



STATE OF TENNESSEE
DEPARTMENT OF HEALTH

**REQUEST FOR PROPOSALS # 34301-33721
AMENDMENT # 1
FOR COMMUNICATIONS CONSULTANT FOR COPA**

DATE: April 1, 2021

RFP # 34301-33721 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		March 10, 2021
2. Disability Accommodation Request Deadline	2:00 p.m.	March 16, 2021
3. Pre-response Conference	9:00 a.m.	March 17, 2021
4. Notice of Intent to Respond Deadline	2:00 p.m.	March 18, 2021
5. Written "Questions & Comments" Deadline	2:00 p.m.	March 25, 2021
6. State Response to Written "Questions & Comments"		April 1, 2021
7. Response Deadline	2:00 p.m.	April 15, 2021
8. State Completion of Technical Response Evaluations		April 28, 2021
9. State Opening & Scoring of Cost Proposals	9:00 a.m.	April 29, 2021
10. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	May 7, 2021
11. End of Open File Period		May 14, 2021
12. State sends contract to Contractor for signature		May 17, 2021
13. Contractor Signature Deadline	2:00 p.m.	May 24, 2021

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
B.17.	23	<p>1. Related to customer references, it says "two (2) accounts Respondent currently services that are similar in size to the State." Wanted to better understand if that is in terms of the 47,000 employees of the entire State of Tennessee, the size of the Department of Health or the size of the COPA related staff at the department? It is difficult to meet the requirement of two clients that match all of the criteria including employing 47,000 employees.</p> <p>2. In the first bullet point it states to provide "two accounts Respondent currently services that are similar in size to the State", could you please clarify the size or is there a budget amount that is accepted?</p>	<p>The size of the audience impacted by the communication is approximately 1,000,000 members of the public. This is the population of the total region affected by the COPA.</p>
B.20.	25	<p>3. In section B.20 (RFP attachment 6.2, section B) it says: "Provide documentation that illustrates that the</p>	

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		<p>Respondent has been in business for at least 5 years advising government agencies on communication strategies related to regulatory decisions, announcements, and determinations and developing messaging, correspondence, and talking points for and with government agencies, Include, in chronological order, a brief description of the following: work experience, work products (or services), and descriptions of organizations (including size (if relevant) and whether they were governmental, private, non-profit, etc.) for which work products were developed or services were provided.”</p> <p>Could you give some examples of what documentation you’re seeking? Work product? Narrative? Contracts? Something else?</p>	<p>A narrative will suffice, but examples of work products are also encouraged.</p> <p>Examples of work products and documentation include: contracts, newsletters, press releases, brochures, websites, reports, etc.</p>

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
B.21.	25	<p>4. In section B.21 (RFP attachment 6.2, section B) it says: "Provide documentation that the Respondent has at least 5 years of experience in developing communication strategies, managing stakeholder relations, and advising government officials. (Experience must include advising on messaging, correspondence, and crisis management as well as having worked as a consultant to a government agency)." Again, could we get a better understanding of what documentation you're seeking? Work product? Narrative? Contracts? Something else?</p>	<p>Examples are contracts with similar scopes as this RFP scope from within the last ten years.</p> <p>Other examples of documentation include newsletters, press releases, brochures, websites, reports, or other work products.</p>
-	-	<p>5. What is the estimated budget for this engagement?</p>	<p>The Estimated Liability for this Contract is \$480,000.00.</p>
-	-	<p>6. How will RFP amendments (if any) be distributed, via email or posted on tn.gov site</p>	<p>Amendments will be posted by the Solicitation Coordinator on the website at the below address and emailed directly to the Suppliers who submitted a response during the Notice of Intent to Respond:</p> <p>https://www.tn.gov/generalservices/procurement/central-procurement-office--cpo-/supplier-information/request-for-proposals--rfp--opportunities1.html</p>

3. **Delete RFP section B.20. in its entirety and insert the following in its place (any sentence or paragraph containing revised or new text is highlighted):**

Provide documentation **or a narrative** that illustrates that the Respondent has been in business for at least 5 years advising government agencies on communication strategies related to regulatory decisions, announcements, and determinations and developing messaging, correspondence, and talking points for and with government agencies.

Include, in chronological order, a brief description of the following: work experience, work products (or services), and descriptions of organizations (including size (if relevant) and whether they were governmental, private, non-profit, etc.) for which work products were developed or services were provided.

4. **RFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.