



DATE: November 13, 2020

TO: All Offerors'

FROM: City of Brookhaven Purchasing Department

RE: RFP No. 20-121, Public Relations Firm

Please see Addendum No. 1 for the above-referenced solicitation.



1. The following change has been made to the above-referenced solicitation.

Questions and Answers

2. All other terms and conditions remain the same.

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A. The following are questions received and City of Brookhaven responses for the above- referenced solicitation:

1. Do you have a maximum budget for this contract that we should adhere to, or are you looking for pricing per service (such as press release, social media post, etc.,) or hourly?
The budget will be determined by the City Council and is flexible based on the number and events that require public relations assistance. The internal Communications Department handles press releases and social media posts but select high-profile issues will require assistance in messaging. As such, the City is envisioning a monthly retainer with the flexibility for additional funding if events warrant.
2. How are you currently conducting your social media and PR efforts?
PR and social media are being managed by Brookhaven's in-house communications department, more fully described in Exhibit B of the RFP request.
3. Do you have an incumbent agency who is eligible to bid on this opportunity?
No.
4. How often do you intend for the firm you are working with to meet with you in Brookhaven?
At least weekly, but during crisis communications events it is expected that the winning bidder would be available as needed by the City of Brookhaven. Given COVID-19, all meetings will be virtual (if possible) for the foreseeable future.
5. Are you open to working with an agency that would conduct meetings and check ins with primarily using Microsoft Teams, Zoom or another technology platform?
Yes.
6. Please provide any budget parameters that you can share
Please see question #1.
7. Whether companies from Outside USA can apply for this? (like, from India or Canada)?
The City of Brookhaven is entertaining RFP's from all qualified vendors, but it should be noted that a company's knowledge and acumen of hyper-local events and media outlets will be preferred.
8. Whether we need to come over there for meetings?
Please see questions #4 and #5.
9. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Yes.
10. Can we submit the proposals via email?
No. All proposals must be submitted in the Bonfire application.
<https://brookhavenga.bonfirehub.com/projects/view/33482>

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11. Is this bid opportunity limited to consultants and businesses located in the state of Georgia or are firms from outside the state are invite to apply as well?
Please see question #7.

12. Has the City of Brookhaven established a budget (either monthly or total) for the PR services that would be included in this contract?
Please see question #1.

13. Our Headquarters are located in Georgia but we are a multinational company with offices in other countries and employees in those sites. Can we use employees from other countries in this project or it is limited to American Citizens?
Please see question #7.

14. Could you send us a more specified Scope of Work from the project so we can set explicit objectives and defined deliverables to be given during the development of the project?
No, please use Exhibit B included in the RFP request.

15. Could you give us a more specific term for the contract? maybe clarify to us in a more defined way the course of the project and in explicit terms how long is going to take or if there is not a defined date to date timeline a more realistic estimate.
The initial term will twelve months, with two annual options to extend.

16. What is the Annual Media Budget and Medium Breakout in general? the City's comfort level for incentivizing participation?
Other than approx. \$20,000 for outreach through print advertising, there is no other media budget.

17. Can you share the current annual budget and current annual plan?
See Question #1 and the scope of work outlined in Exhibit B of this RFP.

18. What is the budget for this campaign?
Please see question #1.

19. Does the City of Brookhaven have a complete Scope of Work established with regard to this Public Relations RFP? If so, can you share that?
Please see Exhibit B included with this RFP request.

20. What are Top Priorities/Focus of the City of Brookhaven? (ex. Public information/infrastructure, general brand awareness, residential recruitment, safety messaging, community/festival/events, crisis management/response, tourism, economic development - fostering more commercial/business)
Please see question #19.

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21. What are the immediate goals or objectives the City has of a Public Relations Program?
Please see question #19.
22. From a business recruitment standpoint, what categories are the main focus of the City of Brookhaven? Healthcare? Tech (Big in ATL w GaTech)? FinTech (big in ATL)? Education? Grocery and Retail? Other.
Please see question #19.
23. What type of Public Relations outreach is the City looking for: local, regional, national, international - or combination of a few/all?
Local, regional and national.
24. Is the City interested in media visits, tours, influencer reactions?
The City of Brookhaven will evaluate the details of each vendor's proposal as it addresses Exhibit B included with this RFP request.
25. Is the City including social media with this proposal?
Yes.
26. What is the budget for one-year?
Please see question #1.
27. What social media monitoring/management/scheduling platform is currently utilized?
Brookhaven is using Hootsuite.
28. Will the firm be responsible for publishing directly on the City's social media accounts?
The firm will have the ability to publish directly on the City's social media accounts.
29. Are you seeking local firms only?
Please see question # 7.
30. Is there a firm the City has previously worked with for social media, PR, or crisis support? If so, whom?
The City has worked with several such entities over the years.
31. What is the term of the contract? Is there an opportunity for extensions?
Please see question #15.
32. For communicating with city residents, businesses, and organizations what newsletter program does the City currently use?
Brookhaven uses InDesign and other Creative Suite products.
33. Does this include community management and constituent response?
Yes.

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34. Do you have any budget guidelines or parameters that we should take into consideration for our proposal?
See questions #1.
35. Is the contract for a specific period of time? Also, is it for ongoing consultation and support or for a certain project(s)?
Please see question # 15. Ongoing communications support is outlined in Exhibit B in the RFP request.
36. Does the City of Brookhaven currently use any social media monitoring/reporting tools?
Please see question #27.
37. What is the reason for this bid at this time?
The City of Brookhaven has a need for assistance with various communications, marketing and public relations activities.
38. Has the City executed similar communications/public relation initiatives in the past?
Yes, but not on this scope or this scale.
39. Has the City previously selected or worked with a communications/public relations agency for similar projects? If so, what are the names of those companies?
Please see question # 30.
40. Who is the City's current communications/public relations agency of record?
Please see question #2 and #3.
41. To confirm, the selected agency will be responsible for organic social content creation and outreach, in addition to platform management (monitoring + engagement/response)?
That is an accurate understanding of one of the requirements of Exhibit B in the RFP request.
42. Is the City seeking support/management services for all social platforms? Including Facebook, Instagram and Twitter?
Yes.
43. Can you confirm the term length of the contract, as well as any opportunities for contract renewal options?
Please see questions #15.
44. What is the anticipated annual budget for this Public Relations/Social Media contract?
Please see question # 1.
45. Is there an annual budget for the RFP or can you anticipate the number of hours that an outside consulting firm would be needed to support the Communications Department?
See question #1 and #4.

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46. Would the relationship be structured on a project basis or as a monthly retainer where the agency is on call 24/7?
Please see question #17.
47. Is there an existing comprehensive, integrated communications plan in place to maintain and grow ongoing dialogue with the City's target audiences?
No.
48. Does the City have existing messaging for each target audience?
Given the reactive nature of crisis communications events, messaging is created as circumstances warrant
49. Does the City have a set of keywords that are incorporated into communications efforts?
Not yet.
50. Has the City conducted an economic impact study in the past two years?
No. Typically, the Brookhaven Development Authority requires any entity requesting incentives to provide an Economic impact study.
51. Are there plans to conduct a new one post-COVID-19?
No. Brookhaven will conduct a revenue impact analysis at the one-year mark.
52. Does the City of Brookhaven currently have any of the following tax incentives? (the section on the website is not detailed) a. Tax Allocation District b. Overlay District c. State Opportunity Zone d. Federal Opportunity Zone e. Less Developed Census Tracts f. Others?
a, c, d, & e: No.
b. Brookhaven has zoning overlay districts, but no tax incentive overlay districts.
53. With the 28-acre annexation announced on 10/28/20 in the Atlanta Business Chronicle, and pending Diverging Diamond Interchange, will managing communications around that project be included in time for this proposal?
It is not anticipated that either of these two specific topics will be a measurable metric in the first year of the contract.
54. Does the City of Brookhaven currently have a crisis communications plan? Digital marketing questions.
Please see question # 48.
55. Who manages the City of Brookhaven's website? Would the City need help with website updates?
The Brookhaven Communications Department reviews overall quality and individual departments are responsible for the department's content.
56. Are website analytics tracked monthly? If so, can analytics from the past three to six months be shared are part of the RFP process?
No.

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57. Has the City of Brookhaven set digital metrics goals for website traffic, social media, etc.? If so, are the analytics tracked monthly?

No on website traffic, yes on social media engagement.

58. How would the management of social media be handled? Would the agency have editor access to specific channels?

See question 28 and Exhibit B of this RFP request.

59. Is the City considering adding its active Instagram account to the website, where only Facebook and Twitter links exist?

Yes.

60. Do you have a planned budget or a do not exceed amount for the initiatives in this RFP?

Please see question # 1.

61. Is there a timeframe for when you expect the selected agency to begin serving in this role?

Estimated February 2021.

62. How does the City of Brookhaven measure success in its current efforts?

Objective benchmarks are measured using metrics. In crisis communications, success is subjective, often measured as events that do not occur.

63. What does success look like for these activities? What funds have you committed to these efforts in previous years?

Please see questions #1, #30, #38, and #62.

64. What PR/Social Media efforts is the City of Brookhaven currently utilizing? Are there any media channels the City is looking to add on to this list moving forward?

We are currently on Facebook (5 accounts, English and Spanish), Twitter (3 accounts), Nextdoor (2 accounts) and Instagram (3 accounts, English and Spanish).

65. Is there a preference for an agency located in Georgia?

Please see question # 7.

66. Is there an incumbent relationship or is this a new endeavor for the City of Brookhaven?

Please see question # 3, #30, and #38.

67. Would you please share some details regarding the terms of the contract? For example, is the contract annual, annual with set renewal, or on a project-only basis in which a Scope of Work must be submitted for approval?

Please see question #15.

68. What is the anticipated start date of the contract?

Please see question #61.

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69. What is the anticipated timeline of the Offeror selection process, including presentations?
Once the proposals are received, they will be evaluated then a vendor will be notified.
70. What is the budget for the contract?
Please see question # 1.
71. Will the contract include a budget for out of pocket expenses, such as social media advertising costs?
A budget for out of pocket expenses should be included within the vendor's proposal.
72. Is there an incumbent? If so, are they participating in the RFP process?
Please see questions #3, #30, #38.
73. What is your biggest challenge with messaging and communications for the City of Brookhaven?
Our biggest challenge is reaching a consensus on what our messaging is, how it should be measured, and what success looks like.
74. How would you want the Service Provider to measure success?
Please see question # 73, and Exhibit B of the RFP request.
75. How do you currently measure community, business, stakeholder sentiment as relates to City of Brookhaven topics?
Brookhaven's Communications Department monitors our social media platforms.