



Florida Association of Healthy Start Coalitions, Inc.
Request for Proposal #2023-07: Responses to Questions
Florida Healthy Start Market Research and Rebranding

RFP Issued: November 13, 2023

Questions due: November 17, 2023

Responses posted: November 20, 2023

Responses updated: November 29, 2023

1. Due to the scope requests (research desires), is there openness to extend the timeline and push the delivery date back by a month or two from March 2024?
 - a. The project must be completed by the end of March according to the grant guidelines.
2. Can we have access, prior to the proposal submission, to any data or research: 1. About the demographics of the families Healthy Starts serve across the state, 2. Any supporting research or background information that guided the visual direction and messaging of the Healthy Start brand, 3. Any supporting research or background information that guided the visual direction of each of the sub logos?
 - a. Available demographics and data for race, ethnicity, county, gender, language, medical insurance, and age will be provided. Branding history and background will be shared.
3. Is there preference for a vendor who comes in at the lowest price? How does the 10 points for the rate/cost get assigned? (e.g. 10 points to the bidder with the lowest budget and zero to all others, or 10 points to the lowest cost bidder and then 9 points for the next lowest, etc.)
 - a. We consider the overall score when selecting a vendor.
4. Will the vendor have access to emails and/or textable numbers of current and former Healthy Start participants around the state to potentially use as survey respondents for market research?
 - a. FAHSC will ask coalitions to invite participants and/or former participants to anonymously complete research surveys.
5. Can we use budget dollars for market research incentives (payment for involvement and/or drawings/giveaways) to encourage involvement?
 - a. FAHSC will need to research if this is an allowable cost.
6. Does the Association have a paid account with Survey Monkey or other survey service that the chosen vendor could have access to for market research uses? If so, what is the name of the platform and the paid level of service? (Our team can provide a platform as well, but we like to ask upfront as it can affect budget toward other services)
 - a. Yes. We have a Survey Monkey Team Advantage account.
7. What and who are involved in the review and approvals of these deliverables? E.g. DOH, every Coalition member, just the Association, etc. – asking for timeline planning purposes.
 - a. FAHSC staff will review and approve materials and facilitate input from coalitions as needed.
8. What is your association/affiliation with the National Association of Healthy Start Coalitions, if any?
 - a. There's no association between FAHSC and the National Association of Healthy Start, though some coalitions have a National Healthy Start program.