The successful proposer is required to utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all persons employed during the contract term by the contractor to perform employment duties within Florida and all persons (including subcontractors) assigned by the contractor to perform work pursuant to the contract with the Department. Refer to <http://www.uscis.gov/e-verify> for more information.

2.4 SCRUTINIZED COMPANIES

In accordance with Section 287.135, Florida Statutes, agencies are prohibited from contracting with companies for goods or services over \$1 million that are on either the Scrutinized Companies with Activities in Sudan list or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector list which have been combined into one Protecting Florida's Investments Act, (PFIA) list of Prohibited Companies, located at <http://www.sbafla.com/fsb/Home/ProtectingFloridasInvestmentAct/tabid/751/Default.aspx>, which is updated quarterly. This list is created pursuant to Section 215.473, Florida Statutes which provides that false certification may subject company to civil penalties, attorney's fees and/or costs.

2.5 DISCUSSIONS

No negotiations, decisions or actions shall be initiated or executed by the proposer as a result of any discussions with any state employee prior to opening of bids. Prior to opening of bids, proposers are not to divulge bid costs to any employee or representative of the State. Further, bids/proposals submitted to the Department will remain unopened until the time for opening bid/proposal at the Department's Office of General Services. During this period, any discussion by the proposer with any employee or authorized representative of the Department involving cost information will result in rejection of said proposer's response. Only those communications, which are in writing or electronically submitted from the FDLE's Office of General Services Office, may be considered as a duly authorized expression on behalf of the FDLE. Also, only communications from proposers, which are in writing and signed or electronically submitted, will be recognized by the FDLE as duly authorized expressions on behalf of the proposer.

2.6 ADDENDA

The FDLE reserves the right to modify this RFP. All addenda to this RFP will be in writing with content and number of pages described to all proposers. Any addenda or answers to written questions supplied by the FDLE to participating proposers shall include an Addenda Acknowledgement Form. This form shall be signed by an authorized representative of the proposer, dated, and returned with the proposer's response to this RFP.

All addenda will be provided via the State Department of Management Services Vendor Bid System (VBS) at website: http://myflorida.com/apps/vbs/vbs_main_menu

It is the sole responsibility of the proposer to monitor the VBS for any addenda issued in reference to this RFP.

2.7 UNAUTHORIZED ALIENS

The State of Florida does not award publicly funded contracts to those who knowingly employ unauthorized alien workers. The Department shall consider this a violation of Section 274A(e) of the Immigration and Nationality Act. Such violation shall be cause for unilateral cancellation of this contract.

2.8 MINORITY AND SERVICE-DISABLED VETERAN BUSINESS – PARTICIPATION

FDLE encourages minority, women-owned business (WMBE) and service-disabled veteran business enterprise (SDVBE) participation in all its solicitations. Proposers are encouraged to contact the Office of Supplier Diversity at (850) 487-0915 or visit their website at <http://osd.dms.state.fl.us> for information on becoming a certified MWBE or SDVBE or for names of existing businesses that may be available for subcontracting or supplier opportunities.

2.9 BID INFORMATION

All questions pertaining to this bid document, bid requirements or technical requirements should be addressed to Karen Freytag, email address, karenfreytag@fdle.state.fl.us. It shall be the responsibility of each proposer to raise any questions prior to bid opening concerning the specifications or bid procedures as written and submit questions to the Department in accordance with the Calendar of Events. The written interpretation of the appropriate representative of the Florida Department of Law Enforcement shall prevail.

2.10 SPECIAL ACCOMMODATIONS

Any person with a qualified disability shall not be denied equal access and effective communication regarding any RFP documents or the attendance at any related meeting or RFP opening. If accommodations are needed because of a disability, please contact the FDLE Purchasing Office at (850) 410-7300.

2.11 MANDATORY REQUIREMENT

The Department has established certain requirements with respect to bids to be submitted by proposers. The use of "shall", "must" or "will" (except to indicate simple futurity) in this Request for Proposal (RFP) indicates a requirement or condition from which a material deviation may not be waived by the Department. A deviation is material if, in the Department's sole discretion, the deficient response is not in substantial accord with the RFP requirements, provides an advantage to one proposer over other proposers, has a potentially significant effect on the quantity or quality of items bid, or on the cost to the Department. Material deviations cannot be waived. The words "should" or "may" in this RFP indicate desirable attributes or conditions, but are permissive in nature. Deviation from, or omission of, such a desirable feature, will not in itself cause rejection of a bid.

2.12 CONTRACTUAL MANDATORY

A proposer's response to this RFP shall be considered as the proposer's formal offer. The issuance of Purchase Order(s) and/or Contract(s) for the purchase of the commodities and/or services shall constitute the Department's written acceptance of the successful bid and the signed Purchase Order(s) and/or Contract(s) will be forwarded to the successful proposer.

2.13 ALTERNATE CONTRACT SOURCES OF COMMODITIES AND SERVICES

As provided in Section 287.042(16)(a), F.S., other state agencies may purchase from the resulting contract, provided that the Department of Management Services has determined that the contract's use is cost-effective and in the best interest of the State. Upon such approval, the Contractor may, at its discretion, sell these commodities or services to additional agencies, upon the terms and conditions contained herein.

2.14 SUBCONTRACTORS

The proposer is fully responsible for all work performed under the contract and/or Direct Order resulting from this RFP. If applicable, the proposer may, with the consent of the Department, enter into written subcontractor(s) for performance of certain function under the contract and/or purchase order. The subcontractors and the amount of the subcontract shall be identified in proposer's response to this RFP. Any subsequent subcontracts entered into by the proposer after award of contract and/or purchase order resulting from this RFP shall be approved in writing by the Department's Technical Manager prior to the effective date of any subcontract. No subcontract, which the proposer enters into with respect to performance under the contract and/or purchase order resulting from this RFP, shall in any way relieve the proposer of any responsibility for the performance of its duties.

2.15 SUBMISSION OF MANDATORY FORMS

The Price Proposal Form shall be completed and signed by a representative who is authorized to contractually bind the proposer for submission to this solicitation.

The Drug Free Workplace Certificate (Attachment I) shall be completed and signed by a representative who is authorized to contractually bind the proposer and returned with the proposer's proposal.

Any addenda supplied by the State to participating proposers shall include an Addenda Acknowledgment Form. The form(s) shall be signed by an authorized representative, dated, and returned with the proposer's proposal.

FDLE has provided an RFP CHECKLIST (Attachment III) which provides guidance to the proposer in assuring that all mandatory information and documents are included.

2.16 BASIS OF AWARD

The award shall be made to the responsive and responsible proposer meeting all of the requirements as specified in this Request for Proposal with the highest scoring proposal. Proposals will remain firm for a period of 60 days after bid opening.

2.17 IDENTICAL TIE BIDS

When evaluating vendor responses to solicitations where there is identical pricing or scoring from multiple vendors, the department shall determine the order of award in accordance with Rule 60A-1.011 F.A.C.

2.18 BID EVALUATION

The proposer must bid on all items as specified in the specifications and as listed on PRICE PROPOSAL FORM. Bids which do not meet the requirements specified in the RFP will not be considered for selection.

2.19 CERTIFICATION OF A DRUG-FREE WORKPLACE

In the event of a tie bid, preference must be given to proposers submitting a certification with their response to this RFP certifying they have a drug-free workplace in accordance with Section 287.087, Florida Statutes. (See Attachment I)

2.20 POSTING OF TABULATIONS

Bid tabulations will be posted electronically as Agency Decisions on the Department of Management Services Vendor Bid System (see Section 2.6 for website address) as a Public Notice.

The Agency Decisions may be viewed and will remain posted for a period of 72 hours. Failure to file a protest within the time prescribed in Section 120.53(3)(b), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.

2.21 PROCUREMENT OFFICER

The Procurement Officer, acting on the behalf of the Department, is the sole point of contact outside of official conferences and meetings, with regard to all procurement matters relating to this solicitation, from the date of release of the solicitation until the Department's Notice of Intended Award or Decision is posted. All questions and requests for clarification outside the above referenced meetings are to be directed to:

Karen Freytag, Purchasing Specialist
Florida Department of Law Enforcement
Office of General Services / Room C-1034
2331 Phillips Road
Tallahassee, Florida 32308

Telephone: (850) 410-7316

Email: karenfreytag@fdle.state.fl.us

Florida Statute Section 287.057(23) requires that proposers to this solicitation or persons acting on their behalf may not contact, between the release of the solicitation and the end of the 72-hour period following the agency posting the notice of intended award, excluding Saturdays, Sundays, and state holidays, any employee or officer of the executive or legislative branch concerning any aspect of this solicitation, except in writing to the procurement officer or as provided in the solicitation documents. Violation of this provision may be grounds for rejecting a response.

Any questions arising from this solicitation must be forwarded, in writing, to the Procurement Officer identified above. The Department's written response to those inquiries will be posted on the Florida Vendor Bid System at http://vbs.dms.state.fl.us/vbs/search.criteria_form under the above referenced solicitation number. It is the responsibility of all potential proposers to monitor this site for any changing information prior to submitting their proposal.

2.22 RFP PACKAGING AND MAILING/SUBMISSION REQUIREMENTS

Proposers shall submit hard copy written bids that address each of the requirements specified in this RFP. Proposer shall provide sufficient information to enable FDLE to make a fully informed decision.

The RFP package must be clearly marked "RFP 12-51, Public Service Campaign" and addressed as follows:

FDLE / Office of General Services
ATTN: Karen Freytag– RFP 12-51
2331 Phillips Road
Tallahassee, FL 32308

RE: RFP 12-51, Public Service Campaign / October 4, 2011, 2:30 PM

NOTE: If RFP package is not addressed as required above FDLE cannot assure its timely delivery.

ALL RESPONSES MUST CLEARLY IDENTIFY THE BID NUMBER, TITLE AND OPENING DATE
BIDS TRANSMITTED BY FACSIMILE OR EMAIL WILL NOT BE CONSIDERED.

2.23 CALENDAR OF EVENTS

The following time schedule will be strictly adhered to in all actions relative to this solicitation, unless modified by the Department by written addendum to this solicitation.

DATE	EVENT
September 8, 2011	Solicitation issued. Proposers have 72 hours from release of this RFP to protest and/or request changes to the solicitation documents by 5:00 pm, Eastern Time (ET) on September 13, 2011.
September 19, 2011	All questions must be submitted to the Procurement Officer no later than 5:00 PM ET (may be submitted earlier). Please see Section 2.6. Proposers written questions due to FDLE; karenfreytag@fdle.state.fl.us
September 21, 2011	FDLE's response to Proposer's written questions posted on Vendor Bid Systems (VBS).
October 4, 2011	Proposals due no later than 2:30 PM ET. Public bid opening at 2:30 PM ET Location: FDLE's Headquarters Building 2331 Phillips Road Tallahassee, Florida 32308
October 10, 2011	Public Evaluation of Proposals at 2:30 PM Location: FDLE's Headquarters Building 2331 Phillips Road Tallahassee, Florida 32308
October 11, 2011	Posting of Intent to Award. No later than 5:00 PM ET
On or about October 14, 2011	BID AWARDED
On or about October 14, 2011 through December 31, 2011	PUBLIC RELATIONS CAMPAIGN

FAILURE TO INCLUDE ANY INFORMATION OR DOCUMENTATION REQUESTED WITHIN THIS RFP MAY LEAD TO REJECTION OF THE RFP FOR NON-RESPONSIVENESS. IF YOU ARE UNSURE OF THE REQUIRED INFORMATION OR DOCUMENTATION, ASK FDLE. DO NOT MAKE ASSUMPTIONS.

3.0 SPECIFICATIONS

3.1 BACKGROUND

The Florida Department of Law Enforcement (FDLE) is the lead agency in managing Florida's homeland security efforts. The Department is implementing the "If You See Something, Say Something"™ campaign, a Department of Homeland Security (DHS) initiative that encourages citizens to report suspicious activities and threats.

"If You See Something, Say Something"™ was originally created by the New York City Metropolitan Transportation Authority and was subsequently adopted by DHS and launched by the NCCA, the Massachusetts Bay Transportation Authority, the NBA, the NFL, as well as in several states including Colorado, Minnesota and New Jersey, more than 9,000 federal building nationwide, Wal-Mart, Mall of America, the American Hotel & Lodging Association, Amtrak, the Washington Metropolitan Area Transit Authority, the general aviation industry, and state and local fusion centers across the country.

The first phase of the campaign will be conducted by FDLE. FDLE conducted a statewide kickoff with a press event on September 1, 2011 that featured the Governor, the Commissioner of FDLE, the Assistant Secretary of the DHS Office of Intergovernmental Affairs, and Florida's domestic security leadership. FDLE will continue to promote the media campaign through the week of September 11, 2011 through earned media (local press events and OpEds). During this time period, FDLE will leverage the 10-year anniversary of 9-11 and the need for citizens to remain vigilant about the issue of homeland security.

Florida's campaign also includes displays on mall posters, at bus stops, and on digital and vinyl billboards. In addition, DHS recently unveiled television and radio public service announcements that have been sent to broadcasters.

The second phase of the campaign will include the components created by the awarded vendor of this Request for Proposal. During the second phase, FDLE intends to focus on sustaining the message of the campaign to raise awareness about reporting suspicious activity and to educate the public about the availability of the toll-free hotline and the on-line reporting form. Areas of focus include: Spanish-speaking populations, tourist populations, and the on-line community.

Florida's toll-free hotline is 1-855-FLA-SAFE (855-352-7233). The on-line reporting form can be found at FDLE's website: www.fdle.state.fl.us.

3.2 OBJECTIVE

The Florida Department of Law Enforcement intends for the scope and requirements of the public relations campaign to reinforce the initiative to encourage citizens to report suspicious activities and threats to the proper state and local law enforcement authorities as implemented by the Department of Homeland Security. The "If You See Something, Say Something"™ campaign respects civil rights and civil liberties by emphasizing behavior, rather than appearance, in identifying suspicious activity.

Note: For a general understanding of the campaign content please visit the website of the Department of Homeland Security, www.DHS.gov.

The awarded vendor will create two (2) radio public service announcements (in English and Spanish), two (2) television public service announcements (in English and Spanish), an eight week on-line campaign and an eight week tourist campaign that utilizes separate, different, and additional outreach methods than what has already been implemented by FDLE.

All work must be completed by December 31, 2011

3.3 BUDGET

The Department has an estimated budget of \$60,000, pending receipt of a federal grant. Proposals received over \$60,000 will be considered non-responsive.

3.4 SCOPE OF WORK

FDLE is seeking through federal grant funding; a vendor who will provide the following services related to the promotion of the "If You See Something, Say Something"™ campaign.

A. Radio, Public Service Announcement (PSA)

Vendor will produce two (2) separate radio announcements.

One radio announcement must be fifteen (15) seconds in length; recorded in both in English and Spanish.

The second radio announcement must be thirty (30) seconds in length; recorded in both in English and Spanish.

The theme of "If You See Something, Say Something"™ must be incorporated into the radio announcement.

The talent for the Spanish version of the radio announcement must speak Spanish accurately and fluently.

FDLE must approve script and recording prior to production.

Vendor must include in their plan a timeframe for approval by FDLE. (See Section 3.6, Standard Deliverable Review Requirement).

Final version will be in MP3 format.

FDLE will require two (2) working copies of each radio PSA and one (1) archive copy of each radio PSA.

Completed versions must be submitted to FDLE by December 15, 2011.

Script for radio announcement and television announcement may be the same.

The radio announcement will demonstrate:

- 1.) the on-line reporting feature of FDLE; www.fdle.state.fl.us
- 2.) the toll-free phone number of FDLE; 1-855-FLA-SAFE

The radio PSA will be placed with broadcasters selected by FDLE.

B. Television, Public Service Announcement (PSA)

Vendor will produce two (2) separate television announcements.

One television announcement must be fifteen (15) seconds in length; recorded in both in English and Spanish.

The second television announcement must be thirty (30) seconds in length; recorded in both in English and Spanish.

The theme of "If You See Something, Say Something"™ must be incorporated into the radio announcement.

The talent for the Spanish version of the television announcement must speak Spanish accurately and fluently.

FDLE must approve script prior to production.

Vendor must include in their plan a timeframe for approval by FDLE. (See Section 3.6, Standard Deliverable Review Requirement).

Final version will be in a format determined by FDLE.

FDLE will require two (2) working copies of each television PSA and one (1) archive copy of each television PSA.

Completed versions must be submitted to FDLE by December 15, 2011.

Script for radio announcement and television announcement may be the same.

The television public service announcement will demonstrate:

- 1.) the on-line reporting feature of FDLE; www.fdle.state.fl.us
- 2.) the toll-free phone number of FDLE; 1-855-FLA-SAFE
- 3.) a Florida setting

The television PSA will be placed with broadcasters selected by FDLE.

C. On-line Campaign

An eight week on-line campaign to begin the week of November 7, 2011 with an end date of December 31, 2011.

Vendor must include in their plan a timeframe for approval by FDLE. (See Section 3.6, Standard Deliverable Review Requirement).

Vendor will manage an on-line campaign that utilizes such tools as social media, digital marketing, and web-based advertising to raise awareness about the campaign and the ability to report suspicious incidents on-line.

The proposer shall address in specific terms its plans for meeting the objective of this campaign. The plan shall include publicizing key messages of the campaign. All branding must be consistent with the national campaign.

Proposer must submit a detailed plan with all key dates to accomplish the objective of this program.

The vendor selected to provide services must develop and have in place a detailed plan, fully approved by the Contract Manager, no later than October 31, 2011. All campaign activities must be completed by December 31, 2011.

The Department may, upon receipt of additional funding, extend the timeframe of this campaign. Vendor should provide a solution that allows for monthly extension of the project. Pricing for additional month of service is included as an option on the price proposal; this pricing will not be considered in evaluation of award.

D. Tourist Campaign

An eight week tourist campaign to begin the week of November 7, 2011 with an end date of December 31, 2011.

Vendor must include in their plan a timeframe for approval by FDLE. (See Section 3.6, Standard Deliverable Review Requirement).

Vendor will outline their plan to develop and implement a strategy to reach travelers at major Florida transportation hubs. The plan must include the costs for all materials, artwork and placement costs. The

goal of the Department is to reach a broader segment of the population with this campaign; specifically, to target Spanish-speaking populations, tourist populations and the on-line community.

The proposer shall address in specific terms its plans for meeting the objective of this campaign. The plan shall include publicizing key messages of the campaign. All branding must be consistent with the national campaign.

Proposer must submit a detailed plan with all key dates to accomplish the objective of this program.

The vendor selected to provide services must develop and have in place a detailed plan, fully approved by the FDLE point of contact, no later than October 31, 2011. All campaign activities must be completed by December 31, 2011.

Vendor will report monthly on the status of campaign to the FDLE point of contact and may submit an invoice monthly. Payment will be monthly in arrears.

The duration of the campaign, must be at a minimum, eight weeks.

The Department may, upon receipt of additional funding, extend the timeframe of this campaign. Vendor should provide a solution that allows for monthly extension of the project. Pricing for additional month of service is included as an option on the price proposal; this pricing will not be considered in evaluation of award.

3.5 ADDITIONAL REQUIREMENTS

A. Timeline:

On-line and Tourist Campaigns to begin week of November 7, 2011; campaign to end December 31, 2011.

Radio and Television Public Service Announcements must be finalized and submitted to the FDLE point of contact by December 15, 2011.

VENDOR must include a detailed timeline of all requirements of the Scope of Work with their technical proposal.

B. Ownership of Materials

Any script, graphic, photograph, audio recording, video recording, other artwork or printed material created as a result of this campaign becomes the property of FDLE. Upon completion of the project all artwork, recordings, photos, camera ready printed material and release forms must be delivered to FDLE prior to final payment. Proposals with language to the contrary will not be accepted.

VENDOR must agree to this requirement with their technical proposal.

C. References

Vendor must complete *Attachment II, References* with detailed contact and project information for two (2) projects similar to the scope of this bid request. Vendor must provide customer's name, point of contact, email address, telephone number, contract beginning and end dates, and an explanation as to the relevance or similarity to this project.

D. Work Samples

Proposers must provide work samples as specified.

- 1.) One (1) audio recordings of a public service announcement or educational information designed for radio advertisements in MP3 or CD format.
- 2.) One (1) professionally produced videotaped public service announcement or educational programming.
- 3.) One (1) sample of a web-based component used in a previous campaign to show the graphic design, messaging, and delivery methods used.

One sample must be in Spanish.

Vendors who do not submit samples will be found non-responsive.

3.6 STANDARD DELIVERABLE REVIEW REQUIREMENTS

Each contractor deliverable described in the project plan shall be reviewed by the Department and shall require formal approval from the Department prior to acceptance. The primary focus of the Department review will be to determine compliance with the agreed plan and content of the deliverable and with the terms of the contract. The contractor shall include at least three (3) work days in the project work plan per deliverable for the Department staff to conduct a complete review and to document findings. Based on the review findings, the Department may grant approval, may reject, or may request that contractor revisions be made. Additional review periods may be required when revisions are requested or a deliverable is rejected. Each deliverable shall be complete within and of itself, and shall be consistent with any previous deliverables produced.

The Department reserves the right to require the contractor to revise deliverables previously approved or to reject current deliverables based on inconsistencies among deliverables.

3.7 DELIVERABLES

A. Radio Public Service Announcement

- 1.) Completion of 15 second radio announcement, English version
- 2.) Completion of 30 second radio announcement, English version
- 3.) Completion of 15 second radio announcement, Spanish version
- 4.) Completion of 30 second radio announcement, Spanish version

B. Television Public Service Announcement

- 1.) Completion of 15 second video announcement, English version
- 2.) Completion of 30 second video announcement, English version
- 3.) Completion of 15 second video announcement, Spanish version
- 4.) Completion of 30 second video announcement, Spanish version

C. On-line Campaign

Vendor will report monthly on the status of campaign to the FDLE point of contact and may submit an invoice monthly. Report will include a summary of the delivery methods, specific placements and advertisements made, and evaluative data such as impressions, "hits," and interactions. Payment will be monthly in arrears.

D. Tourist Campaign

Vendor will report monthly on the status of campaign to the FDLE point of contact and may submit an invoice monthly. Report will include areas serviced, proof of broadcast or display, and/or advertising acknowledgement. Payment will be monthly in arrears.

3.8 INVOICES

All invoices will be submitted in accordance with PUR 1000, paragraph 15. Invoices for services will reference a valid FDLE contract number and be submitted to FDLE, Office of Finance and Accounting.

Florida Department of Law Enforcement
Office of Finance and Accounting
PO Box 1489
Tallahassee, Florida 32308

Phone: 850-410-7155

Vendor may submit an invoice upon completion of the following deliverables:

- A. Radio Public Service Announcement; payment upon completion.
- B. Television Public Service Announcement; payment upon completion.
- C. On-Line Campaign; payment will be monthly in arrears.
- D. Tourist Campaign; payment will be monthly in arrears.

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4.0 INSTRUCTIONS FOR PREPARING PROPOSALS

4.1 SUBMISSION

Proposers will submit complete technical and price proposals no later than the date specified in the Calendar of Events.

4.2 LABELING

The face of the envelope or other container containing the final offers shall be labeled as specified in Section 2.22 of this solicitation and shall be specified as either the Technical Proposal or the Price Proposal.

4.3 COPIES OF PROPOSALS

Proposers shall deliver an original and five copies, plus a CD with an electronic copy of both the technical proposal and the price proposal to the Department as specified in the Calendar of Events (Section 2.23) of this solicitation. Proposers should also submit a redacted electronic version, if applicable (Section 4.6).

4.4 ECONOMY OF PRESENTATION

Each proposal shall be prepared simply and economically, providing a straightforward, concise delineation of the proposer's capabilities to satisfy the requirements of this RFP. Fancy bindings, colored displays, and promotional material are not desired. However, technical literature may be included in the proposal. Emphasis in each proposal must be on completeness and clarity of content. In order to expedite the evaluation of proposal responses, it is essential that proposers follow the format and instructions contained herein.

4.5 DOCUMENT DELIVERY

It is the Proposer's responsibility to ensure that its proposal is delivered by the proper time at the office identified in the Calendar of Events (Section 2.23) of this solicitation. Proposals, which for any reason are not timely received, will not be considered. Late proposals will be declared non-responsive, and will not be scored.

Proposals which arrive unsealed, unsigned, by telegram, telephone, email and/or facsimile transmission will not be accepted, they will be declared non-responsive, and they will not be scored.

4.6 INSPECTION OR EXAMINATION OF PROPOSALS

Proposals are not public records subject to the provisions of Section 119.07(1), Florida Statutes until such time as the Department provides notice of a decision pursuant to Section 120.57(3)(a), or until 10 days after opening, whichever is earlier. As such, all responses to a competitive solicitation are public records unless exempt by law. Any vendor claiming that its response contains information that is exempt from the public records law shall clearly segregate and mark that information "CONFIDENTIAL" and provide the specific statutory citation for such an exemption. Failure to comply with this section will result in the complete disclosure of all submitted materials not in compliance with this section

4.7 WITHDRAWAL OF PROPOSAL

Withdrawal of proposals may be requested within 72 hours (excluding State holidays, Saturdays and Sundays) after the opening time and date. Requests received in accordance with this provision may be granted by the Department upon proof of the impossibility to perform based upon an obvious error.

4.8 EXECUTION OF PROPOSALS

Each proposal must contain the company name and F.E.I.D. or social security number and the original signature of an authorized representative of the Proposer. Each proposal must be typed. Each proposal should be submitted with Proposer's name and page number on each page.

4.9 PROPOSAL FORMAT

The objective of the proposal is to demonstrate the proposing firm's ability to successfully deliver the commodities and services requested. In order to assist the Department in reviewing proposals, each proposal shall be prepared using the following format and headings.

SECTION 1: INTRODUCTION

TITLE PAGE: Proposers are required to complete, sign and return the "Title Page" of Request For Proposal 12-51 with their proposals.

TRANSMITTAL LETTER: Identify the proposal as "RFP 12-51; Public Relations Campaign". Identify its firm, its address, telephone number and the name and title of the authorized representative submitting the proposal. The letter must clearly indicate that the person signing the proposal is authorized to bind the proposer. The letter must identify any and all joint proposing firms and / or subcontractors. Proposals must confirm that proposer will comply with all provisions in this RFP. The proposal must disclose any instances where the firm or any individuals working on the contract has a possible conflict of interest and, if so, the nature of that conflict.

EXECUTIVE SUMMARY: Include a description of the scope of services to be provided by the contractor. Include a statement describing how contractor resources and experience will support this project, including access to back-up staff, if needed. The contractor shall clearly specify its competitive advantage and its proposed ability to meet the terms, conditions and requirements as defined in this solicitation.

SECTION 2: TECHNICAL PROPOSAL

Proposers must address all subsections listed under ***Section 3.0, Specifications***. Proposers must label each subsection of the proposal with the name and number of the corresponding section and address each requirement in that section.

Proposer must provide comprehensive narrative statements that illustrate their understanding of the requirements of the project, deliverables, project schedule, and contract terms and conditions. Proposer must also identify any pertinent issues and potential problems related to the project.

Proposer must provide comprehensive narrative statements that set out the methodology it intends to employ. Proposer must illustrate how the methodology will serve to accomplish the work and provide the deliverables described in the scope of work within the State's project schedule.

The proposer must be able to begin the campaign upon award of the contract. The proposal should also include information that will assist FDLE in determining the level of quality and timeliness that may be expected from the proposer.

SECTION 3: ATTACHMENTS / ADDENDA:

Proposers must include the following attachments / addenda included with this solicitation.

Attachment I, Drug Free Workplace Certificate

Attachment II, References

Any and all addenda to this solicitation that proposers may be required to acknowledge receipt of in writing (Section 2.6, Addenda)

4.10 PRICE PROPOSAL FORMAT

Each proposer shall submit a separately bound and sealed price proposal. Prices quoted are to be inclusive of all costs, fees, expenses, travel, lodging materials, services, etc. No costs in addition to quoted prices will be paid to the contractor. All pricing must be guaranteed for the entire term of the contract. Proposals not including all required and offered equipment and services will not be considered. The project is grant funded and must not exceed \$60,000.

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5.0 EVALUATION OF PROPOSALS

5.1 **TECHNICAL PROPOSAL** (maximum 100 points)

All proposals will be reviewed to determine if they are responsive to the requirements of this solicitation. The Department will appoint an Evaluation Committee. The committee shall complete the evaluation of all valid proposals, in accordance with the criteria set forth in this section. Award will be to the highest scoring proposal, considering the technical proposal scoring and all costs for the project, evaluated as described in Section 5.2 of this solicitation.

Categories:

Category 1: Technical Proposal	40 points
Category 2: Production Samples	40 points
Category 3: References	10 points
Category 4: Price Proposal	10 points

5.2 **RFP RATING METHODOLOGY**

Category 1: Technical Proposal (40 points maximum)

- 1.) The proposal indicates that the proposer has a clear understanding of Department's concept of the project and the deliverables required. (0-10 points)
- 2.) Based on the information in this solicitation the proposer's response relays creativity and the ability to clearly communicate the Department's message. (0-10 points)
- 3.) A timeline for the project that demonstrates an understanding of the State's time schedule and a plan to carry it out. (0-10 points)
- 4.) Contractor shall specify their competitive advantage and their qualifications to meet the terms, conditions, timeline and requirements as defined in the RFP. (0-10 points)

Category 2: Production Samples (40 points maximum)

- 1.) Quality of audio samples submitted (sound recordings, voice talents, background music and sound). (0-15 points)
- 2.) Quality of video material provided (camera work, visual clarity, lighting, editing, and set or location appropriateness). (0-15 points)
- 3.) Quality of web-based component submitted (graphic design, messaging, and delivery methods used). (0-10 points)

Category 3: References (10 points maximum)

- 1.) What was the overall impression of the references – satisfactory (good), high or exceptional? (0-5 points)
- 2.) Were the projects similar in scope and intent as this RFP? (0-5 points)

Category 4: Price Proposal (10 points maximum)

The lowest cost proposal will be awarded 10 points. Lowest total cost (LC) divided by the proposal being considered (PC) times the maximum points available (10) equals the points awarded.

Formula: $LC / PC \times 10 = \text{Score}$

5.3 AWARD

Award will be based on the highest scoring proposal. In the event that the highest scoring proposal has a price higher than the agency's allotted budget (Section 3.3, Budget) the agency reserves the right to reject all bids.

6.0 PRICE PROPOSAL FORM

- A. Radio PSA English (15 seconds)
- Radio PSA English (30 seconds)
- Radio PSA Spanish (15 seconds)
- Radio PSA Spanish (30 seconds)

Radio PSA (4 total) = PRICE (A) :

--

- B. Television PSA English (15 seconds)
- Television PSA English (30 seconds)
- Television PSA Spanish (15 seconds)
- Television PSA Spanish (30 seconds)

Television PSA (4 total) = PRICE (B) :

--

- C. On-Line Campaign - COMPLETE EIGHT (8) WEEK CAMPAIGN

= PRICE (C) :

--

- D. Tourist Campaign - COMPLETE EIGHT (8) WEEK CAMPAIGN

= PRICE (D) :

--

TOTAL PRICE FOR ALL PROJECTS: A+B+C+D =

--

OPTIONAL PRICING (Option Pricing will not be considered in evaluation of price proposal):

On-Line Campaign

Price for ONE (1) month extension

--

OR

Price for THREE (3) month extension

--

Tourist Campaign

Price for ONE (1) month extension

--

OR

Price for THREE (3) month extension

--

Please complete legibly and sign below.

BY AFFIXING MY SIGNATURE ON THIS RFP, I HEREBY STATE THAT I HAVE READ ALL BID TERMS, CONDITIONS AND SPECIFICATIONS AND AGREE TO ALL TERMS AND CONDITIONS, PROVISIONS, AND SEPCIFICATIONS; AND I CERTIFY THAT I WILL PROVIDE AND DELIVER AS SPECIFIED IN THE PROPOSAL.

COMPANY NAME: _____

FEDERAL TAX IDENTIFICATION NUMBER: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

PROPOSER: _____

TITLE: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

PHONE: _____

EMAIL: _____

FLORIDA DEPARTMENT OF LAW ENFORCEMENT**ATTACHMENT I
DRUG FREE WORKPLACE CERTIFICATE**

IDENTICAL TIE BIDS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

- 1) Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- 2) Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- 3) Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
- 4) In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- 5) Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
- 6) Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Authorized Signature: _____

Printed Name: _____

Date: _____

FLORIDA DEPARTMENT OF LAW ENFORCEMENT

ATTACHMENT II

REFERENCES

Proposer's Name: _____

Vendors are required to submit with their proposal/reply, two (2) references that have been provided for services of a similar size and parameters of those requested in this solicitation. Vendors shall use Attachment II, References form of this RFP to provide the required reference information; additional pages may be included. The Department reserves the right to contact any and all references in the course of this solicitation evaluation and make a fitness determination, not subject to review or challenge.

1.) Name of Company/Agency: _____

Contact Person: _____

Phone Number:

Address: _____

Email Address:

Summary of Project:

Signature of Authorized Representative

Date _____

ATTACHMENT II PROPOSER REFERENCES

Proposer's Name: _____

2.) Name of Company/Agency: _____

Contact Person: _____

Phone Number: _____

Address: _____

Email Address: _____

Summary of Project: _____

Signature of Authorized Representative

Date _____

FLORIDA DEPARTMENT OF LAW ENFORCEMENT

ATTACHMENT III
RFP CHECKLIST**The 10 Most Critical Things to Keep in Mind When Responding to a Solicitation for the Florida Department of Law Enforcement**

1. _____ **Read the entire document.** Note critical items such as: mandatory requirements; bond(s) requirements (proposal, performance and/or damages) sample(s) required; supplies/services required; submittal dates; number of copies required for submittal; funding amount and source; contract requirements (i.e., contract performance security, insurance requirements, performance and/or reporting requirements, etc.).
2. _____ **Note the Procurement Officer's name, address, phone numbers and e-mail address.** This is the only person you are allowed to communicate with regarding the Solicitation and is an excellent source of information for any questions you may have.
3. N/A _____ **Attend the pre-proposal conference.** (If applicable)
4. _____ **Take advantage of the "question and answer" period.** Submit your questions to the Procurement Officer by the due date listed in the Calendar of Events and view the answers given in the formal "addenda" issued for the Solicitation. All addenda issued for a Solicitation are posted on the Vendor Bid System's website (<http://vbs.dms.state.fl.us/vbs/search.criteria.form>) and will include all questions asked and answered concerning the Solicitation.
5. _____ **Follow the format required in the Solicitation** when preparing your response. Provide point-by-point responses to the required sections in a clear and concise manner.
6. _____ **Provide complete answers/descriptions.** Read and answer **all** questions and requirements. Don't assume the Department or evaluation committee will know what your company capabilities are or what items/services you can provide, even if you have previously contracted with the Department. The proposals are evaluated based solely on the information and materials provided in your response.
7. _____ **Use the forms provided**, i.e. Price Proposal forms (Section 6), Certificate of Drug Free Workplace (Attachment I), RFP Checklist (Attachment III), etc.
8. _____ **Check the Vendor Bid System website for Solicitation addenda.** Before submitting your response, check the Vendor Bid System website to see whether any addenda were issued for the Solicitation, **some addenda require that you sign and return them with the bid.**
9. _____ **Review and read the Solicitation document again** to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and be complete. The copies are provided to the evaluator/evaluation committee members and will be used to score your response.
10. _____ **Submit your response on time.** Note all the dates and times listed in the Calendar of Events and within the document, and be sure to submit all required items on time. Faxed, emailed or late proposal responses are never accepted.

This checklist is provided for assistance only and should not be submitted with response.