

Brevard County Housing and Human Services
Marketing and Educational Strategies Addressing Opioid Misuse Disorders in Brevard
County
Request for Proposal
Addendum One
October 2, 2023

To All Prospective Agencies Who Submit an Application:

This is an Addendum to and shall be considered as part of the original proposal application package for the abovementioned Request for Proposal. Please acknowledge receipt of Addendum One in the space provided below. Agencies are requested to acknowledge receipt of this addendum with their application. Please include a signed copy of this addendum in the Request for Proposal under Tab 6: Required Forms.

Responses to Questions Received:

1. **Question:** At the end of the three-year campaign, how will you know you've been successful?

Response: The data that will be collected at the end of the three-year campaign will be dependent upon the type/strategy of advertising/marketing utilized during the three-year campaign. Specific benchmarks will be requested from the awarded marketing agency throughout the contract term and will be evaluated accordingly.

2. **Question:** Are there any restrictions we should be aware of? Anything we can't do and anything we need to do?

Response: The marketing/educational campaign and strategies shall be within the scope of work outlined in the Request for Proposal. Please review the approved Brevard County Board of County Commissioners Opioid Misuse Abatement Plan to familiarize the approved priorities to align the campaign/strategies. All media and educational material must be reviewed and approved by the designated County liaison before distributed to the public.

3. **Question:** Is there a budget?

Response: There is no specific amount of funding allocated for the Request for Proposal Marketing and Educational Strategies Addressing Opioid Use Disorders in Brevard County. Approximately six million dollars has been allocated towards the entire Opioid Misuse Abatement Plan for year one. There are three total Request for Proposals that are advertised to address the areas of concentration for the Opioid Abatement Plan.

4. **Question:** Is there a link to that meeting to review?

Response: There is no link to the Technical Assistance Meeting for the Request for Proposal. A request can be made to Stephanie Reynolds, Stephanie.Reynolds@brevardfl.gov to obtain the recording of the meeting.

5. **Question:** Our agency has worked on several health and mental health campaigns for local and state government and health organizations. We have

not however completed an opioid campaign. After reviewing the Request for Proposal and highlighting the below in red, are only agencies who have completed opioid engagements being considered?

*“Please provide a brief description of past strategies/campaigns the agency has developed related to health awareness/**opioid misuse disorders**/issues.”*

*“Did the agency show past experience working with government staff (Federal, State, Local Government), **Opiate Epidemic Task Force stakeholders**, community partners and commercial/media advertisers? Did the agency show their capacity to design, produce, place, and distribute advertising and marketing materials that are appropriate for targeted audiences. health awareness/**opioid misuse disorders**/issues with past projects?”*

Response: An agency can show brief descriptions of past strategies/campaigns they have developed in any combination of work related to health awareness, mental health, and opioid misuse related disorders and issues. Past samples of work are not only limited to opioid misuse disorders/issues.

6. Question: Is there an incumbent for this project?

Response: There is no incumbent for this project. This is the first time a Marketing/Educational RFP specific to opioid related disorders has been advertised.

7. Question: Does your agency currently work with any marketing, advertising, communications agencies?

Response: No. Please see the response to question six.

8. Question: If yes to question seven, can you provide names of the agencies that have worked with your agency within the past three years? We may be interested in partnering with one of those agencies after vetting each.

Response: There is no incumbent for this project.

9. Question: Is there an incumbent agency? The section entitled Contract Period/Budget on page ten indicates that this project started in January of 2023 with two one-year renewal options.

Response: There is no incumbent agency. The date listed in the RFP of January 1, 2023 is incorrect. The correct date the County anticipates the contract will start is January 1, 2024, with a contract period for one year with two one-year renewals.

10. Question: Can you please provide a budget or budget range for this project?

Response: Please see response to question three.

11. Question: Is media placement a part of this budget or separate?

Response: Media placement is a part of this budget/project. Please submit an hourly rate for the media buying on a separate line. The County will not pay a net media rate plus commission. When submitting a proposed cost for media placement please provide an estimated amount of hours for each year. Please see the revised format that shall be used and submitted in Tab Five. Project Deliverables (Cost) with Estimated Timeline.

12. Question: Is there a projected date by which you want programs to be live?

Response: The anticipated contract start date is January 1, 2024. It is the County's intent to have the media/educational campaign become live within a few months of contract start date with the understanding the awarded agency providing their proposed timeline of deliverables listed under Tab Five. Project Deliverables (Cost) with Estimated Timeline. A detailed timeline will be discussed with the awarded agency during implementation of campaign.

Please note the proposal opening date and time remains Wednesday, October 11, 2023, at 11:00 am.

Acknowledge receipt of this addendum with an authorizing signature and return this addendum as a part of your response.

Agency Authorized Signature

Agency Name

Date