



Department of Purchasing & Contract Compliance

Felicia Strong-Whitaker, Director

Date: **July 22, 2016**

Re: 16CT103270A Community Court Marketing and Graphic Design Services Project

Dear Quoter(s):

Attached is one (1) copy of Addendum 1, hereby made a part of the above referenced **16CT103270A Community Court Marketing and Graphic Design Services Project**. Except as provided herein, all terms and conditions in quote referenced above remains unchanged and in full force and effect.

Sincerely,

Carolyn Towns

Carolyn Towns
Procurement Officer

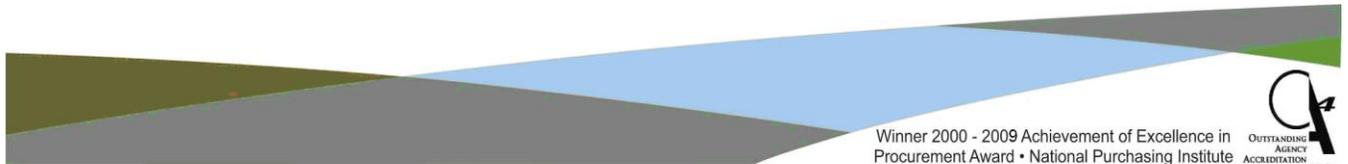
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**16CT103270A Community Court Marketing and Graphic Design Services
Project**
Addendum No. 1
Page Two

This Addendum forms a part of the contract documents and modifies the original quote documents as noted below:

- **The following changes are being made:**
- **Closing date had change from Monday July 25, 2016 at 2:00p.m. Legal local prevailing time to Wednesday July 27, 2016 at 2:00p.m. Legal local prevailing time.**
- **All questions submitted for clarification are listed on the attachment.**



ATTACHMENT

QUESTION: Considering similar past projects, has the Fulton County District Attorney's Office contracted the services of other marketing firms to support the development and implementation of new Community Courts in other Fulton County zones?

ANSWER: We have not used any outside vendors to complete any Community Court marketing projects.

QUESTION: If the District Attorney's Office has not contracted the services of marketing firms for similar projects in the past, why does the Office feel it is the right time to do so now?

ANSWER: The work that the Community Court does is very important to the communities in which it supports. It is a new program, and the need to re-brand it is priority at this time.

QUESTION: Around what date are services expected to commence?

ANSWER: Our desire it to begin services by or before the first week in August.

QUESTION: Would the awarded contractor be responsible for both developing and presenting the marketing proposal?

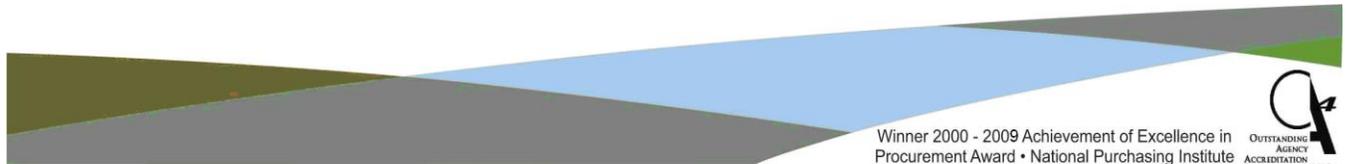
ANSWER: The contractor will be responsible for development only

QUESTION: What audience(s) will the marketing proposal be presented to?

ANSWER: Law Enforcement, Members of the Justice System, Political Leaders, Donors and Funding Agencies, Business Owners, Community Members and Service Providers.

QUESTION: On page 3, under section 5 "Pricing Sheet", there are estimated quantities for each requested deliverable. Can you clarify/specify what these quantities represent? Ex. Are bidders being asked to quote an hourly rate for each item OR a comprehensive price for developing two (2) Zone 1 Community Court Proposal and Presentations, one (1) annual report, two (2) marketing collateral pieces such as 1 brochure and 1 signage design or two (2) of each of the following - brochure, newsletter template and signage, etc.?

ANSWER: A comprehensive price for each project is ideal. There should however, only be one Zone 1 Community Court Proposal and one Zone 1 Community Court Presentation.



QUESTION: On page 3, under section 5 “Pricing Sheet”, bidders are asked to quote a unit price for “Other Vendor Responsibilities”. Can you please clarify what the estimated quantity of 3 represents? Ex. Should we assume we will be expected to provide 3 weekly updates?

ANSWER: No, a total of 3 “formal” status updates, either in person or via video/teleconference. We should be touching base regularly via email for information sharing, comments and questions.

QUESTION: Will preference be given to local, small or minority businesses?

ANSWER: All of these things will be considered in the selection process, however the vendor who is chosen will simply be the most qualified to complete the work.

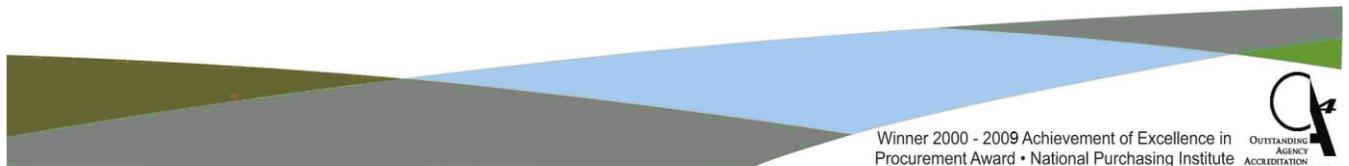
QUESTION: What are the services the Community Court provides? I would assume GED, alternative teen sentencing, mental health counseling, and support for veterans. We just want to make sure we can speak to the scope of the program.

ANSWER: Your staff will work with the Director of Community Court, and will have access to documents that outline the program construct and program offerings. Some of the services that are offered through providers associated with Community Court, include but are not limited to the following:

- Behavioral Health Services
- Prostitution Diversion Programs
- Narcotics and Alcoholics Anonymous
- Educational Services
- Group Counseling
- Veteran’s Services

Community Court services adults who have committed quality of life crimes in their respective communities. We are a restorative justice program; offering alternative sentencing to include;

- Community Service
- Cognitive Skills Group Facilitation



QUESTION: We were unable to find any information on the DA's website about the Community Court. Can you provide a link to your most recent report(s) so we can provide a quote for this work? If samples of the Zone 1 Proposal and the Annual Community Court Report are not available, then we have the following questions:

ANSWER: We are currently working to build a Community Court landing page that will include the report and newsletter, requested in this RFQ. A draft of both the annual report and the proposal has been completed. You are being asked to improve on its design and readability. All of the stats will be provided for you.

QUESTION: How many pages will the annual report be?

ANSWER: There is no page requirement. The existing one is 14 pages long.

QUESTION: Do you want the presentation based off the annual report?

ANSWER: Portions of the presentation will mirror the annual report, and will include details regarding the launching of the new Community Court in Zone 1 as well.

QUESTION: Who will provide the content for the report?

ANSWER: The Director of Community Court

QUESTION: Who will provide the statistics?

ANSWER: The Director of Community Court

QUESTION: Who will provide the photographs?

ANSWER: The Director of Community Court will assist

QUESTION: What is the timeline for the annual report? When do you plan to launch the creative process?

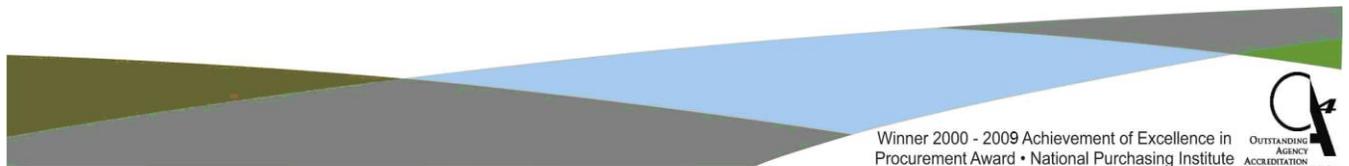
ANSWER: 2 weeks to review the information and provide a draft for review.

QUESTION: When is the report due?

ANSWER: You will have a total of 4-6 weeks to complete the annual report, proposal and presentation.

QUESTION: Will it be a print product and placed on the web?

ANSWER: Electronic and print



QUESTION: Do you already have photography for the annual report?

ANSWER: We have access to some photography, but may need additional photos.

QUESTION: Do you expect to meet in-person or can your creative team use video conferencing to meet?

ANSWER: Either in person or video conferencing will work.

QUESTION: What is the budget for the annual report?

ANSWER: TBD Please give me a price range based upon previous work

QUESTION: What is the budget for the PowerPoint presentation based on the report?

ANSWER: TBD Please give me a price range based upon previous work

QUESTION: How many brochures would you like?

ANSWER: We will only need you to produce the file. Printing will be done in our office.

QUESTION: Is the newsletter template for online deployment or for print or both?

ANSWER: The template will be used for both online and print deployment

QUESTION: What type of signage do you plan to create? Vinyl? Canvass? Permanent?

ANSWER: Vinyl

QUESTION: Does this RFP cover the design for the signage AND the production of the signage or just the design?

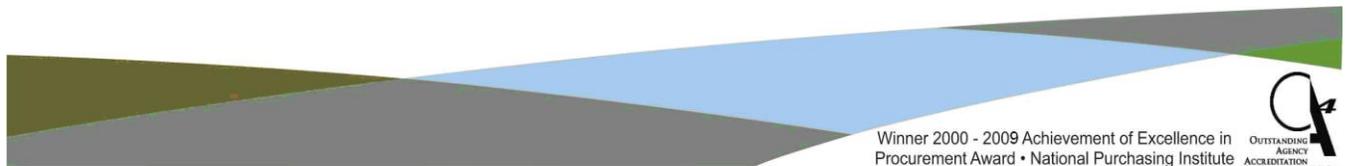
ANSWER: The design only

QUESTION: How many pages do you anticipate the Zone 1 Community Court Proposal will be?

ANSWER: Less than 20 pages

QUESTION: Who will provide the content, photography, statistics, and guidance?

ANSWER: The Director of Community Court



QUESTION: Will the PowerPoint presentation be based on the Zone 1 Community Court Proposal?

ANSWER: Yes

QUESTION: According to the RFP you want a quantity of two (2) Zone 1 reports. What is the timing/deadline for each report? Are two reports spread out over the year or are they comprised of different content and due at the same time?

ANSWER: There should be only one Zone 1 proposal and one Zone 1 presentation that includes information on the annual report for the existing community court and the proposal for the new court.

- The Zone 1 proposal focuses solely on what it will take to launch the Zone 1 Community Court
- The Zone 1 presentation is a visual presentation that highlights what occurred with the existing community court as well as what is necessary to stand up the new court.
- We would like to have the proposal, presentation and annual report completed by the second week in September.

QUESTION: According to the RFP you want quantify of two “promotional marketing collateral.” Do you have specific pieces in mind? If yes, what are they? Are they web-based pieces? Are they print pieces? How many pages are they?

ANSWER: We would like to place our logo on notebooks, pens and develop coupons to be redeemed in our community court. We would also like to do a Community Court T-shirt.

QUESTION: Will we be required to assist in any market research?

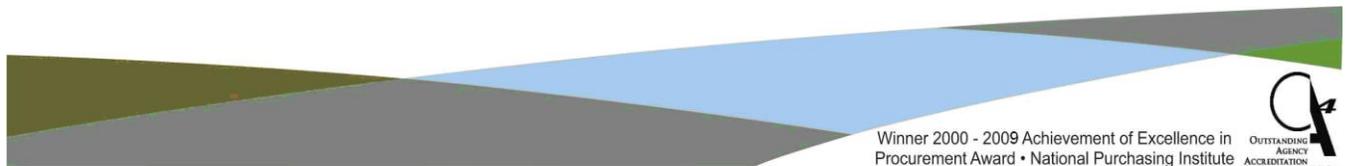
ANSWER: Assistance with limited market research focusing on the most effective mechanisms to market the Community Court to our target funding and community populations is needed.

QUESTION: Will we be required to assist in any copywriting?

ANSWER: No, you will not be required to assist in any copywriting

QUESTION: What current product are you using for your newsletter distribution?

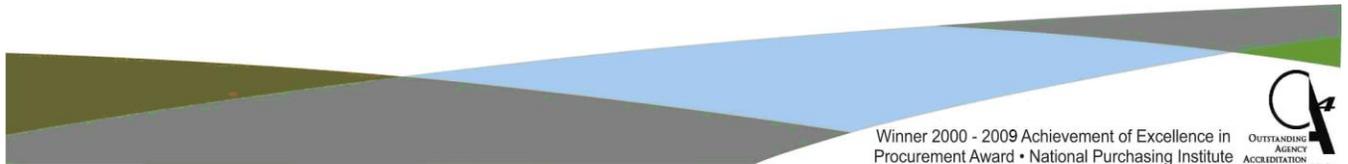
ANSWER: We have yet to produce a newsletter that focuses solely on Community Court programming. However, we plan to distribute the



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newsletter via electronic mail, as a link on a Community Court landing page on the District Attorney's Office main website and as a hardcopy, through the mail.



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