



ADDENDUM NO. 1

2019-2020 EDITING & SOCIAL MEDIA SERVICES

This addendum answers questions submitted related to the contract documents. This addendum consists of **Three (3) pages**. Proposers are hereby notified that the Request for Proposal documents have been amended as follows:

QUESTIONS AND ANSWERS

Question	City Response
Whether companies from Outside USA can apply for this? (like from India or Canada)	Yes
Whether we need to come over there for meetings?	Yes, in person meetings will be required.
Can we perform the tasks (related to RFP) outside USA?	Potentially, yes however in person meetings will be required.
Can we submit the proposals via email?	Yes, please see RFP.
Do you currently have a website analytics tool in place?	No.
If you do have a website analytics tool in place, what are you using?	N/A
Do you currently have an Instagram account?	No.
If you do not have an Instagram account, does the scope of this contract include setting one up?	REEP will create and set-up its own Instagram account.
Do you have, or will you provide a social media content management system like Hootsuite or similar?	No. REEP would prefer to personalize messages to each social media platform.
Are you comfortable working virtually through video/phone conferences?	REEP would prefer to work in-person with the chosen contractor.

Question	City Response
<p>You mention “execute Social Media Posts on Facebook and Instagram according to publication Schedule.” Is this specifically pertaining to posts after the newsletters go live? Is there already a publication schedule or would the selected firm be creating that?</p>	<p>Social media posts are on-going regardless of the newsletter publication date. REEP has a seasonal content publication schedule but no specific week to week social media posting schedule. REEP will co-create a publication schedule with the contractor.</p>
<p>What does emailing readers about the new edition of the Stream Team newsletter entail?</p>	<p>Using event participant registration software, compile list of recipients and send them the PDF version of the newsletter. Email will also include a link to the newsletter on the Stream Team website.</p>
<p>Are you open to working with a small agency vs. an individual?</p>	<p>We are open to working with any size agency or individual.</p>
<p>There is a request for 2-3 Facebook posts per week through 12/2020. Are there requests for Instagram posts outside of those referenced in question #3? Or are these the same request?</p>	<p>The requests for Instagram posts are separate from the requests for Facebook posts. Ideally, there would be 2-3 posts per week to each social media platform. Posts for Instagram will be based on the same content but be adapted for Instagram (primarily visual graphics and/or pictures).</p>
<p>Is the initial meeting an in-person meeting?</p>	<p>Yes.</p>
<p>From whom will the vendor receive the list of potential newsletter articles? Are they pitches from writers or a wish list from REEP?</p>	<p>The contractor will receive the list of potential newsletter articles from REEP. It is a wish list from REEP but we are open to suggestions from the contractor.</p>
<p>Do you have an email distribution list, apart from the volunteers who are sent the newsletter?</p>	<p>We have one distribution list. Some people receive the emails and the newsletter and some only receive the newsletter (and opt out of emails).</p>
<p>Do you have plans for a proprietary mobile app? The RFP requirements include “familiarity w/ mobile app audience use/ considerations”? What is this referencing? A proprietary app by Stream Team or Instagram and Facebook app use?</p>	<p>No. “Familiarity w/mobile app audience use/considerations” refers to knowledge and experience about existing social media platforms which can include mobile phone apps.</p>
<p>How often will Stream Team provide specific content requests (e.g. upcoming events) for</p>	<p>Social media posts are on-going and REEP will co-create a publication schedule with the contractor.</p>

Question	City Response
social media posts, and how often will vendors be responsible for coming up with original content?	Events are posted on the Stream Team website where the contractor can pull the information from to post on social media platforms. Original content development will most likely be minimal.
Task 4 states, "The selected consultant will execute social media posts on Facebook and Instagram according to publication schedule." It goes on to break down the requested tasks but does not include Instagram. Is this because it is assumed the Facebook posts will be duplicated on Instagram? Are there additional requirements for Instagram posts?	The requests for Instagram posts are separate from the requests for Facebook posts. Ideally, there would be 2-3 posts per week to each social media platform. Posts for Instagram will be based on the same content but be adapted for Instagram (primarily visual graphics and/or pictures).

Please note that all addenda items are to be acknowledged on the ADDENDUM ACKNOWLEDGEMENT FORM and must be submitted with the RFP.

ADDENDUM ACKNOWLEDGEMENT FORM
2019-2020 EDITING & SOCIAL MEDIA SERVICES

Receipt is hereby acknowledged of addendum No. _____

THE ADDENDUM ACKNOWLEDGMENT FORM SHALL BE SIGNED BY AN AUTHORIZED COMPANY REPRESENTATIVE, DATED AND RETURNED WITH THE RESPONSE.

SIGNATURE

PRINTED NAME

DATE

FIRM NAME

Address

Telephone No. (_____)_____

NOTE: Failure to acknowledge receipt of Addenda may be considered as an irregularity in the Proposal. Including this signed Addendum will not be counted towards the page limits of proposals.