



**Florida Gaming
Control Commission**
flgaming.gov

**REQUEST FOR PROPOSALS (RFP)
COMPULSIVE OR ADDICTIVE
GAMBLING PREVENTION PROGRAM
RFP No: RFP FGCC 23/24-03**

Addendum No. 3

Note: Any request for public records received in this Request for Proposal process has been forwarded to the Florida Gaming Control's public records custodian for processing.

Questions and Answers

The Florida Gaming Control Commission (Commission) has received the following questions, and the Commission's answers are provided in the table listed below:

No.	Question	Answer
1	Is there a specific budget for Digital Marketing, including Connected TV (CTV); On line video ads (OLV) Display and Digital Audio Ads?	There is not a specific budget for Digital Marketing.
2	We can target specific multicultural audiences including Hispanic, AA, etc. and I wonder if there is budget for each group?	There is not a specific budget for multicultural audiences.
3	In the event that we won't be consider, is there a way to reach out to the wining vendors in case they would like to subcontract us?	Bid Awards are public record. The award will be posted on the Florida Gaming Control Commission's website.
4	The RFP mentions that the Commission encourages collaborative work between vendors to ensure the best value for the State. Could you please clarify if this means that vendors can submit proposals for specific sections of the scope of services (e.g., Advertising) individually, or if the expectation is to submit a complete proposal covering all aspects of the program (e.g., Help Services, Advertising, Employee Training, Community Outreach)?	The Commission will award to one vendor that provide all services covered in the Request for Proposal.
5	Are vendors allowed to form partnerships with other vendors to collectively fulfill all components of the program?	The Commission will award to one vendor that provide all services specified in the Request for Proposal. The one vendor could be a joint venture, which is one business entity created by two or more parties, pooling resources to collectively fulfill all components of the program.
6	Are there specific requirements or recommendations for coordination and collaboration between vendors offering different services?	The Commission will award to one vendor that provide all services specified in the Request for Proposal. The one vendor could be a joint venture, which is one business entity created by two or more parties, pooling resources to collectively fulfill all components of the program. There are no further recommendations offered.
7	Specifically, could you please clarify if the Commission expects vendors to establish collaborations with other vendors before or after the proposal presentation deadline?	The Commission will award to one vendor that provide all services covered in the Request for Proposal. Complete responses are required on or before published deadline provided in the solicitation.
8	Are advertising agencies expected to also provide services as it relates to the Helpline, and training services?	All services requested in the Request for Proposal must be included in the response provided by one vendor.
9	Can advertising agencies only submit a response for number 5) Advertising Services , and not the other sections?	No. All services requested in the Request for Proposal must be included in the response provided by one vendor.

10	Can the advertising agencies lend support to vendors qualified to manage helplines and training services?	All services requested in the Request for Proposal must be included in the response provided by one vendor.
11	If advertising agencies can bid on the Advertising Services alone, what is the allocated budget for this portion of the RFP for the fiscal year?	All services requested in the Request for Proposal must be included in the response provided by one vendor.
12	Is there an established Helpline Number or would the advertising agency be tasked with producing one for the marketing and communications initiatives?	The successful vendor will provide a Helpline Number.
13	Is the Agency fee budget of \$2,000,000 per annum intended to cover the implementation and management of all Scope of Services line items?	<p>All scope of services listed in the Request for Proposal will be required. The agency budget for fiscal year 2024-2025 has not yet been finalized as of this posting. However, if budget is approved, \$2,000,000 will be allocated for all services requested for fiscal year 2024 – 2025. Subsequent years are subject to appropriation by the legislature.</p> <p>For informational purposes, a contractor who is awarded this Contract to provide services pursuant to section 551.118, Florida Statutes, may be eligible for a donation from the Seminole Tribe of Florida in an amount that is not less than \$250,000 per slot machine facility. There are currently eight slot machine facilities licensed in the state of Florida.</p>
14	Is the Agency fee budget of \$2,000,000 per annum intended to cover any paid media tactics as described within the Scope of Services?	<p>All scope of services listed in the Request for Proposal will be required. The agency budget for fiscal year 2024-2025 has not yet been finalized as of this posting. However, if budget is approved, \$2,000,000 will be allocated for all services requested for fiscal year 2024 – 2025. Subsequent years are subject to appropriation by the legislature.</p> <p>For informational purposes, a contractor who is awarded this Contract to provide services pursuant to section 551.118, Florida Statutes, may be eligible for a donation from the Seminole Tribe of Florida in an amount that is not less than \$250,000 per slot machine facility. There are currently eight slot machine facilities licensed in the state of Florida.</p>
15	Is the Agency fee budget of \$2,000,000 per annum intended to cover the development and management of the new problem gambling	All scope of services listed in the Request for Proposal will be required. The agency budget for fiscal year 2024-2025 has not yet been

	website as described within the Scope of Services?	<p>finalized as of this posting. However, if budget is approved, \$2,000,000 will be allocated for all services requested for fiscal year 2024 – 2025. Subsequent years are subject to appropriation by the legislature.</p> <p>For informational purposes, a contractor who is awarded this Contract to provide services pursuant to section 551.118, Florida Statutes, may be eligible for a donation from the Seminole Tribe of Florida in an amount that is not less than \$250,000 per slot machine facility. There are currently eight slot machine facilities licensed in the state of Florida.</p>
16	Does the Commission foresee any conflicts of interest with an agency participating who also supports a State Lottery?	No.
17	What areas of this procurement are negotiable?	No areas of this procurement are negotiable.
18	Has this RFP been reviewed for legality?	Yes. This request for proposals has been reviewed and approved by the Florida Gaming Control Commission (Commission) Office of the General Counsel.
19	On page 36, RFP language mentions the following: "While not every sub-service of the core services listed must be included in your reply, if you decide to include them consider the informational parameters given in this guide in the development of a statewide compulsive and addictive gambling prevention program and writing your reply." Items are not clearly labeled or identified in the RFP as to which are "core services" and which are "sub services". Which items in the RFP are considered to be "core services" (required), and which are considered to be "sub-services" (not required).	The four core services are Help Services, Advertising Services, Slot Machine Gaming Facility Employee Training Services, and Community Outreach Services
20	The "outline or guide" for respondents includes unrealistically inflated deliverable requirements which do not reflect historical performance or associated costs. Can a respondent amend existing deliverable requirements listed in the RFP (outside those specified statutorily) and propose revised deliverables in its response	No. Respondents cannot amend the existing deliverable requirements.
21	In Attachment A, Standard Contract paragraph 30, it is unclear as to the Commission's intent of Public Record being available concerning the confidential health-related nature of individuals contacting the prevention program. Is it the	In accordance with sections 30 b. and 30 d. of Attachment A, the Contractor can label information it deems confidential with justification citing specific statutes and facts that

	intent of the Commission that the names and contact information of those individuals or family members contacting the prevention program are to be made public, or is the respondent allowed to label that information as confidential as described in 30 b. & 30 d.?	authorize the exemption from the public records requirements.
22	Considering the deliverables required by this RFP, page 50, item 13, a., regarding "Control and Ownership of Intellectual Property", would require the surrender of decades of intellectual property owned by the FCCG, including that which predates the existence of the Florida Gaming Control Commission and any relationship between the FCCG and the State of Florida or its agencies. Such FCCG intellectual property also includes that which was developed outside the scope of previous contracts with the Florida Gaming Control Commission and the Florida Department of Business and Professional Regulation. Can a respondent to the RFP request exemption from this and other such related terms and items in its response?	The Commission will not provide an exemption from any provision of Attachment B, Scope of Work.
23	In Section 1.1 of the RFP, the Purpose is described as the Commission's requirement to recognize problem gaming situations and to implement responsible gaming programs and practices, pursuant to s. 551.118 F.S. Also, in Section 2.4 of the RFP, the Objective is stated as a contract for a prevention program providing helpline, advertising, community outreach services, and slot machine gaming facility employee training services, which are all described in s. 551.118. Due to the direct references in the RFP's Purpose and Objective, is the RFP response and deliverables only for Dade & Broward County, or is it the intent of the RFP and deliverables to be a statewide program in all 67 counties? And if the intent of the Commission is to seek responses and contract deliverables for a statewide program, can the Commission provide the Legislative or Executive authorization, authorization or basis which can be used to ensure we are submitting a comprehensive response?	The Commission is seeking responses for a statewide program. This program is authorized by section 551.118, Florida Statutes.
24	In Section 2.21.2 of the RFP, the Cost Reply is described as the total cost for each year of the	Section 551.118, Florida Statutes, does not limit the Compulsive or Addictive Gambling

	<p>Contract, based upon the scoring methodology in Attachment D. However, Attachment D does not distinguish if the cost of implementation is for Dade & Broward counties only, pursuant to s. 551.118 F.S., or if the Commission is seeking the cost of a statewide program. If the annual contract amount of two million dollars described in paragraph 5, of Attachment A Standard Contract, as well as Attachment B, Scope of Work, paragraph 26 (a)(ii), is to be used to fund a statewide program, what percentage, or portion of the two million dollars must be used in Dade & Broward counties pursuant to s. 551.118, F.S.?</p>	<p>Prevention Program to Dade and Broward counties only. The Commission is seeking responses for a statewide program. There is not a set or required percentage or portion of the funding to be used specifically in Dade and Broward counties.</p>
25	<p>In Paragraph 1 of Attachment B, the Purpose and Background once again describes the purpose of the RFP to fulfill s. 551.118, F.S. as funded by the nonrefundable regulatory fee paid by each slot machine licensee. Similar to our question above, but more specifically, can any portion of the \$2 million dollars collected from slot machine licensees in Dade & Broward counties be used to fund the prevention program services and deliverables statewide?</p>	<p>Section 551.118, Florida Statutes does not limit this program to Dade and Broward counties only. Any portion of the \$2,000,000 dollars collected can be used to fund the statewide program.</p>
26	<p>In Paragraph 2 of Attachment B, the Broad Scope of Services states the authority found in s. 551.118 and Rule 75-14.019 as the basis to solicit services for a statewide prevention program. Can the Commission cite the specific portions of the statute and rule cited to better explain the nature of a prevention program outside of the slot machine licensees in Dade & Broward counties? Are there additional Commission resources available to fund the prevention program outside of Dade & Broward counties? If so, how much?</p>	<p>The Compulsive or Addictive Gambling Prevention Program is a statewide program. The total amount of payment to a Contractor for the performance of services under the Contract will not exceed \$2,000,000 in a fiscal year, if appropriated. No additional Commission resources outside the available funding provided in this procurement are available to fund the statewide program. Section 551.118, Florida Statutes and Rule 75-14.019 provide authorization for this statewide program.</p> <p>For informational purposes, a contractor who is awarded this Contract to provide services pursuant to section 551.118, Florida Statutes, may be eligible for a donation from the Seminole Tribe of Florida in an amount that is not less than \$250,000 per slot machine facility. There are currently eight slot machine facilities licensed in the state of Florida.</p>
27	<p>In Paragraph 4 of Attachment B, the Help Services acknowledges the confidentiality of individuals contacting the prevention program in subsection (a)(ii). Are all the methods of</p>	<p>In accordance with sections 30(b) and 30(d) of Attachment A, the Contractor can label information it deems confidential with</p>

	communication between the individual and the prevention program able to be labeled confidential, and therefore not subject to public record as provided in Attachment A (30b) & (30d)?	justification citing specific statutes and facts that authorize the exemption from the public records requirements.
28	In Paragraph 5 of Attachment B, the Advertising Services states that most of the advertising services shall be in Dade & Broward Counties. How does the Commission define "most"? Is the respondent expected to reach a minimum percentage of total advertising services dollars spent? Or by percentage of each medium listed (a.-f.)?	This procurement does not set a minimum or required percentage of total advertising service dollars spent. In accordance with section 5(a) of Attachment B, the only requirement for advertising services is for the Contractor to advertise content on a minimum of fifteen (15) billboards within Dade and Broward counties per contract year. All other advertising services can be statewide.
29	In Paragraph 6 of Attachment B, Self Help Materials, the Commission states that promotional items shall be utilized for problem gambling purposes, and that any self-promotion whatsoever by the contractor is strictly prohibited. Is the use of the respondents name and organization considered self-promotion and therefore a prohibited use?	Yes. The use of the Contractor's name and organization is considered self-promotion and therefore prohibited.
30	In the third paragraph on page 45 it states "Additional features to consider when developing the Monthly/Quarterly Deliverables Report, are not limited to, and not considered as all inclusive". Does this mean that the example information provided in items a) through d), ending on page 47, are examples of what is considered to be "minimum" deliverables support and/or proof of performance?	No. These additional features are examples of what the Contractor may consider when developing the Monthly/Quarterly Deliverables Report.
31	In Paragraph 19 of Attachment B, the Commission's responsibility described in (a)(viii), states that the Commission has as part of the Commission's responsibility to review and approve at its sole discretion the assignment of all team members, both initially proposed and any subsequent changes. Beyond the background check approval, please clarify that a respondent that has multiple employees providing services to other entities maintains	The Respondent's employees are not considered state employees. The Commission reserves the right to approve Contractor staff to provide services under the contract resulting from this procurement.

	their own internal employee assignments as private sector employees and are not considered state employees.	
32	In Paragraph 26 of Attachment B, the Commission states the funds collected from the slot machine licensees to fund the concept of a <u>statewide</u> prevention program. As previously asked above, what percentage of the total contract funds can be used statewide?	There is not a set or required percentage of the total Contract funds to provide this program statewide.
33	Have you done this project before? Do you have any assets from previous projects?	Yes. The Commission has contracted for these services before. The Commission does not have any tangible assets from previous projects.
34	In your words, what are your goals for this project? What do you hope to achieve?	The goals for this project is to provide Compulsive or Addictive Gambling Prevention Program as set forth in section 551.118, Florida Statutes, that will recognize problem gaming situations and implement responsible gaming programs and practices.
35	<p>Hot Line Questions:</p> <ul style="list-style-type: none"> It says that there must be a minimum of two operators available and any messages must be returned within 24 hours. That means that we may need at least 3 operators pre shift to cover necessary breaks. We will need to know: the number of calls they expect the distribution of calls by day and hour the approximate length of calls what happens if call volume goes up past what 2 or 3 people can handle? Training What type of training is required? Will the State supply the training or do we reach out to another 3rd party? What do they expect as an end result of talking to an operator? Referral to 3rd party or counselling over the phone? 	<p>The Commission does not have a breakdown of calls/contacts to the current contractor's helpline/help services by day/hour or the approximate length of each call/contact. However, according to the current contractor's most recent annual report, the number of helpline/help services calls/contacts for the previous fiscal year of July 1, 2022, through June 30, 2023, was 5,435.</p> <p>The Commission isn't aware of any required training for contractor's staff. The Commission does not provide training for contractor's staff and is not aware of any other Agency doing so. The expectation is for the contractor's staff to assist by providing a referral to available community resources based on the problems/issues identified.</p>
36	Who is the incumbent and related subcontractors, if applicable? Are these vendors eligible for an award under this new RFP?	The current contractor is the Florida Council on Compulsive Gambling (FCCG). The contractor's current subcontractors are:

		<p>J. Derevensky Consultants, Inc. Brand Star Agency, LLC Marcy Nichols MARS research CEDA Tech, Inc.</p> <p>If any respondent submits a response to this RFP and can demonstrate the ability to provide all the services and meet all the requirements of the RFP, then such a respondent would be considered eligible for award.</p>
37	What is the budget for all services requested within the RFP?	<p>The agency budget for fiscal year 2024-2025 has not yet been finalized as of this posting. However, if budget is approved, \$2,000,000 will be allocated for all services requested for fiscal year 2024 – 2025. Subsequent years are subject to appropriation by the legislature. Section 551.118, Florida Statutes and Rule 75-14.019 provide authorization for this statewide program.</p> <p>For informational purposes, a contractor who is awarded this Contract to provide services pursuant to section 551.118, Florida Statutes, may be eligible for a donation from the Seminole Tribe of Florida in an amount that is not less than \$250,000 per slot machine facility. There are currently eight slot machine facilities licensed in the state of Florida.</p>
38	What is the annual budget for advertising and community outreach services and related costs?	<p>The agency budget for fiscal year 2024-2025 has not yet been finalized as of this posting. However, if budget is approved, \$2,000,000 will be allocated for all services requested for fiscal year 2024 – 2025. Subsequent years are subject to appropriation by the legislature. Section 551.118, Florida Statutes, and Rule 75-14.019 authorize this statewide program.</p> <p>For informational purposes, a contractor who is awarded this Contract to provide services pursuant to section 551.118, Florida Statutes, may be eligible for a donation from the Seminole Tribe of Florida in an amount that is not less than \$250,000 per slot machine facility. There are currently eight slot machine facilities licensed in the state of Florida.</p>
39	How are the advertising and community outreach efforts for the Commission related to	The Florida Council on Compulsive Gambling is the current contractor to provide these services

	<p>the advertising and community outreach work that is led by the Florida Council on Compulsive Gambling? Can we anticipate overlapping strategies or complimentary?</p>	<p>for the Commission. If a different contractor is awarded the Contract, then the selected contractor would be solely responsible for satisfying the terms of the Contract, including advertising and community outreach services.</p>
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