



**Greater Dayton Regional Transit Authority
4 S. Main Street
Dayton, OH 45402**

February 7, 2018

To: All Prospective Quoters

Re: Addendum No. 1
RFQ 18-03
Video Production Services

Please be advised of the following information regarding the above mentioned procurement.

- Q1:** Can we submit the proposals via email?
R1: Yes materials can be submitted via email as long as it meets the RFQ. However, this method isn't encouraged since the RFQ requests samples of work.
- Q2:** Is the videographer responsible for streaming services?
R2: No
- Q3:** Does the successful bidder need to be at all meetings?
R3: Yes, the bidder needs to physically be in the board room for all meetings. The board meetings are held at 3pm on the first Tuesday of each month unless a holiday or something conflicts with this.
- Q4:** Is there a theme for the advertising campaign? (Monthly, Yearly, Entire contract length)
R4: No. It varies based on need.
- Q5:** What kind of Social Media presence does RTA have?
R5: We have 3,000 Facebook followers, 1,300 Twitter followers and 600 Instagram followers.
- Q6:** Will the Radio messaging be the same as the commercials?
R6: It will be similar but likely require some editing or re-voicing to accommodate ad spots.
- Q7:** Who will be responsible for the cost of the talent used in commercials, training, and how to videos?
R7: As stated in the Scope of Work, RTA will provide the talent.

- Q8:** How will the instructional videos be distributed/disseminated? Who are they targeted towards?
- R8:** Instructional videos will be targeted at either customers to learn a new product or for employees. RTA will need digital copies and downloadable files to distribute via electronic means or to post to our website, social media and/or video monitors at facilities. In some instances, a CD or flash drive may be requested.
- Q9:** My question is in relation to the total number of videos you would need created. I understand that the specific number of each type of video will vary based on the media plan, but that number is derived from a base number of videos, correct? I want to clarify specifically the number of television spots you are requesting. Is the desire to have 6 total (2 per year) 30-second spots as well as 6 total (2 per year) 15-second spots? I read the RFQ as asking for 2 per year, and just wanted to make sure I interpreted that section correctly.
- R9:** Needs will vary but vendor should be prepared to supply six 30-second spots and six 15-second spots per year. This will vary based on needs and funding, as it could amount to less than six per year. For example, last year we didn't do any, but the year before we did six. The marketing strategy will ultimately drive the amount of videos to be produced.

If you have any additional questions please send them directly to me at rbaughn@greaterdaytonrta.org. Please submit all requests for clarification by **Monday, February 26th, 2018**.

Quotes are due no later than 2:00 p.m., March 7, 2018.

This Addendum No. 1 shall become a part of the contract document and specifications and shall be taken into consideration when preparing your bid; you are hereby notified accordingly.

Sincerely,

Ryne Baughn

Ryne Baughn
Purchasing Agent