



**ADDENDUM
CITY OF AUSTIN, TEXAS**

Solicitation: **RFQ GLB0407** Addendum No: **1** Date of Addendum: **6/25/15**

This addendum is to incorporate the following changes to the above referenced solicitation:

I. Questions:

The following questions were posed by one or more contractors in writing. Each question (Q) is followed by its answer (A).

1. (Q) Was it ever confirmed how many 60 second videos are included in a series? If you don't know an exact number, can you provide a range? For example, five to ten 60 second (or less) videos.

(A) Per PIO Manager Candice Cooper's comments at the pre-bid conference, the number of 60 second videos to be included is left to the discretion of the vendor. We would suggest doing some research on the department to determine not only the content and structure of the longer format video, but also to determine how many shorter format videos might be needed to effectively tell the story of who we are, what we do and how we do it. The suggested range of 5 to 10 short videos seems reasonable. Providing an exact number of short videos to be produced in your bid response is not necessary and can be determined in preproduction. However, please provide a range (ie. 5 to 10, 4 to 7, etc...) of the number of short videos to be produced under your proposal (what you're willing to do for the money). The shorter videos could be component parts of the longer video or include elements from the longer video. The shorter videos might be used to educate the public on a specific topic (ie. short-term rentals, common code violations, other Code Department programs, etc...), could be imbedded in a PowerPoint presentation used in a training class or presentation before a neighborhood association, would be posted to Youtube and social media, etc...

2. (Q) It is mentioned you are looking to produce a 5-10 minute video and a series of :60 videos. Can you elaborate on the :60 spots? How many are there? Are these pulled clips from the longer video and made into stand-alone spots, or are these separately shot/produced videos? If separately shot what do you see for each video (purpose, topic, approach?) As for the longer 5-10 minute video, what do you anticipate some visuals needing to be shot might be to support the message?. In order to determine the final quote we need to determine how many shoot days are needed....having no idea of content for script yet it is hard to come up with that without your input. If this were produced interview style (speaking to those who can clearly communicate the messaging) what are some visual scenes & where might those be shot) that may support the message? Can we assume the city will provide or help secure locations for scenes if needed?

(A) The concept for the videos is up to the vendor. We will provide information, resources and feedback to help the vendor develop the script and refine the concept for the videos. Visual elements might include shots of Code Officers working in the field, shots of the city and neighborhoods, interviews, animation, infographics, etc... We can help secure locations for scenes.

3. (Q) "The Contractor shall provide a proposed comprehensive video dissemination plan that will begin Oct. 1, 2015"

Can you clarify what is meant by this, and what you expect from the contractor? Are you referring to a plan outlining where and when these videos should be shown!? Media buys? setting up web sites? Please clarify.

(A) Propose a plan that results in as many people seeing the videos as possible. We're not asking you to produce a commercial spot, so the plan wouldn't include media buys. Some of the avenues for dissemination might include Youtube, Facebook, Twitter or other social media, etc... Your proposal might suggest ways to drive traffic to or build interest in the video. We'd like the video to be informative and creative so that people will want to watch it.

4. (Q) Must we include in the bid a proposal for video concept? IS there any further info about the content that can be shared to help us better understand how best to communicate the messages?

(A) The previously produced videos submitted by the vendor will provide us some idea of the vendor's capabilities and style, but we'd also like a general concept for this video project, without giving away your entire creative concept at this stage in the process.

5. (Q) Must we include a timeline in the bid (though again we have little idea yet of what we would be shooting since there isn't enough information about the content of these videos provided). Will a generalized timeline suffice at this stage until preproduction begins and we can hone in on details of scripting.

(A) Because many details of the project will have to be worked out in preproduction and once a script is developed, a general timeline of your plan for the project will suffice.

