

COLUMBUS CONSOLIDATED GOVERNMENT

Georgia's First Consolidated Government



FINANCE DEPARTMENT PURCHASING DIVISION

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ADDENDUM NO. 1 Recruitment Advertising Services RFP No. 19-0007

Proposals should include acknowledgement of receipt for all Addenda.

Vendors are informed that the above subject RFP is hereby modified, corrected, or supplemented as specified, described and set forth in this Addendum:

QUESTIONS/RESPONSES:

- In the description of the RFP, it states the vendor should also be able to provide other advertising materials in the form of brochures, billboards and other media resources. Does this refer to the design only?

Response: This refers to the design and high quality printing of brochures, billboards and other media resources.
- The video production scope outlined in Section II, page 13 of 29, allows for 10 to 14 days production and an unspecified number of actors. Is it possible to receive a concept treatment or preliminary creative script outline from which to develop a clearly defined creative execution scope and budget? If not, can you provide an understanding of the existing scope of project that necessitates 10-to-14 days of production for a 3-4 minute deliverable?

Response: The Columbus Police Department (CPD) does not have a script for the recruitment video. The vendor is responsible for listening to our ideas and providing guidance on a suitable script and/or direction of the video. Overall, the CPD wants a recruitment video for a captive audience that draws in qualified applicants to apply with the department; the Columbus Police Department will have the ultimate say on the overall director and final version of the video.
- As a boutique specialty video and television production firm, our primary area of expertise lies in the documentary-style development and fulfillment of advertising, marketing and recruitment videos like the one described in the RFP 19-0007 Section II. Fulfillment of the RFP in its entirety would require alignment with multiple media fulfillment partners with whom we currently work as subcontractors. Is it possible to bid solely on the video production portion of RFP 19-0007?

Response: The entire contract will be awarded to one vendor.
- Section V. Location/Facilities B. on page 14 states, "The business must be capable of providing all production and media services through established sources within the local market". Our physical

location is not in Columbus but we have a number of clients there and are in the area regularly. We have shot photos and videos in Columbus and have bought media in the market for our clients. Will this fulfill your requirement or would we be required to use a studio/production company actually located in Columbus?

Response: Yes, this meets the requirement. Please keep in mind that you must also be available to meet with representatives within a reasonable amount of time.

5. RFP says "Production should include 10 to 14 days on-location shoot", are you classifying these days as 10-14 full day shoots (6-8 hours) or will the amount of time on each day be determined by the initial project planning schedule? Would you prefer the days to be consecutive or will they be spread out over time?

Response: The amount of time for each shoot day will vary, based on the project planning schedule once a script/direction for the video has been set. Additionally, the actual days spent on filming will be spread out over time due to the availability of resources and personnel.

6. What format are you expecting for the presentation of the overall campaign strategy?

Response: We do not have a format at this time.

7. Video: It lists that Production should include 10 to 14 days on-location. Are these 8-hour days, or various hours each day? Are these consecutive daily shoots with full day availability, or can we create a schedule that time blocks different times each day?

Response: The amount of time for each shoot day will vary based on the project planning schedule once a script/direction for the video has been set. Additionally, the actual days spent on filming will be spread out over time due to the availability of resources and personnel. The hours of shooting will also vary due to scheduling and availability of resources, but will usually cover at least 4 to 5 hours each day a shoot is scheduled.

8. Website design consulting: Is this the site we would be consulting on?

<http://www.protectcolumbus.com>? Based on this answer as well as the following one, we will have additional questions that are focused on the specific site and technical functionality that we need to be considering. Are we able to follow up with these questions as long as it is before the question deadline? Are you open to considering a new platform / CMS? Are you looking for content and design recommendations to execute yourself or actual designed pages with new or updated content? What type of file format are you looking for this to be delivered in? Are you looking for PDF or Word Docs, or actual front-end coded files? Have you conducted any usability testing or audience focus groups or anything that would provide insights into the online audience needs?

Response: Yes, the Columbus Police Department is looking at a complete redesign of protectcolumbus.com. The CPD is not looking for someone to build the site, but to advise on the general layout and functionality of the website in general. Basically, someone who will consult on the actual layout and design of the website to maximize user engagement/experience.

9. In your decision criteria, what advantages will you consider for an Atlanta vs. local Columbus agency? Please clarify any limitations or guidance related to travel expenses.

Response: CPD does not see any advantages or disadvantages for anyone. All vendors will be considered equally as long as they are able to meet the requirements.

10. Please clarify Section 6B (Cost Proposal). Our understanding is any value calculation of advertising will have to have media placement factored. Are the outdoor billboards the only placement we would be providing? Do you plan to use the video in local commercials as well?

Response: Yes, outdoor billboards are the only placement to be provided. This RFP does not require the video to be used in local commercials; however, CPD shall have the option to air the video via radio or television at a later date.

11. Please clarify XIV. RFP Evaluation Criteria D. Cost vs. Airtime

Response: The cost vs. airtime is the total cost in relation to the total amount of airtime that can be achieved with that cost.

12. Page 13, Part II, Definitions/Video states that “*Production should include 10 to 14 days on-location shoot...*” This appears to be more production days than would typically be required to produce a three to four minute video and will significantly drive up the estimated cost of the production. Can the client comment on why they feel it will require 10 to 14 days to help the bidder prepare a more accurate production quote?

Response: CPD wants to ensure there is enough footage captured to build a captivating video. Additionally, extra days might be required based on inclement weather conditions or the need to shoot additional footage, if necessary.

13. Page 13, Part II, Definitions/Video states that “*Production should include...talent fees*”. Can the client provide details on the number and type of talent required? If not, will it be sufficient for the vendor to provide a “per-talent” estimate?

Response: The video could require the acquisition of additional talent. While not expected, the vendor should provide a general cost estimate on retaining that talent. Basically, provide a general cost for each “talent” that CPD might require for the video.

14. Page 13, Part II, Definitions/Website design consulting: Can the client clarify whether “consulting” constitutes providing technical and aesthetic advice/suggestions? Or does it include actual design work?

Response: The consulting part implies technical and aesthetic advice/suggestions, not the actual implementation of design.

15. Page 14, Part V, Location / Facilities states “*The business must be capable of providing all production and media services through established sources within the local market.*” What is meant by local market? Columbus? Georgia? The Southeast? If the business can provide a higher quality product at a lower price through non-local sources will their bid still be eligible for consideration?

Response: The vendor must have the ability to shoot the video in Columbus, Georgia.

16. Page 16, Part A, Section 6B, Cost Proposal Schedule states the vendor should “*Provide a schedule detailing the costs of such versus the value and amount of production and advertising to be delivered.*” Please clarify what is meant by this.

Response: Provide a breakdown of the total expected cost in relation to the anticipated production and advertising to be delivered.

17. Page 17, Part XIV RFP Evaluation indicates that 30% of the criteria will be based on “Production Time” however the vendor is not able to find any reference to a timeframe for the project, or any place in the RFP for the vendor to submit a projected timeline. Please clarify how the client would like vendors to address this evaluation criteria.

Response: The overall production time for the video should be 10 to 14 days. Since the shooting will not take place on consecutive days, the CPD anticipate the project in its entirety will last two to three months.

18. Is there any anticipation that the Columbus Police Department will require actors or actresses for any reenactment or acting scenes as part of the video? Or will the content of the production be discussed after the contract has been awarded?

Response: CPD does not anticipate needing actors or actresses for the video. However, vendors should be prepared to provide a general fee for each actor that might be required, if necessary.

19. Is there a 'do not exceed' amount for the cost proposal?

Response: The anticipated overall cost is \$20,000 to \$30,000.

20. For the Outdoor Billboard Series you specify printing/shipping for up to six 4 x 48 vinyls. Are those to be the same design or up to six different designs?

Response: CPD anticipates having one overall design for each of the six billboards, but each one will have a different photograph.

21. For the Retractable Banners you specify printing and delivery of up to six in a series, do we need to quote hardware also or just the banners to be inserted into existing hardware?

Response: The banners cost should include hardware.

22. For Online Display Ads, how many designs and how many sizes should be quoted and are these static ads or will they be animated?

Response: The ads will be static, not animated. The CPD would need around six to ten different overall designs for future online ads.

23. For 2 12 x 4 vinyl outdoor banners are they 1-sided or 2-sided? (5) For the window stickers, do you want adhesive backed crack n peel stickers, vinyl clings or does it matter?

Response: The outdoor banners are one sided. The window stickers should be crack and peel stickers.

24. What is the anticipated start date of the project and end date?

Response: The anticipated start date will be in October or November 2018. The end date will be approximately two or three months after the project starts.

25. What is the anticipated timeline for the video production?

Response: The duration of the video shoot will be based on scheduling and availability of personnel and resources.

26. Do you have a schedule of when the marketing collateral for the recruitment campaign - Print Media, Billboards, Tear Sheets, Leaflets, Banners, Web, etc. - is due to the various media outlets you will be using to promote and brand the recruitment campaign? Is there an already established schedule containing dates various components of the campaign are due?

Response: A schedule will be implemented shortly after the project starts. As the video shoot progresses, specific marketing goals and objectives will be discussed. Since the video will not be shot on consecutive days, the marketing piece will be addressed between video shoots.

27. Does Columbus have a media buyer or media outlets in place for deployment of completed work?

Response: No

28. Is there a marketing strategy/plan in place? If so is it an in house plan or developed by a marketing company?
Response: The general marketing strategy needs to be developed.
29. Is there an incumbent?
Response: There is not an incumbent contractor for the specified services; however, CPD procured professional production services for a 3½ to 4½ minute recruitment video in May 2014.
30. Is there a not to exceed budget?
Response: Yes
31. Is there a draft script or does a script have to be created?
Response: The script needs to be created.
32. Are there any specific design needs beyond what is proposed in this RFP such as logo design, campaign brand design, etc.?
Response: No
33. In reference to the website design consulting - what specific consulting needs are there? User Experience Design, User Interface, Layout and Design, Interactive Experience, Lead/Info Capture, Marketing (SEM/SEO), Social Media, etc.?
Response: CPD requires guidance on design and functionality; coding of the website is not required. Refer to the response to question 14.
34. In reference to the production of all print collateral - Does the City of Columbus have a standing contract with an existing printer they would like to use? Will the city of Columbus accept a local W/MBE printer at the discretion of contractor to provide services if possible?
Response: No, the City does not have a standing contract with an existing printer. In regards to subcontracting and the use of DBE vendors, refer to page 9, Item C and Item J of the RFP document.
35. You are asking for “documentary style video.” Does this include ride-alongs with police officers?
Response: While not anticipated, this could be a possibility in order to achieve the desired results of the video.
36. *"The business must be able to meet with members of the Police Department within a reasonable time when requested."* We are not located in Columbus, GA. We are in New Jersey. Can you tell us what is a “reasonable time” for us to make it to a meeting?
Response: We classify reasonable as within 5 to 7 business days.
37. What kind of officers will our crew be following for the mini-documentary? All new officers, detectives, ranking officers, beat cops, or a mixture of all the above?
Response: A mixture of all of the above.
38. Should our estimate include billboard placement services?
Response: Yes, please include that in your estimate.

39. What is the term of engagement desired for website design consulting? Is the website finished, or currently being developed?

Response: The website is actively being used for recruitment purposes. CPD wants to redesign the website in order to maximize visual appeal and user experience.

40. What is the approximate all-in budget for all of these services that you're looking to stay within?

Response: Refer to the response to question 19.

41. If we are working with a subcontractor, do we need to provide a full company debrief on them as well as ourselves.

Response: Yes; subcontractor information shall be included with sealed proposals.

42. Is there a do not exceed amount for the cost proposal?

Response: Refer to the response to question 19.

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