



RFP No. 15-17-25001
Public and Media Relations Agency of Record
Addendum No. 1
July 23, 2015
Questions and Answers

The following **CHANGES** are being made:

2.03 RESULTING CONTRACT TERM

The resulting Contract term will be for an initial **11 months**, with four (4), one-year renewal options available at the sole option of JAA. JAA may terminate the Contract, with or without cause, at any time with 30 days written notification. All JAA Contracts are subject to the availability of budgeted funds.

ARTICLE IV – PROPOSAL FORM

The Proposal Form has been **REVISED** and is attached as Exhibit A to this addendum. Respondents should submit the revised form with their submittal.

QUESTIONS AND ANSWERS

- Q1. What is the typical annual budget for this work?
- R1. **The current budget/retainer is \$10,285.98 per month (\$123,431.76 annually). Note: The current contract includes Public Relations and Government Affairs.**
- Q2. What retainer is currently being charged?
- R2. **The current budget/retainer is \$10,285.98 per month (\$123,431.76 annually). Note: The current contract includes Public Relations and Government Affairs.**
- Q3. Is more work needed or anticipated that the incumbent cannot provide?
- R3. **No.**
- Q4. Since there is an incumbent, why is this being competed?
- R4. **The contract was for an initial one-year term, with four, one-year renewal options. JAA has exhausted all renewal options for the contract.**
- Q5. Who is the incumbent? Do they qualify for the local presence 5 points?
- R5. **The incumbent is Tucker/Hall. If the incumbent submits the Local Business Verification Form, JAA will verify to determine if the incumbent qualifies for local preference points.**



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- Q6. Article II, Section 2.05 Business Automobile Liability – For the purposes of demonstrating liability coverage, is it expected that the successful respondent will require AOA access?
- R6. **No. However, JAA does not guarantee this requirement will remain as-is throughout contract duration. If the requirements change, JAA will work with the successful Respondent regarding modifications.**
- Q7. Article III, Section 3.02 Scope of Services, Item H – Can you provide examples of the types of permitting that have been required in the past or may be required in the future?
- R7. **A construction permit for an incinerator is one example. JAA does not know what may be required in the future. It is determined on JAA's business needs.**
- Q8. Article III, Section 3.05 Performance Meetings – How will JAA evaluate success on an on-going basis? Are there specific goals and/or benchmarks identified for Year 1 and subsequent years of the agreement?
- R8. **JAA manages its contracts using eight key metrics. A copy of the metric is attached as Exhibit B to this addendum.**
- Q9. Article IV, Proposal Form, Item D – Is the intent to receive a recommended public relations plan specific to JAA or to understand the Respondent's approach to collaborating with JAA to develop the public relations plan as well as any initial recommendations for best practices servicing the account?
- R9. **JAA is looking for a public relations strategy relevant to the JAA airport system.**
- Q10. Article IV, Proposal Form, Item K – What is JAA's annual budget identified for the scope of services requested by this RFP?
- R10. **Based on the scope of services defined in this RFP, JAA's estimated budget is \$60,000.00, with final negotiations to determine the actual contract amount.**
- Q11. What is the annual labor fee budget?
- R11. **JAA does not have a labor fee budget. Based on the scope of services defined in this RFP, JAA's estimated budget is \$60,000.00, with final negotiations to determine the actual contract amount, which will include the Respondent's staff who will manage JAA's account.**
- Q12. What is the annual advertising budget?
- R12. **Advertising associated with the scope of services defined in this RFP is included in the estimated budget for this RFP.**
- Q13. Can you share existing advertisements and creative?



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- R13. The advertisements and creative are accessible through JAA Marketing. JAA will work with the successful Respondent to access the documents as needed.**
- Q14. Who is the incumbent?
- R14. The incumbent is Tucker/Hall.**
- Q15. How many members of the incumbent's firm currently serve your account?
- R15. Two.**
- Q16. What community relations efforts does the JAA participate in?
- R16. Tours, in-kind advertising/sponsorship, speaking opportunities, etc.**
- Q17. Who does the JAA consider to be its competition?
- R17. Daytona, Orlando, St. Augustine, Savannah and other forms of transportation.**
- Q18. What is the JAA referring to when it mentions internet and web forums?
- R18. Websites, Facebook, Twitter, Instagram, etc.**
- Q19. Will social media and digital strategy fall under this contract, too?
- R19. Yes.**
- Q20. Who maintains JAA's social media channels now?
- R20. JAA staff.**
- Q21. Do you have a minority communications strategy? If so, who are your key minority audiences?
- R21. No.**
- Q22. Do you have an existing crisis plan? If so, does it include a digital component?
- Q22. Yes and it contains a digital component.**
- Q23. Under the scope of services (3.02, H) the RFP states that the respondent be able to assist in securing permits and approvals. Can you elaborate?
- R23. An example of assistance in this area would include JAA's recent efforts to secure a construction permit for an incinerator, which, as contemplated under this RFP, may have required the successful Respondent to provide guidance in obtaining this permit. JAA does not know what may be required in the future. Such services are determined on JAA's business needs.**



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- Q24. On the proposal form (page 20, E) the RFP states that the references should be for Government Relations Agency of Record services. Should this be public relations?
- R24. This is a typo. The REVISED Proposal Form has been updated and is attached as Exhibit A to this addendum.**
- Q25. Could you share more information about your key issues and local concerns?
- R25. Examples of JAA's "key issues" include without limitation obtaining capital project dollars, growing airline service and growing its current tenant base.**
- Q26. What are all of the marketing channels JAA currently uses - teams and agencies? (advertising, digital/mobile, SEO, social media, etc.)
- R26. JAA utilizes a variety of marketing channels including TV, radio, in-kind advertising with local entities, etc. Social media platforms like Facebook, Twitter and Instagram are managed by JAA staff.**
- Q27. Who does the JAA advertising? In-house or which agency?
- R27. JAA has awarded its advertising contract to Big Communications.**
- Q28. How closely will PR team need to work with the other marketing discipline teams?
- R28. The PR Consultant reports to the External Affairs team, which handles any marketing suggestions and related issues.**
- Q29. What business problem does JAA hope to solve through PR and Media Relations efforts/results?
- R29. JAA does not have any specific business problem to solve. The major business need for Consultant is to act as a spokesperson during the absence of the External Affairs staff.**
- Q30. What do you hope PR/Media Relations can accomplish that cannot be done through other marketing (advertising, social media, etc.)?
- R30. The major business need for the Consultant is to assist in developing press releases, coordinating press conferences and act as a spokesperson during the absence of the External Affairs staff.**
- Q31. In the RFP, it is stated "in today's competitive environment" ... who are JAA's main competitors? And, why are they considered competitors?
- R31. Any form of transportation that customers use when traveling to markets served by JAX are competitors.**



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- Q32. In the RFP, it is mentioned that JAA must "clearly define its value proposition and promote use of its assets and services to all key stakeholders" ... what is the current value proposition; what assets and services are most important to promote; and who does JAA consider its stakeholders?
- R32. **JAA's primary focus is to help current tenants grow their business, attract new business to its' four airports, and grow air service. JAA's stakeholders are the traveling public, tenants, local, state and federal legislators and local businesses.**

The Question and Answer period is closed.

Bid Due Date is August 10, 2015, 2:00 PM (local time)