



THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA  
 SCHOOL BOARD ADMINISTRATION BUILDING  
 Procurement Management Services  
 1450 N.E. 2nd Avenue, Room 650  
 Miami, FL 33132

Direct All Inquiries To Procurement Management Services Buyer's Name: _____ PHONE: (305) 995-_____ Email: _____ TDD PHONE: (305) 995-2400
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**BID/RFP ADDENDUM**

Date: \_\_\_\_\_

Addendum No. \_\_\_\_\_

BID/RFP No. \_\_\_\_\_ BID/RFP TITLE: \_\_\_\_\_

**This addendum modifies the conditions of the above-referenced BID/RFP as follows:**

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*All information, specifications terms, and conditions for the above-referenced BID/RFP, are included on the document posted on the Procurement Management website at <http://procurement.dadeschools.net>*

*The attached pages containing clarifications, additional information and requirements constitute an integral part of the referenced bid.*

1. If your bid/proposal has not been submitted, substitute the pages marked REVISED and mail your entire bid/proposal package. **REMEMBER TO SIGN THE BIDDER QUALIFICATION FORM.**

OR

2. If your bid/proposal has been submitted, sign and return this addendum form with the revised pages by the time and date indicated on the Bidder Qualification Form. BY SIGNING THIS ADDENDUM, THE VENDOR AGREES TO THE TERMS AND CONDITIONS CONTAINED IN THE BIDDER QUALIFICATION FORM AND ALL RELATED BID DOCUMENTS.

**I acknowledge receipt of Addendum Number \_\_\_\_\_**

PLEASE NOTE: If your firm has forwarded a copy of this bid/proposal to another vendor, it is your responsibility to forward him/her a copy of this addendum.

**(PLEASE TYPE OR PRINT BELOW)**

LEGAL NAME OF BIDDER: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY, STATE ZIP CODE: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ E-MAIL I.D. \_\_\_\_\_ FAX # \_\_\_\_\_

BY: SIGNATURE (Manual): \_\_\_\_\_  
 OF AUTHORIZED REPRESENTATIVE

NAME (Typed): \_\_\_\_\_ TITLE: \_\_\_\_\_  
 OF AUTHORIZED REPRESENTATIVE

## RFP-18-030-MT Crisis Management and/or Special Projects Communication Services

### Questions

1. What is the target hourly rate for crisis management? What is the target hourly rate for special projects? If you are not able to give a specific target, please provide an acceptable range.

**Answer: Please provide your rate of service per Section 3.0 – Price Proposal.**

2. How many hours of special project work do you anticipate in the coming year? Is this likely to change in the subsequent years?

**Answer: We are unsure at this time.**

3. How many hours of crisis work were completed in the past year on behalf of Miami Dade Schools?

**Answer: Crisis/Special projects can vary on a yearly basis. We are unable to provide an example at this time.**

4. Do you want dedicated personnel for the completion of the crisis plan?

**Answer: Yes, Dedicated personnel would mean that awarded individual (or group) would work exclusively on this project; this can be in addition to other non-dedicated team members.**

5. Do you want dedicated personnel for special projects?

**Answer: Yes.**

6. Can you give an example of a special project? What do these typically entail?

**Answer: Please refer to Question 3.**

7. Do you have a target team size for special projects?

**Answer: No.**

8. Are special projects typically fast turnaround, or are they typically longer lead?

**Answer: Special projects are typically fast turnaround.**

9. Do special projects require creative/graphic design elements?

**Answer: Yes.**

10. Are there any vendors with whom we would need to work if contracted?

**Answer: Yes, for example, an agency of record for press or social media, who may need to stay informed/active during a crisis.**

11. Are there any problems with your special project and/or crisis work that you would like to see rectified? Are there any pain points in the existing strategy? Please describe.

**Answer: There is no current incumbent(s). This is a new service sought by the District.**

12. Request is defined as: The purpose of this Request for Proposals (“RFP”) is to obtain qualified individuals or firms to provide crisis management and/or special projects communication services.
- a. Is it possible to address one of these criteria in our response, or is it necessary to address both? **Answer: Please address both.**
  - b. Crisis Management/ Special Project Communication Services may occur and involve (a) one classroom (b) one school (c) various schools (d) community at large. Do you wish for vendor to address all of these areas? **Answer: Yes.**
  - c. Similarly, is the expectation of M-DCPS to apply the same response or remedy to all three tiers of schools: elementary, middle and high-school? **Answer: Responses may vary as needed/appropriate.**
  - d. How can we get a copy of the crisis management operation that is currently in place? **Answer:**
13. The RFP requires a minimum of 3 Proposer Experiences (i.e. previous Crisis plans). We have done numerous Crisis Management and Public Relations plans for clients, one for a public entity is public record, the remainder of our crisis work has been for the private sector. Is it acceptable to submit 2 of the 3 proposer experiences without divulging the proprietary information?  
**Answer: Please respond to the section to the best of your ability.**
14. Pricing – Can there be 2 prices submitted for this contract
1. Hourly rate for the crisis management
  2. Flat Fee for the back end engine (FrاندMe) – Website and add-ons as necessary
- Answer: Yes.**
15. Does this contract intertwine with each individual school?  
**Answer: The District** When and how is the district currently notified about a crisis in the school Through the Miami-Dade Schools Police Department and the Bureau of School Operations
16. Website – is there currently one that is being replaced or is this a new build? If new, has the expectation been outlined as to what is needed on the site? Can we get a copy of the specs?  
**Answer: Please refer to Section 2.2.1 of the RFP.**
17. Can we get the list of everyone’s e-mail addresses that were present at the meeting  
**Answer: Yes, please clarify which meeting you are referring to.**
18. Can we receive a copy of the current crisis management contract  
**Answer: There is current no contract in place.**

19. What prompted the need to create this RFP?  
**Answer: The District seeks to have a crisis communications plan in the event of a crisis in the District.**
20. What areas are not being addressed in the current program?  
**Answer: Please refer to Question 11.**
21. Who is the incumbent PR firm or firms?  
**Answer: Please refer to Question 11.**
22. How long have they had the contract?  
**Answer: Please refer to Question 11.**
23. What was the budget of the previous contract?  
**Answer: Please refer to Question 11.**
24. How many staff members are on the school board's communication team?  
**Answer: There are a total of 24 people on the communication team, including operators and translation staff.**
25. Is there a current crisis communications plan you can share at this stage?  
**Answer: No.**
26. Can you describe examples of special projects?  
**Answer: Please refer to Question 3.**
27. Are you looking to create a new website or maintain and enhance the current site?  
**Answer: Please refer to Question 16.**
28. What current communication tools or systems are used for the DISTRICT currently?  
**Answer: The District currently utilizes Blackboard Connect Instant Messaging and Parent Notification, internal weekly briefings, direct emails, M-DCPS mobile application – push notification.**
29. What languages other than Spanish and Creole are needed for the DISTRICT?  
**Answer: Please refer to Section 2.2.1 of the RFP.**
30. Is there an example for the "Special Project" Can you give a previous examples of what "Special Projects" in the past?  
**Answer: Please refer to Question 3.**
31. What other vendors or staff would we have to work with?  
**Answer: Blackboard Connect**