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Executive Director

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Charlie Crist
Governor

Bill McCollum
Attorney General

Alex Sink
Chief Financial Officer

Charles H. Bronson
Commissioner of Agriculture

September 26, 2008

Addendum #1
ITN #003-09
REAL ID Media Campaign

Dear Sir or Madam,

The subject Invitation to Negotiate is hereby amended as follows:

REMOVE: PAGES 23, 26, 28 & 38 OF 43 (09/22/2008)

ADD: PAGES 23, 26, 28 & 38 OF 43 (09/26/2008)

This addendum serves as notice of the following changes:

- Dates in the Calendar of Events (Section 3.1) have been amended.
- Language in Sections 3.2, 4.1 5.1, 5.4 and 10.0 has been amended.

Please add these pages to your copy of the Invitation to Negotiate, and remove any earlier versions of the same pages issued prior to this Addendum #1 as of September 26, 2008.

All other terms and conditions remain unchanged.

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Any notice of protest or protest to this solicitation which was filed prior to this notice is null and void.

Thank you for your consideration.

Sincerely,

Stacy Arias
Chief of Purchasing and Contracts

3.0 SPECIAL CONDITIONS

3.1 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 addendum to this solicitation.

September 22, 2008	Solicitation issued.
October 3, 2008	All questions and/or proposed changes to the solicitation must be submitted in writing to the issuing officer by 5:00 PM Eastern Time (may be submitted earlier.) See Section 2.26.
October 7, 2008	Responses to written inquires and proposed changes will be posted on the Florida Vendor Bid System, no later than 5:00 PM Eastern Time at http://vbs.dms.state.fl.us/vbs/search.criteria_form
October 16, 2008	Respondents' "Statements of Qualifications and Services Offered" are due. Responses must be received as specified in Section 2.44 of this solicitation, no later than 2:30 PM Eastern Time. Responses must be addressed to the Procurement Officer as specified in Section 2.3. All responses will be opened by Department employees starting at or after 2:30 PM Eastern Time at the Neil Kirkman Building, Room B409, 2900 Apalachee Parkway, Tallahassee. The public may attend the opening but may not review any proposals submitted until they become public records in accordance with Section 119.07, Florida Statutes. The names of respondents and the names of firms submitting "no proposal" responses will be read aloud.
October 22, 2008	There will be a public meeting of the evaluation committee for the purpose of evaluating Statements of Qualifications and Services Offered at 10:00 AM Eastern Time, at the Neil Kirkman Building, 2900 Apalachee Parkway, Tallahassee, FL.
October 23, 2008	The top three respondents selected for negotiations will be posted on the Florida Vendor Bid System, no later than 5:00 PM Eastern Time at http://vbs.dms.state.fl.us/vbs/search.criteria_form
October 27 - 30, 2008	Presentations and Negotiations will be scheduled in the Neil Kirkman Building, 2900 Apalachee Parkway, Tallahassee, Florida.
November 10, 2008	Best and final offers to be submitted in writing as specified in Section 2.44 of this solicitation, no later than 2:30 PM Eastern Time.
November 17, 2008	There will be a public meeting of the evaluation committee for the purpose of evaluating final offers at 10:00 AM Eastern Time, at the Neil Kirkman Building, 2900 Apalachee Parkway, Tallahassee, FL.
November 18, 2008	Post notice of intended award, no later than 5:00 PM Eastern Time.

3.2 TERM OF CONTRACT: Refer to attached Form PUR 1000, Paragraph 27. The contract shall be in effect upon issuance of a Direct Order. Term shall be as specified on the Direct Order issued pursuant to this contract. The Department anticipates contracting for the services described herein from January 1, 2009 until December 31, 2009 with one renewal from January 1, 2010 until December 31, 2010 and a second possible renewal from January 1, 2011 until May 31, 2011. If at any time the contract is canceled, terminated, or expires, and a contract is subsequently executed with a firm other than contractor, contractor has the affirmative obligation to assist in the smooth transition of contract services to the subsequent contractor. In the event this solicitation includes renewals, the requirements of Section 287.057, Florida Statutes, shall apply.

4.0 SCOPE OF WORK

4.1 BACKGROUND: The REAL ID Act of 2005 is U.S. federal law, which imposes certain security, authentication and issuance standards for state driver's licenses (DL) and identification (ID) cards. These steps must be taken before the identity documents will be accepted for "official purposes" by the federal government. Currently, the Secretary of Homeland Security has defined "official purposes" as boarding commercially operated airline flights, entering federal buildings and nuclear power plants.

The Department is planning a statewide media campaign beginning January 2009 to promote REAL ID awareness. The campaign will support the dual purpose of promoting the positive benefits of REAL ID in addition to informing Floridians what they will need to bring before they can receive their first REAL ID compliant credential. The conspicuity theme is a newly developed concept, in which a new slogan and supporting graphics will be developed. For the purpose of this solicitation the theme will be referred to as "Get REAL."

The Real ID Act establishes new national standards for state-issued driver licenses and identification cards by enacting the following:

- Minimum identification standards for use of and access to certain federal facilities.
- Establishes minimum standards for identification documents.
- Establishes minimum license and identification card issuance standards.
- Establishes which documents will satisfy lawful presence requirements for immigrants.
- Establishes minimum standards for capturing and storing of the applicant's full legal name.
- Requires electronic verification of breeder documents used to establish identity and lawful presence in the United States.
- Enhances security and fraud prevention standards through improvements in card design.
- Sets minimum requirements for data retention and storage.
- Creates a means by which states can link databases and exchange information.
- Provides grants to States to assist in REAL ID implementation.

4.2 PROJECT INFORMATION: The purpose of this project is to provide information to the citizens of Florida about the following important facts regarding REAL ID:

- Florida will issue an 8 year license and ID card to US citizens or documented immigrants with the following exceptions:
 - Commercial Driver Licenses with a hazmat endorsement will remain at a four year term.
 - Drivers 80 and older will receive a license with a six year term.
 - Children 5 – 14 are limited to a four year term on ID cards.
- Florida will discontinue the Valid in Florida only license prior to January 1, 2010.
- Effective October 1, 2008, Florida will no longer issue the indefinite ID card for citizens 60 years and older.

5.0 PROJECT DELIVERABLES

5.1 PROJECT GOAL: The Department is interested in the submission of suggested services and proposed marketing project plans to best meet the objectives of this project. Proposers should explain how they will reach the wide age, race and economic diversity of the target audiences. Proposers should explain their philosophy on achieving the greatest value and effectiveness while remaining within the Departments current budget of \$200,000.00 per year. The Department anticipates an increase in spending authority for this media campaign. In the event additional budget authority is obtained the Department will request to increase the frequency and types of services provided in this contract. To assist all parties with determining which activities, events or promotional related items will be purchased, please provide itemized pricing for additional services.

5.2 DESIGNATED PERSONNEL: Contractor shall designate a Project Manager to handle coordination of all communication between DHSMV Contract Manager, contractor and stakeholders. This individual must have an in-depth working knowledge of the project. Please provide a resume for the Project Manager, which will be scored during the scoring of the Statement of Qualifications and Services Offered (SQSO). Resume should include past work experience with emphasis on marketing and public information campaigns.

5.3 OWNERSHIP OF MATERIALS: Any script, graphic, video animation, audio recording or other artwork created as a result of the campaign becomes the property of the DHSMV. Upon completion of the project all artwork must be delivered to the Contract Manager prior to final payment.

5.4 MARKETING AND PUBLIC RELATIONS PLAN: Provide the Department with a marketing and public relations plan for the REAL ID media campaign. Plan must include strategy, budget and timeline for media placement/buying and production. The plan can include, but is not limited to, production, broadcast advertising on TV, radio, print, outdoor, web, direct mail, public relations, sponsorships, special events, promotional items and new or non-traditional media. The plan must identify how the message will effectively reach each of the diverse target audiences.

The Department encourages the use of creative and innovative ideas that reach the largest markets most economically. The Department is open to suggestions related to changing the REAL ID tags, slogans and phrases presented in this ITN. Tags, slogans and phrases such as "Get REAL" are used in this ITN as examples.

Proposals must include the following marketing and public relations information:

- Provide an adequate staffing plan for this project. Provide a resume of past experiences for each of the staff members, focusing on their involvement in projects of a similar nature.
- Describe your ability to initiate services immediately upon execution of the contract with the Department.
- Provide a marketing and public relations plan for the REAL ID media campaign.
- Describe your experience in marketing and advertising. Proposals must include past experience information on similar campaigns conducted for other governmental programs. Provide data on the demographics of those campaign(s) and the size/composition of their target audience.
- Plan must include strategy, budget and timeline for media placement/buying and production. The plan can include, but is not limited to:
 - Production
 - Broadcast advertising on TV, radio, print, outdoor, web
 - Direct mail
 - Public relations
 - Sponsorships
 - Special events
 - Promotional items
 - New or nontraditional media

10.0 PRICE PROPOSAL FORM

REAL ID Public Information Campaign

Total Price \$ _____
(Total cost not to exceed \$200,000.00 per year)

Award will be based on the proposer with highest scoring proposal including lowest price proposal. Offers that exceed \$200,000.00 per year will be considered non-responsive.

Please include a list of activities, services or other media outreach options as described in Section 5, a separate sheet(s) of paper may be used if necessary.

RESPONDENT: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP _____
AUTHORIZED SIGNATURE: _____
TITLE: _____