

**RFQ No. 21/22-012 Questions and Answers  
(Questions/Bold)**

**On page 7 of the RFQ it states: "Respondents shall use the SIMILAR PROJECTS form provided." However, this document does not appear to be included in the "RFQ 21/22-012 Communication and Outreach Services" PDF link provided on the Bid Posting page. Can you please provide a download link for this SIMILAR PROJECTS form?**

Please disregard this paragraph. It was carried over in error from a previous template. See the amended RFQ for updated language with changes noted in red letter or strikethrough.

**On page 7 of the RFQ it states: "fill in and return an 'Equipment List,' with the bid." Is there a standard Equipment List form you would like us to use, or would you like us to make our own list? Are there any specific details you would like us to include in our Equipment List?**

Please disregard this paragraph. It was carried over in error from a previous template. See the amended RFQ for updated language with changes noted in red letter or strikethrough.

**On page 10 of the RFQ it states: "services should cover all expected daily costs with standard creative, pre-production, production, and post-production." For videography, separate day rates for creative, pre-production, production, and post-production is the standard. However, the Response Form only allows the respondent to submit an hourly rate for all 17 services. If we provide an hourly rate for the Response Form, could we then also include a separate budget breakdown for more context with separate daily budget rates for creative development, pre-production, production, and post-production?**

Yes, provide additional documentation as is necessary.

**In a few cases, the RFQ asks for an "address" to be provided for contacts/references like page 4: "name, address of the company the services were performed for," or on page 10: "name, address of the company the services were performed for." However, on Form A the References section only lists "Name, Phone, Email." So can we safely assume that when the RFQ asks for an "address" throughout pages 1-10, this refers to an "email address" and not a physical address?**

Yes, please provide the information requested on Form A as listed for an email.

**We are looking for more clarity surrounding the "Equipment List" requirement on page 7 of the RFQ. Can the City please provide this form? And what sort of equipment is the RFQ referring to?**

Please disregard this paragraph. It was carried over in error from a previous template. See the amended RFQ for updated language with changes noted in red letter or strikethrough.

#### **Section 6 - Submission**

**Please clarify what is meant by "where asterisk indicates" in #2: "examples of previous work if provided, where asterisk indicates"**

**To clarify, the final submission should include:**

- **Form A**
- **Completed Services Provided list (page 12 of RFP) for services we're bidding on**
- **At least 3 projects of a similar nature**

Please see the amended RFQ for clarification on items to be submitted. Changes are noted as red letter and strikethroughs.

**Can the projects provided for qualifications be projects we have done with Suwannee River Water Management District?**

Yes

**Does the "hourly rate" column in the completed services provided list include hard costs (advertising costs) associated with media placement and buying?**

No, the hourly cost is only for the project management and services associated with the media placement and buying. Separate funds will be provided only for advertising costs, printing or other hard costs.

**Is it to be presumed that the hourly rates presented on Form A should reflect what the respondent believes the hourly rate to be now and for the length of the potential contract of three years and up to five? If not, will there be an ability to change rates directly with the District each year of the contract as it progresses?**

The hourly rate provided will be the rate used for the duration of the contract unless other provisions are included.

**Should we assume that the “campaign development and management” service be used as our administrative and account management service costs?**

Yes, that is correct.

**Will the respondent be held to the hourly rates submitted for any task work assignments regardless of scope or other factors for the duration of the contract?**

Yes, qualified respondents will enter into a contractual agreement for the rate(s) and services provided. Work will be issued via TWA based on the project scope, timeline, and budget.

**Before a TWA is issued, will the pre-qualified firm always provide a project cost/quote for services?**

Yes, a request for quotes will be sent to qualified firms based on the specific needs of the project.

**Will there be preference given for a firm who can provide the most amount of services listed on Form A page 12?**

Under this RFQ, firms will qualify for contractual agreements based on the services they can provide. Work will be issued via TWA based on the specific skills of each agency as determined by the project needs, timeline, and available budget.

**Can you please explain what you mean by “360-degree imagery?”**

Defined as a controllable panoramic that surrounds the original point of view. Imagery can be both video and still images.

**When you reference “drone imagery,” does this mean both photos and video captured by a drone?**

Yes

**Page 7: You mention the ability to print, but printing is not currently listed in hourly pricing. Should a respondent anticipate that the District will have a need for printing, and that any printing (or other hard cost) would be considered an additional cost as a part of the Task Work Assignment?**

Yes

**Form A: Can the “at least one example of previous work performed” for each asterisked item be represented by the examples required in “qualifications: list of at least three similar projects” (page 10)?**

Both should be provided but can be from the same project. The amended RFQ provides more information.

**Can respondents provide a redacted version of the statement of qualifications?**

Respondents must provide the necessary information to satisfy the RFQ requirements. Redactions for confidentiality are permitted so long as they do not interfere with the required information.

## **Response and Evaluation of the Firms**

**What is the maximum number of firms you would qualify/select?**

All firms that meet the qualifications will be extended a contractual agreement for specific services and rates. Work will be issued via TWA.

**How do you define ‘similar projects’ when showing project examples (top of page 7 of solicitation) – e.g., projects of similar scale, projects for local governments, projects for Education?**

Similar in scope to the work requested and/or the work of the District/water resource management.

**Is there any file preference for the digital copy submission (PDF, PowerPoint, etc.)?**

PDF is preferable.

**Are the key metrics used to evaluate the responses from firms participating in this RFQ process only those listed on page 3?**

Yes. All firms who meet the qualifications will be extended a contractual agreement for the services for which they are qualified. Work will be issued via TWA.

**Will the evaluation criteria be used to evaluate a firm's qualifications on each service line submitted for or overall?**

Firms which qualify will be extended a contractual agreement. Work will be issued via TWA.

**Some of the PR and crisis management work we do for our clients is, understandably, sensitive. What examples of work would you like to see for this service line?**

You may redact information needed to maintain sensitivity with your clients. We are looking for examples that demonstrate a firm's ability to meet our needs.

**Anticipated Services**

**Is there a particular service area or areas that you expect to be needed most?**

Videography, photography, public relations, campaign development

**What is the combined annual marketing budget for all service areas listed?**

\$150,000 for FY 2022 – as issued via TWA based on specific project needs

**What is the biggest communications challenge you currently face?**

While the District is the primary source for information on water resources, other voices in the region and state often disagree with the focus and studies of SRWMD and Department of Environmental Protection. While all agencies and conservation groups agree that preservation of water and water resources is vital, there is some disagreement on exactly what those entails.

**Can you provide examples of the projects/campaigns you've executed in the past?**

Below are links to recent campaigns that SRWMD has undertaken:

Dive In - <https://springsdivein.com/>

Suwannee River Partnership - <https://suwanneeriverpartnership.com/>

Currently, on social media, the District is pushing its annual Well Wellness micro-campaign. Here is a link to one of them for reference: <https://www.facebook.com/SRWMD/posts/310153251149678>

**How would you characterize the types of video projects that you foresee needing - promotional/marketing, information/educational, short form vs. long form, etc.?**

A potential for all of those listed, but primarily short form, informational and education, based on specific project needs.

**How would you characterize the types of photography projects needed?**

Photography would primarily consist of images of rivers, lakes, and springs within the District's 15-county region. This would include projects from the ground, while paddling/kayaking those locations, or aerial drone photography. Video services would also fit in with this scope of work.

**What volume of media do you anticipate being placed each year?**

We will establish a separate budget for advertising costs. Rates requested are for media placement services and consulting.

**What email platform do you currently use?**

The District utilizes Office 365. For campaign marketing, we use Civic Send as part of our CMS web platform. We are open to other services.

**Please describe your current in-house marketing and communications team to provide details of their strengths/capabilities.**

The Communications Office currently has two individuals with experience, including a new Communications Manager. He has more than a decade's worth of experience with state agencies in public relations and marketing, a strong relationship with local media, and knowledge of social media. The Director of Outreach and Operations also has experience in both communications and marketing. While the office is able to handle the day-to-day operations and oversight of campaigns related to District activities, further assistance is needed on larger-scale operations and outreach efforts.

**Assigning a TWA**

**Would every qualified firm be assigned a TWA each year?**

Not necessarily, under this RFQ, firms will qualify for contractual agreements. Work will be issued via TWA based on specific project needs.

**How do you select which qualified firm the project goes to when it comes up?**

Firms will be selected to provide quotes based on the specific needs of the project - budget, timeline, and strengths of the firm will be considered for each project.

**If multiple firms are qualified for one service (e.g., graphic design), what will the determining factor be in assigning the project to a firm?**

Firms will be selected to provide quotes based on the specific needs of the project - budget, timeline and strengths of the firm will be considered for each project.

**How frequently are task/work assignments issued?**

As needed.

**How much weight does pricing have in assigning a TWA to a qualified firm?**

Budget is one factor, along with the specific needs of the project, skills of the vendor, and timeline.

**For projects that are assigned with a TWA, what is the typical project length/timeline?**

Varies greatly depending on the scope of the project. Campaigns may last the duration of the contract, individual graphic design or photography requests could have a two-week or four-week window.

**What is the average value of each project you assign to qualified firms?**

Varies greatly depending on District needs. Campaigns are allocated larger budgets than individual creative tasks such as event or site-specific photography.

**How do you measure the success of a qualified firm once they have been issued a TWA?**

Based on their ability to complete deliverables and meet the desired vision of the project - on time and on budget.

**Which firms are currently qualified to work with SRWMD?**

We do not have any pre-qualified firms currently on contract.

**Please advise whether the rate should be loaded or unloaded.**

We do understand this statement. Rates are for the specific services requested. Hard costs such as printing and advertising would be included as a separate item dependent on the needs of the project.

**Also – is it possible to provide a range of rates rather than one for each category, as many different skills may be required depending on the task, and so rates will vary.**

Yes, provide additional documentation as is necessary. Contractual agreements will be issued to qualified firms based on the rates provided.

**How should direct expenses be recorded in the proposal? There is no space on the template to provide those. Is a separate document acceptable?**

Yes, provide additional documentation as is necessary.

**Looking at the schedule provided, the answers will be posted (7) business days before the proposal due date. That is a very short turnaround time to produce a quality proposal. Would you consider extending the submission deadline?**

Yes, the deadline has been extended a week. Please see the amended RFQ.

**How many contracts per category will be awarded?**

As many as are qualified. Work will be issued via TWA as project needs arise.

**On Page 7 there is a statement regarding the Similar Projects form. That form does not seem to be included in the RFQ. Can you direct us to where we can find this form?**

Please disregard this statement, it was included in error from a previous template. See the amended RFQ for clarification.

**Do you have a copy of the attendee list from the Feb. 18 Pre-Submission Meeting that you can share?**

Shannon Heilman	ARA
Molly Collins	Bowstern
Maria Trejos Michael Antinelli	Brizaga
Paul Haverstick	District Communications
Seth Adams	Edge
Adam Braun Patrick Gines	Frame
Anna Belo Ashleigh Flanders	Frankel
Audrey Goff	Moore Communications
Andrew Frost	North Star Contracting Group
Sara Shepherd	Quest Corporation
Sam Villegas	Raftelis
Grace Thornton Lauren Toner	Salter Mitchell PR
Jessica Clark	Skye Creative Marketing
Kristina King Mary Ann Rozengard	Stokes Creative Group
Jack Reid	Strategic Digital Service
Tim Wheeler	Trew Media
Erin Kleinfelt Cynthia McGrail	Valerin

**1. Page 7 – section b. – “use the SIMILAR PROJECTS form provided”. Will this form be provided?**

Please disregard this paragraph. It was carried over in error from a previous template. See the amended RFQ for updated language with changes noted in red letter or strikethrough.

**2. Page 7 – 2<sup>nd</sup> paragraph – “fill in and return an Equipment List”. Will this form be provided?**

Please disregard this paragraph. It was carried over in error from a previous template. See the amended RFQ for updated language with changes noted in red letter or strikethrough.

**3. Page 7 – 4<sup>th</sup> paragraph – which paragraphs are “Paragraphs ‘a’ – ‘e’ “?**

Please disregard this paragraph. It was carried over in error from a previous template. See the amended RFQ for updated language with changes noted in red letter or strikethrough.

**4. Page 4 – Section 4 - Based on the process described in Section 4 – Key Points, some six or more firms may qualify for negotiation and award of contracts. What’s the process for matching the contractors with the individual Task Work Assignments (TWA), e.g. will the District request proposals for each TWA or is some other method planned to obtain availability and pricing?**

Work will be issued via TWA as project needs arise. Proposals with budget and timeframe information will be requested from qualified vendors based on their services offered and the unique needs of the project.