

1. Can you share who will be scoring the ELOR, and will the same committee score the oral presentations as well?

**Answer:** Greg Slater, Jeff Seward, Keisha Boyd. Yes the committee will be same

2. May links to videos and websites be included in the portfolio? Is there another way THEA prefers to receive and review videos?

**Answer:** Yes, links may be included in the portfolio

3. Does the org chart and resumes referenced in B.3.2.1.c (Experience and Qualification) bullet #5 count toward the maximum number of pages for that section? Or are these items outside the page limit?

**Answer:** No, the org chart and resumes are not part of the page count for the ELOR. As identified in Form 6, the organizational chart should be placed in Section 3 and resumes should be placed in Section 4 of the proposal. An addendum to the RFP will be created to clarify this information in Section B.3.2.1.c.

4. How will price or value to THEA be evaluated? Will rates be submitted? If so, is there a form or format THEA prefers?

**Answer:** Rates and fees are not evaluated. The contract rates will be negotiated after award.

5. What annual budget is anticipated for this work?

**Answer:** The FY2026 the annual communications operating budget for this supported work is \$205,000. However, the annual budget fluctuates each year based on capital and operating needs and are predicated on approved appropriation from THEA's Board of Directors. All work shall be authorized via task orders.

6. Will appendices (resumes, org chart, required forms) count toward page limits?

**Answer:** No

7. What is the anticipated budget range for communications services over the base term?

**Answer:** The FY2026 the annual communications operating budget for this supported work is \$205,000. However, the annual budget fluctuates each year based on capital and operating needs and are predicated on approved appropriation from THEA's Board of Directors. All work shall be authorized via task orders.

8. Please clarify expectations for 2.4. Financial Reports - Are proposers expected to design/publicize annual reports, or provide accounting/financial analysis support?



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**Answer: The consultant is required to support the design, generation and publication of financial reports. Financial analysis is not required.**

9. Will THEA issue task orders among the up to three (3) firms on a rotational basis, or assign based on scope/fit?

**Answer: THEA will issue task orders based on scope, fit and past performance at the discretion of the agency.**

10. Please confirm how task authorizations will be issued (e.g., task orders / SOWs). If there's a standard template, may we review it? What are typical approval timelines from request to NTP?

**Answer: Task orders generally include the development of scope, fees and schedule by the consultant based on direction provided by THEA. The fees (estimated hours and direct expenses) for tasks shall be negotiated for each task order. Approval times are dependent upon the value of the task order, including whether Board of Directors Approval is required.**

11. Are there any annual or contract-wide not-to-exceed (NTE) budget caps, or category caps (creative, media, printing), we should plan against?

**Answer: THEA has a Communications Budget in both OM&A and some capital projects. All work is task work order based, with approved budgets for each task work order.**

12. For media buys, will THEA pay vendors directly or via the consultant? If via consultant, is any markup/commission permitted on pass-throughs?

**Answer: THEA generally pays media buys directly, but may ask the consultant to purchase. Markups are not allowed; however, costs associated with consultant support can be included in task orders.**

13. THEA contemplates awarding up to three contracts. Will work be competed among awardees (mini-bids) or allocated at THEA's discretion, and what criteria will drive allocation?

**Answer: THEA will issue task orders based on scope, fit and past performance at the discretion of the agency.**

14. We noticed that a portfolio is requested under Section C) Experience and Qualifications and again under Section E) Portfolio. Could you clarify the distinction between these two sections and what is specifically required for each?

**Answer: The portfolio is only required in Section E. An addendum will be sent out to clarify this requirement.**



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15. What are THEA's priority audiences and Year-1 goals for PR, marketing, digital, and public involvement (e.g., awareness, safety behaviors, toll adoption, corridor-specific objectives)?

**Answer: THEA has significant information available on the agency's program online. We look forward to reviewing each proposer's proposal.**

16. What reporting frequency and format do you prefer (e.g., monthly dashboards)? Will you share read only access to hosting and analytical data to shortlisted firms to better understand the current sentiment, reach, CTR, conversions?

**Answer: Regarding reporting frequency, it is assumed that this question is directed to monthly reports. It is anticipated that a monthly report that summarizes work completed will be provided with the consultant's invoice. No additional data is planned to be shared with the shortlisted firms. We look forward to reviewing each proposer's proposal.**

17. Social media operations: Which accounts will the consultant post from/monitor vs. THEA staff? What SLAs and escalation rules should we follow for community management? Expected coverage hours?

**Answer: THEA has multiple social media accounts, and the consultant shall support the monitoring of the accounts. The expectations for monitoring vary based on the specific social media account. The specific coverage will be reviewed as part of a task order(s). Proposers should present their recommendations for SLAs and escalation rules for community management within their proposal.**

18. Website: What CMS are you using? Will you require the awardee to provide hosting services to support the website, and if so, what SLAs do you require?

**Answer: THEA will host the agency's website(s). THEA uses Word Press for its CMS.**

19. Should we plan for routine updates only or for periodic design/dev sprints? Any accessibility standard (e.g., WCAG 2.1/2.2 AA) and translation expectations for website content?

**Answer: During the life of the contract, routine updates are expected to refresh content on the website. However, there may be a refresh of the website design during the contract duration. All work shall be issued via task work orders. Web Content Accessibility Guidelines (WCAG) are expected for the website.**

20. Creative approvals: Typical number of review rounds and turnaround times? Who are the required approvers for major deliverables (Comms Director, Executive Director, project PMs)?

**Answer: There are no typical review rounds as it is highly dependent upon the quality and content of deliverables and specific audience. Approvals generally will come from THEA's Communications Director and/or THEA's Leadership Team (CEO, CLO, COO, CFO).**



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21. Could you please provide additional details regarding the specified design production quantities, as well as examples of the types of printed materials expected?

**Answer: Production quantities vary by specific projects and programs. Printed materials and publications may include, but are not limited to, annual reports, financial reports, one-sheeters, presentations, and infographics.**

22. Crisis communications: Confirm lead spokespersons, escalation thresholds, approval path, and expectations for after-action reviews.

**Answer: Spokesperson may vary by specific crisis. Most are anticipated to be internal THEA staff providing the lead role. Consultant shall have experience and expertise in providing lead spokesperson capabilities. All materials shall be approved by the Communications Director and/or Leadership Team. After action reviews are standard protocol for most crisis communications.**

23. Events: Typical scale and frequency per year? Which costs are in-scope vs. reimbursable (venue, permits, catering, A/V, security)?

**Answer: Costs shall be negotiated and incorporated in task orders issued to the consultant. Consultants are anticipated to provide event support and production services for THEA-branded community engagement and outreach efforts and THEA-sponsored events such as our USF Bridge Competition. The events range in size but are typically smaller-scale productions.**

24. PIO designation: When appointed as PIO, what authority will we have for rapid responses and direct media engagement?

**Answer: The Consultant shall coordinate with the designated subject matter expert, the Executive Director and the Communications Director for direct media responses.**

25. Are there Veteran participation targets or ranges THEA seeks for this contract?

**Answer: THEA does not have Veteran participation targets. However, THEA has an agency-wide goal of 13% for small businesses (SBE).**

26. Media buying: Please share the approved buying methods (direct, programmatic), brand-safety requirements, data-use constraints, and whether first-party audience matching is allowed.

**Answer: THEA uses both direct and programmatic buying methods for media buying. Brand-safety, data-use constraints and first party audience matching can be reviewed/discussed after contract award.**



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27. Research: Preferred methodologies and minimum sample sizes for surveys/focus groups; whether participant incentives are reimbursable; any IRB/ethics considerations. Also would you allow for digital survey participation?

**Answer: THEA does not have specific preferred methodologies and minimum sample sizes for surveys and focus groups. Methodologies, sample size, participant incentives and IRB/ethics considerations are defined on a project-specific basis. THEA does allow digital survey participation.**

28. SEO & analytics: Any existing technical/content audits, target keyword sets, or preferred toolsets or key performance indicator benchmarks we should align to?

**Answer: THEA does performance content audits. THEA looks forward to receiving proposer's proposals on recommendations for SEO & analytics.**