



**Florida Gaming
Control Commission**
flgaming.gov

**INVITATION TO NEGOTIATE (ITN)
COMPULSIVE OR ADDICTIVE
GAMBLING PREVENTION PROGRAM
ITN No: FGCC 24/25-07**

**Questions and Answers
Addendum**

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	Will only one vendor be awarded, or can multiple vendors fulfill specific areas of the Scope of Work?	Per section 5, Award, subsection 5.1 Basis of Award, of the ITN document, a contract may be awarded to the responsible and responsive respondent whose response is deemed to be the best value to the State based on the evaluation criteria. However, the awarded Vendor may form a joint venture or subcontractors to fulfill specific areas of the Scope of Work, if needed.
2	We specialize in advertising and outreach. Could we limit our response to just those areas for a chance to be awarded?	The Commission is soliciting a vendor to provide all four core services (Helpline, Advertising, Training, and Community Services) identified in Attachment A, Scope of Work. Responses that do not address all four core services will be deemed non-responsive. Vendors may enter into a joint venture with subcontractors to fulfill specific areas.
3	My interpretation is that an application will not be considered if the organization has had fewer than 3 unrelated clients for this or similar work. Is that correct?	Yes. Per Attachment E, Reference Form, the respondent must list a minimum of three (3) separate and verifiable clients, other than the Commission, for which work similar to that specified in the solicitation has been performed for a period of at least one (1) continuous year.
4	Regarding the Compulsive or Addictive Gambling Prevention Program RFP, can we submit a partial submission?	The Commission is soliciting a vendor to provide all four core services (Helpline, Advertising, Training, and Community Services) identified in Attachment A, Scope of Work. Responses that do not address all four core services will be deemed non-responsive. Vendors may enter into a joint venture with subcontractors to fulfill specific areas.
5	What kind of insurance does the company need to have, is it standard business insurance?	Per section 11 "Insurance" of Attachment B, Draft Contract, the Contractor shall maintain continuous adequate liability insurance coverage during the existence of the Contract and any renewal(s) and extension(s) thereof.

6	If we haven't done business with the government in the past 3 years but we do have reference letters from contracts with private companies will that be taken in consideration?	Yes. However, per Attachment E, Reference Form, the reference must be for work similar to that specified in this solicitation that has been performed for a period of a least one (1) continuous year.
7	Regarding the help services and the toll-free line, is there a particular phone number that we will be given, or do we need to choose that on our own?	There is not a particular phone number. Per section 4. Broad Scope of Services, subsection a. Help Services, of the ITN document, the Respondent shall include the provision of a toll-free gambling telephone Helpline.
8	Do we need to purchase the domain and the web hosting for the Help Line website? What should be the name of the domain, and do you have a preference on hosting? For example, if we use AWS hosting it will bill us per the number of users. How do we add this in the budget?	<p>Yes. Attachment A, Scope of Work, Section 4 Broad Scope of Services, (a) Help Services and Section (5) Help Services (b) Respondent shall include the provision of a problem gambling website.</p> <p>The Commission doesn't have a name or hosting requirement for the domain.</p> <p>All costs incurred by the Respondent for providing this website should be included in the Helpline Services section of Attachment C, Cost Proposal.</p>
9	How many billboards are expected to be displayed? Are there exact locations?	Per Section 6. Advertising Services, subsection a. Billboards, of the ITN document, the billboards shall be in Miami-Dade and/or Broward Counties in the State of Florida. The Commission does not require a minimum number of billboards or exact locations.
10	How many licensee facilities are calculated for this project? Can we have the list of all the facilities so we can contact them? Do we need to pay the licensee facilities to display a leaflet? What advertising do you anticipate being used at the licensee facilities, is it a leaflet or is it a sticker?	<p>There are a total of nine slot machine gambling licensee facilities. Please see their name and contact information below:</p> <ol style="list-style-type: none"> 1.) <u>The Big Easy Casino</u> 831 North Federal Highway, Hallandale Beach, FL 33009, Broward County 2.) <u>Calder Casino & Race Course</u> 21001 Northwest 27th Avenue, Miami Gardens, FL 33056, Miami-Dade County 3.) <u>Casino Miami</u> 3500 Northwest 37th Avenue, Miami, FL 33142, Miami-Dade County 4.) <u>The Casino @ Dania Beach / Dania Summer Jai-Alai</u> 301 East Dania Beach Boulevard, Dania Beach, FL 33004, Broward County 5.) <u>GulfStream Park Racing & Casino</u> 901 South Federal Highway, Hallandale Beach, FL 33009, Broward County 6.) <u>Harrah's Pompano Beach / Isle Casino Racing Pompano Park /</u>

		<p><u>Pompano Park Racing / The Isle Casino and Racing at Pompano Park</u> 1800 Southwest 3rd Street, Pompano Beach, FL 33069, Broward County</p> <p>7.) <u>Hialeah Park / Hialeah Park Racing and Casino</u> 2200 East 4th Avenue, Hialeah, FL 33013, Miami-Dade County</p> <p>8.) <u>Casino Miami / Miami Jai-Alai / Casino Miami Jai-Alai</u> 3500 NW 37th Avenue, Miami, FL 33142, Miami-Dade County</p> <p>9.) <u>Magic City Casino</u> 450 NW 37th Avenue, Miami, FL 33125, Miami-Dade County</p> <p>The awarded Vendor is not required by the Commission to pay the licensee facilities to display any advertising material.</p> <p>The Commission doesn't require a specific type of advertising to be used at the licensee facilities.</p>
11	<p>How many employees are expected to participate in the Slot Machine Gambling Facility Employee Training? Are there guidelines for the content of this training? Are there resources available for us to be able to structure the training?</p>	<p>Per the previous Contractor's annual report, during the 2023/2024 fiscal year, a total of 500 new hire employees (314 in English and 186 in Spanish) successfully completed the previous Contractor's training program. During the same fiscal year, a total of 1,807 employees (1,493 in English and 314 in Spanish) successfully completed the previous Contractor's annual refresher training program.</p> <p>Please refer to section 7 "Slot Machine Gambling Facility Employee Training Services", Attachment A, Scope of Work, for recommended guidelines and structure for this training.</p>
12	<p>Are the salaries and FICA benefits for employees that will work on the Help Line supposed to be added in the item? Should we put this item per month per 3 employees per help line?</p>	<p>Yes. All costs associated with providing Helpline Services should be included in the Helpline Services section of Attachment C, Cost Proposal. A breakout of what is included in the cost should be provided in the description section of this attachment.</p>

13	Where do we put in the cost proposal, the project manager salary, or the different digital marketers that will work on the advertising services salary?	All costs associated with providing Advertising Services should be included in the Advertising Services section of Attachment C, Cost Proposal. A breakout of what is included in the cost should be provided in the description section of this attachment and sealed separately from the technical response.
14	Where do we put the online trainer and the training development cost?	All costs associated with providing training services should be included in the Slot Machine Gambling Facility Employee Training Services section of Attachment C, Cost Proposal. A breakout of what is included in the cost should be provided in the description section of this attachment and sealed separately from the technical response.
15	Where do we put the additional salaries for the person writing the newsletter, the person creating and modifying the video, the person designing the billboards?	<p>The costs associated with providing a newsletter and videos should be included in the Community Outreach Services section of Attachment C, Cost Proposal.</p> <p>The costs associated with designing billboards should be included in the Advertising Services section of Attachment C, Cost Proposal.</p> <p>A breakout of what is included in the cost for each service should be included in the description section of this attachment.</p>
16	If we don't have our own billboards does the agency that owns the billboard considered as contractor? Should it be listed as contractor?	Yes. This agency would be considered a subcontractor of the awarded Vendor as defined in section 1.6 Definitions, of the ITN document.
17	If we add a Peer Consulting Program and involve a specialist who is billing us per hour, how do we add this to the cost proposal? Do we list them as a contractor? Are there specific health psychologists who work with a recovering compulsive gambler? For how many gamblers we should have this as a cost item? Do we add it in a budget per gambler or per hour work with a psychologist?	<p>All costs associated with providing a Peer Consulting Program should be included in the Helpline Services section of Attachment C, Cost Proposal.</p> <p>If this employee is not employed directly by the awarded Vendor, they would be considered a subcontractor as defined in section 1.6 Definitions, of the ITN document.</p> <p>The Commission's previous contractor did not have health psychologists on staff providing services for this program; therefore, the Commission does not have any information regarding health psychologists who may have worked with recovering compulsive gamblers.</p> <p>It is up to the Respondent on how to report the costs associated with providing these services.</p>

18	On the Outreach services, let's say that we plan to organize community events involving the non-profits and local community. How do we add the cost for the project manager?	All costs associated with providing Community Outreach Services should be included in the Community Outreach Services section of Attachment C, Cost Proposal. A breakout of what is included in the cost for each service should be included in the description section of this attachment.
19	Which locations are considered high traffic and high visibility locations? Can you define the proximity?	Per section 6, Advertising Services, subsection a. Billboards, of Attachment A, Scope of Work, all billboards shall be located in close proximity to the slot machine gambling licensee facilities. The location of these facilities is included in the answer to question 10. Examples of high traffic and high visibility locations are interstates, highways, and roads.
20	What are all the items included in Minimum number of PGAM Promotional item exposures? Is it website, event, project manager, social media budget, if there is how much it is. Do we breakdown this item or do we add all together and we bill it per year?	<p>All costs associated with providing a PGAM Promotional Item(s) should be included in the Advertising Services section of Attachment C, Cost Proposal.</p> <p>Per section 2. Definitions, subsection I "Impressions" of Attachment A, Scope of Work, exposures are defined as the number of times a Promotional Item(s) is displayed in various formats (e.g. website, social media platform(s), events, etc....) This number represents how many users saw the item.</p> <p>It is up to the Respondent on how to bill the Commission for providing these services; however, the requirements of section 24 Invoicing and Payment, subsection b. Invoice Requirements, Attachment A, Scope of Work, must be followed.</p>
21	Do we add X, Pinterest, YouTube as separate line items? Do we need to create content and to sponsor the content? Do we add this to the budget per month? Do we add it together or all one by one?	It is up to the Respondent on how to present the cost for providing these social media platforms in the Advertising Services section of Attachment C, Cost Proposal.
22	Can we get access to the Addictive Gambling Prevention Program Rule for us to be able to create the program?	<p>Please see the links provided below to section 551.118, Florida Statutes and chapter 75-14.019, Florida Administrative Code:</p> <p>Statutes & Constitution :View Statutes : Online Sunshine</p> <p>75-14.019 : Compulsive or Addictive Gambling Prevention Program - Florida Administrative Rules, Law, Code, Register - FAC, FAR, eRulemaking</p>

23	Are only the Workbooks requested to be on English and Spanish or the entire campaign, including billboards, social media, and training?	Yes. Only the Recovery Workbooks are required to be offered in English and Spanish.
24	Do we bill the Recovery workbooks per workbook per language? How many workbooks are expected to be printed per year?	<p>It is up to the Respondent on how to bill the Commission for providing Recovery Workbooks; however, the requirements of section 24 Invoicing and Payment, subsection b. Invoice Requirements, Attachment A, Scope of Work, must be followed.</p> <p>Per the previous Contractor's annual report, during the 2023-2024 fiscal year, 1,234 copies of their Recovery Workbooks were distributed.</p>
25	How many campaigns are expected to be displayed in Public Transport? Is Brightline considered Public Transport? Do we have limitations to bus, trolley or train? How do we bill this? Per month per bus? Or total per month including bus, trolley and train?	<p>The Commission doesn't require a set number of campaigns to be displayed in public transportation.</p> <p>The Commission considers the Brightline High Speed Rail System public transportation.</p> <p>The Commission doesn't require a limit to only certain types of public transportation.</p> <p>It is up to the Respondent on how to bill the Commission for providing these services; however, the requirements of section 24 Invoicing and Payment, subsection b. Invoice Requirements, Attachment A, Scope of Work, must be followed.</p>
26	Regarding television or radio advertising, do we bill this per month per display ad in 1 media? What if we decide to do a podcast with former addicts who can speak about prevention? Do we bill the podcast per month per guest?	It is up to the Respondent on how to bill the Commission for providing these services; however, the requirements of section 24 Invoicing and Payment, subsection b. Invoice Requirements, Attachment A, Scope of Work, must be followed.

<p>27</p>	<p>Pursuant to section 2.6 Question and Answer Period, "If terms included in the Standard Contract are impractical or impossible for legal or operational reasons, potential Respondents are encouraged to submit questions regarding the Commission's acceptance of specified alternative terms". In considering our response to the ITN FGC 24/25-07 and realizing that the final determination of deeming a respondent's approach responsive or non-responsive to the ITN, we would appreciate greater clarification and insight on the criteria the Commission will use to make such a determination. In what format should a respondent present specific alternative to the proposed contract or other proposed specific alternatives to certain deliverables which otherwise could be considered deviating from the ITN as issued?</p>	<p>Per section 4, Selection Methodology, subsection 4.1 Review of Mandatory Responsiveness Requirements, of the ITN document, the Procurement Officer will review each Response to determine whether the Response satisfies the minimum responsiveness requirements set forth in Attachment D, Mandatory Requirements for Evaluation.</p> <p>The Commission does not require a specific format for Respondents to use to propose alternative terms and conditions to this ITN and included attachments.</p>
<p>28</p>	<p>On page 24, section 3.5 Disclosure of Response Contents, "The Commission has the right to use any or all ideas or adaptations of the ideas presented in any Response. Selection or rejection of a Response will not affect this right." While the following section, 3.6 provides for confidential materials to be redacted for public record purposes, no provision for how copyright materials are to be submitted. Is it the intent of the Commission to use the ITN as means of taking ownership of materials already in circulation?</p>	<p>Section 3.5 speaks for itself. You may wish to consult your legal counsel if you have any questions regarding the provisions of Section 3.5.</p>
<p>29</p>	<p>The ITN focuses primarily, if not exclusively, on slot machine gambling facilities and references Miami/Broward counties. Should program awareness, helpline support, counseling content and services focus solely on reaching and serving people with compulsive/addictive gambling tied to slot machine facility games and not address other forms of gambling and other, broader audiences such as those most likely to engage in online sports gambling?</p>	<p>It is not the intention of the Commission to limit Respondents to only providing services to those individuals gambling in Slot Machine Gaming Facilities. We encourage Respondents to address providing services to other audiences as well.</p>