**ATTACHMENT I**

1. Services to be provided
   1. General Description
      * 1. General Statement: This contract is to develop a strong communication infrastructure while engaging our stakeholders/partners to improve our health promotion strategies for providing trusted public health information. Strategies and materials will be culturally and linguistically relevant to all populations in Hillsborough County.
        2. Authority: Sections 381.0011 and 381.7353, Florida Statutes
   2. Definition of Terms
      * 1. **Contract Manager**: The Florida Department of Health, Hillsborough County Health Department’s employee designated to manage the contract/agreement.
        2. **Communications Plan**: An organized plan on how the Department will carry the exchange of information or news to the general public and our partners.
        3. **Community Partners**: Agencies/organization in Hillsborough with whom the Florida Department of Health, Hillsborough County Health Department collaborates to achieve common goals. These could be public, private and non-for profit organizations.
        4. **Communication Survey or Assessment:** A survey tool used to collect data on the preference individuals have for receiving communication/information. Includes questions related to preferred language, platform, and frequency of marketing communications and material.
        5. **Department**: Florida Department of Health, Hillsborough County Health Department
        6. **Linguistically**: in a way that relates to language, including its structure, phonetics and semantics.
        7. **Provider**: Organization or individual selected to complete the tasks and deliverables outlined in this contract as requested by the Florida Department of Health, Hillsborough County Health Department.
   3. Clients to be served: Special effort should be made to engage community partners in Hillsborough County. The Community Communications Plan should help to meet the communication needs of all individuals in Hillsborough County and should focus on optimal ways to share information with vary populations in the county, e.g. racial and ethnic minorities, Spanish-speaking individuals, veterans, LGBTQ+ communities and individuals with disabilities.
2. Manner of Service Provision
   1. Scope of Work: Provider will facilitate collaboration between the Department, community partners and residents of Hillsborough County to develop a plan and carry out objectives to improve overall communication and marketing of public health information and services.
      * 1. Task List: Provider will perform the following tasks:
3. Establish a project timeline for development of a Community Communications Action Plan within first 30 days of start of contract.
4. Facilitate an initial meeting with Department and stakeholders/partners to define project objectives, goals, and expectations within first 60 days of start of contract.
5. Facilitate, at a minimum, quarterly meetings between Provider, Department, and stakeholders/partners to review project process throughout entire contract period ending October 31, 2027. Meetings will also be for Provider to provide updates on data collection process and analysis of data.
6. Develop a communications survey/assessment to gather community’s preferences for communication approaches and styles by end of first term, October 31, 2024.
7. Implement communications survey/assessment throughout Hillsborough County by April 30, 2025.
8. Conduct a minimum of 10 focus groups throughout Hillsborough County to gain information on how residents prefer to receive communication and information, including public health topics of importance to them by April 30, 2025.
9. Analyze data collected from communication survey/assessments and focus groups to determine most effective methods of communication to Hillsborough County residents and stakeholders by October 31, 2025.
10. Create and conduct an assessment of community partners in Hillsborough County to determine what communication approaches have been successful to their organization by October 31, 2024.
11. Develop Communications Plan based on analysis of data received from communication surveys/assessments, partner marketing success assessments, and focus groups by April 30, 2026.
12. Develop marketing materials, in collaboration with Department and partners/stakeholders, to align with guidelines in Communications Plan by October 31, 2026.
13. Develop additional marketing and educational materials a minimum of 4 times as determined by Department and partners to meet public health campaign needs from November 1, 2026 to October 31, 2027.
    * 1. Deliverables: Provider must complete or submit the following deliverables in the time and manner specified:
14. Develop a project timeline that includes phases for Communication Plan development within the first 30 from the execution of the contract.
15. Conduct initial stakeholder/partner meeting and submit minutes and a clearly defined list of objectives, goals and expectations for Communications Plan..
16. Conduct meetings with Department and stakeholder/partner and submit meeting agenda and minutes for each meeting held during entire project/contract period. Meetings should be held at a minimum of quarterly (every 3 months).
17. Creation of survey/assessment that allows Provider and Department to gather information on how residents of Hillsborough County communities prefer to receive communication/information by end of first term.
18. Obtain completed communication surveys/assessments from minimum of 1000 residents of Hillsborough County, Florida, by April 30, 2025.
19. Obtain information from 10 focus groups on how residents prefer to receive communication and on what public health topics they want to receive information by April 30, 2025.
20. Create a data report or spreadsheet with analysis of information collected from surveys/assessments and focus groups by \_October 31, 2025\_\_\_\_\_\_\_.
21. Provide Department with data report/spreadsheet containing information on communication strategies that have been successful for community partners by October 31, 2024. \_\_\_\_\_\_\_\_.
22. Create Communications Plan that identifies the health and wellness messages we need to promote to the public, to whom we are targeting those messages, and on which channels and platforms by April 30, 2026\_\_\_\_\_\_\_\_\_\_.
23. Develop communication and marketing materials based on the input and feedback of the Department and community partners that meet cultural and linguistic needs of the public to help increase trust of the information the Department is providing to individuals in Hillsborough County by October 31, 2026\_\_\_\_\_\_\_\_\_\_.
24. Marketing materials are created or updated a minimum of four times - based on Department and partner needs for public health campaigns from November 1, 2026 to October 31, 2027.
25. Performance Measures: Deliverables must be met at the following minimum level of performance:
26. Timeline is submitted to the Department within 30 days of contract initiation date.
27. Meeting between Provider, Department and stakeholders/partners is held in 60 days or less from start of contract with minutes being drafted and submitted to Department within one week of meeting. Minutes should include clearly defined list of objectives, goals and expectations.
28. Meeting minutes for each meeting held between Provider, Department and Stakeholders is submitted to Department within one week of each meeting. Meetings occur at a minimum of quarterly.
29. A communication survey/assessment is provided to the Department no later than October 31, 2024.
30. Implement communication survey/assessment in Hillsborough County and collect a minimum of 1000 surveys/assessments completed no later than April 30, 2025.
31. A minimum of 10 focus groups are conducted throughout Hillsborough County no later than April 30, 2025.
32. Data analysis of communication survey/assessments and focus groups is completed and analysis report submitted to Department no later than October 31, 2025.
33. Assessment of successful marketing strategies of community partners is conducted, and data submitted to Department no later than October 31, 2024.
34. Communication Plan is developed with all required information and submitted to the Department by April 30, 2026.
35. Communication and marketing materials are developed based on the comments and feedback of the Department and community partners no later than October 31, 2026.
36. Marketing and communications material is created or updated at least 4 times as needed by Department and partners from November 1, 2026 to October 31, 2027.
    1. Financial Consequences: Failure of Provider to complete or submit a deliverable in the time and manner specified will result in a reduction in payment for that deliverable as follows;
       * 1. Failure to submit a project timeline within 30 days of contract start date will result in a 5% reduction in first quarter’s invoice.
         2. Failure to schedule and facilitate initial meeting between Provider, Department and stakeholders/partners within 60 days of contract initiation will result in a 5% reduction in first quarter’s invoice.
         3. Failure to hold meetings as outlined in section B.1.c.3) will result in a 5% reduction in pay for each quarter’s invoice.
         4. Failure to submit communication survey/assessment to Department by October 31, 2024, will result in a 5% reduction in that quarter’s invoice.
         5. Failure to implement communication survey/assessment and collect 1000 complete surveys in Hillsborough County by April 30, 2025, will result in a 5% reduction in that quarter’s invoice.
         6. Failure to conduct a minimum of 10 focus groups in Hillsborough County as outlined in B.1.a.6) will result in a 5% reduction in that quarter’s invoice.
         7. Failure to submit data analysis report on communication surveys/assessments and focus groups to the Department by October 31, 2025, will result in a 5% reduction in that quarter’s invoice.
         8. Failure to submit data from assessment of successful marketing strategies of community partners by October 31, 2024, will result in a 5% reduction in that quarter’s invoice.
         9. Failure to develop Communication Plan based on analysis of data from communication surveys/assessments, partner marketing success assessments, and focus groups by April 30, 2026, will result in a 5% reduction in that quarter’s invoice.
         10. Failure to develop marketing materials based on Communications Plan by October 31, 2026, will result in a 5% reduction in that quarter’s invoice.
         11. Failure to monitor success of marketing materials by October 31, 2027, will result in a 3% reduction in that quarter’s invoice.
         12. Failure to update materials at least four times on monitoring of marketing materials by October 31, 2027, will result in a 3% reduction in that quarter’s invoice.

3. Service Location, Times, and Equipment

* 1. Service Delivery Location: Responsibilities related to the initiative will be managed within Hillsborough County. Meetings and project tasks can be completed at any site but outcomes should focus on Hillsborough County.
  2. Service Times**:** Services times can vary based on Provider schedule. Any tasks needing to be completed in coordination with the Department should be completed between 8am and 5pm, Monday through Friday.
  3. Equipment**:** Equipment purchases should be limited to items that are solely for the completion of this project. Equipment needs should be reflected in the approved budget.

4. Staffing Requirement:

a. Staffing Level: Provider must maintain an adequate administrative and organizational structure sufficient to complete the deliverables under the contract.

b. Staffing Qualifications:

1. Provider will be responsible for the staff affiliated with this program, ensuring they have the education, experience, and training necessary to successfully carry out their duties.
2. This contract focuses on communication and marketing to the public in Hillsborough County. Some tasks require gathering and analyzing feedback from individuals in Hillsborough County and may require a staff member to be bilingual in English and Spanish.

c. Staffing Changes: Notify the Contract Manager in writing within 14 days of any staffing changes that will affect Provider’s ability to complete the deliverables under the contract.

d. Subcontractors: Subcontractors are not permitted to perform services under this contract. The Provider can use contracted staff that are directly employed by the Provider.

1. Method of Payment:
   * + 1. Payment: This section describes the payment method used, total amount of the contract, and payment frequency (e.g., monthly or quarterly).
          1. This is a fixed price, fixed fee contract and the Provider will be paid a fixed flat rate of $26,375.50 each quarter to complete the specified deliverables in Section B.1.b of this contract. A total dollar amount not to exceed $105,502.00 per term.
          2. The Provider shall request payment through submission of a properly completed invoice (Exhibit \_\_) within 15 days following the end of the quarter. Charges on the invoice must be accompanied by supporting documentation and sufficient detail showing the work completed that quarter.
2. Unit of Service: A unit of service will consist of one quarter of completed required deliverables, as specified in Section B.1.b. A quarter of deliverables will include all deliverables due or completed in that quarter.
3. Invoice Requirements: Invoices should be emailed to the Department’s Contract Manager for this contract. The submitted invoice must reflect the completed deliverable for that period.
   1. Provider must submit a properly completed invoice to the Contract Manager within 15 days from the end of each quarter. The final quarter invoice must be submitted within 15 days from the end of each contract year. At a minimum, each invoice must be submitted on the Provider’s letterhead and provide the invoice date, deliverable completed, the amount due, a statement certifying the accuracy of the invoice, and the signature of an individual with the authority to bind Provider.
4. Special Provisions:
   1. **Mandatory Provisions:** Pursuant to section 287.057 (14), Florida Statutes, contracts for commodities or services may be renewed for a period that may not exceed three years or the term of the original contract, whichever is longer. However, if services are procured as a single source or an emergency purchase as specified in section 287.057(3), Florida Statutes, or using an Executive Order/Emergency Order exemption, they cannot be renewed. A contract cannot be renewed if this language is not in the contract. Also, including this language does not make renewals automatic; it is still up to the Department (and the mutual agreement of Provider). Use the following renewal language if renewals are being contemplated under the contract:
   2. Contract Renewal: This contract may be renewed for no more than three years beyond the initial contract or for the original term of the contract, whichever is longer, and is subject to the same terms and conditions set forth in the initial contract. Renewals must be in writing, made by mutual agreement, and will be contingent upon satisfactory fiscal and programmatic performance evaluations as determined by the Department and will be subject to the availability of funds.
   3. **Optional Provisions**
5. Order of Precedence: This contract, its exhibits and attachments, RFA ­­­­\_\_\_\_\_, Developing a Community Communications Action Plan, and Provider’s response to the RFA, contain all the terms and conditions agreed upon by the parties. In the event of any conflict among these documents, the order of precedence will be this contract, the RFA, and then Provider’s response.

END OF TEXT