



FINANCE

**RFP 838-25
L28 VIDEO EDITOR SERVICES**

Addendum #1
Date: September 18, 2024

Questions & Answers:

1. Is this position for someone to not only edit video, but oversee other video editors?

This position is only for editing.

2. What is the average length and format of the raw footage that needs to be edited?

Video clips are usually 30 minutes or under in MXF or MP4 files.

3. Is the raw footage provided by designated shooters with standardized settings for speed, audio, etc. If not, would it be possible to have training for this?

Yes, we have standardized requirements for footage.

4. Is there an editing software preference?

Adobe Premiere preference, but not required.

5. How often will new content need to be edited and published?

Depends on the project.

6. What's the desired turnaround time for editing each segment?

Depends on the project.

7. Are there specific platforms that you prioritize for promoting video content?

Adobe Premiere is preference, but not required.

8. It is stated that "the video editor may be tasked with supporting other City video efforts as assigned". Can you give further explanation on what this may include?

Editor may be asked to work on future projects that currently do not exist or to participate in workshops to help improve production.

9. Is the video editor expected to work at City location?

If the editor can remotely complete tasks to City's standards and timeline, working at City Hall is not required.

10. On Page12 under **Location of Services** it is stated that the City will provide the necessary space and equipment for these services. Will you please outline what space and equipment this entails.

City will provide a space within City Hall with a computer for editing.

11. The proposal states: **Location of Services:** The City will provide the necessary space and equipment for these services. Can this work be performed off-site/remotely?

If the editor can remotely complete tasks to City's standards and timeline, working at City Hall is not required.

12. The proposal states "The video editor should be prepared to evaluate the effectiveness of the video content, including audience engagement and feedback, and use these insights to suggest improvements and explore potential for growth in their functional area." What metric-gathering platforms are in place to track viewership?

Editor might be expected to analyze views and engagement on platforms like YouTube and Facebook.

13. What is the total run time of the final video the editor would be expected to deliver each week/month?

Depends on the project.

14. Will the editor be responsible for managing the peg channel itself? Or does that function come from City staff? If the editor is responsible, is remote access possible?

Editor will not manage the PEG channel.

15. Can you clarify what required license forms you are looking for? For example, I have a state-certified license exemption, would this be needed?

Any applicable license to do the work requested applies. Any state-certified license exemption that is applicable to the RFP then please attach where necessary.

16. Should I be physically attaching my insurance auto waiver, subrogation waiver, and no employee's waiver for the Exceptions to Professional Services section?

No, this can be done if chosen to enter negotiations with the City. Specific insurance requirements will be requested during this time and verified by our risk management team.

17. The Signature Sheet requests the name of the firm, can you confirm if sole proprietors working under their birth name can leave this blank and write their name under the name print/sign?

Yes.

18. Additionally, the Signature Sheet requests for the Federal ID number, should sole proprietors with no Federal ID number leave this blank or use their SSN?

SSN.

19. The Cost Proposal has a section to write a not-to-exceed amount for the total budget, however, would you like us to specify a not-to-exceed amount for the monthly/bi-weekly invoices as well?

Yearly only.

20. Are you seeking a production company or a single video editor who will charge by the hour for this scope of work?

Single editor.

21. What is the expected volume and/or number of hours of video footage to be edited on a weekly or monthly basis?

Depends on the project.

22. What type of content will be provided?

Depends on the project.

23. Will there be an ongoing schedule of programming?

Yes.

24. Will there be access to a style guide or branding guidelines for the City's video content?

Yes.

25. Are there any specific types of graphics or effects we will need to use?

Yes.

26. Will you provide stock footage, music, or other assets, or should we source them?

Yes.

27. How much creative freedom will we have in editing, or will you provide detailed instructions?

Dependent on project.

28. How will feedback be provided during the editing process, and how many revisions are expected?

Feedback will be provided through Frame.io, and the amount of feedback will depend on the project.

29. Is social media management (content calendar development, post publishing, community management, etc.) included in this scope of work?

Not relevant to contents found in RFP.

30. Do you have an internal social media team that will be publishing the content?

Not relevant to contents found in RFP.

31. What are the social media goals?

Not relevant to contents found in RFP.

32. Have you paid for digital ads in the past? Do you want to run ads?

Not relevant to contents found in RFP.

33. How often are progress updates and final deliverables expected to be submitted?

Progress updates should be shared daily with city staff. Final deliverables will be submitted digitally.

34. How are priorities for video projects determined, and who will be involved in setting these priorities?

By the Media Senior Specialist.

35. What type of space and equipment will be provided by the City?

Space and equipment will be provided as necessary to complete required tasks.

36. Are there any restrictions or guidelines for using the provided space and equipment

Space and equipment are for assigned city projects only.

37. Will there be any support for technical issues related to the equipment provided?

Yes.

38. Is there an incumbent vendor for this RFP?

Yes, there are existing roles like those described in the RFP that are currently filled. However, this is the first issuance of this RFP as we are formalizing the process.

39. If yes, who is the incumbent and what is the current contract number and amount?

We are not disclosing specific details about current contracts or vendors at this stage in the process to ensure all proposals are evaluated on a consistent and fair basis. Interested parties may submit a formal records request through the City Clerk's office for additional information.

40. What is the projected budget for this RFP or for work done under the resulting contract for the first year of the contract?

Please refer to contents found on the RFP.

41. What is the expected volume of work to be done under this contract?

Dependent on project.

42. How many broadcast pieces will be edited per week? How many per month?

Dependent on project.

43. How many social media pieces would need to be edited per week? How many social media pieces would be edited per month?

Dependent on project.

44. The RFP states that the City will provide necessary space and equipment, must that equipment be used or could editing work be completed offsite?

If the editor can remotely complete tasks to City's standards and timeline, working at City Hall is not required.

45. You ask us to "Succinctly describe the proposed approach for addressing the required services and your ability to meet the City's schedule, outlining the approach to be undertaken in providing the requested services." Can you please provide that schedule so we can create an approach for completing it as needed?

Dependent on project.

46. Will a platform be available for follow up questions when the answers to today's questions are posted?

No.

47. Would you consider accepting electronic delivery of proposals?

Unfortunately, not currently.

48. Is there an option to submit proposals electronically? Or is a physical copy required?

At this moment we are requiring a physical copy only.