

ADDENDUM NO. 1
Published August 9, 2018
For Request for Proposal (RFP)

**INTEGRATED MEDIA MONITORING, ANALYSIS,
ARCHIVING and CITIZEN/COMMUNITY
ENGAGEMENT TOOLS**



CITY OF CLEVELAND
Mayor Frank G. Jackson

This addendum will address changes to the Request for Proposal and clarifies the City's intent and will become a part thereof.

Each proposer shall include these items to the extent they affect their proposals. Please note the inclusion of this Addendum in your proposal. These items modify only the portion of the Request for Proposal specifically noted. All other wording will remain in effect.

1. What is the anticipated duration of the contract?

The contract will be issued for one base year with two years optional renewal. Renewal will be contingent on a tool's performance during the base year.

2. How many users will need access to the software? Do the Users on the account require simultaneous access to the system? Will it just be the Mayor's Office of Communications that requires access? Do users require simultaneous access?

Simultaneous access by multiple users is required for all of the services requested in the RFP.

The Mayor's Office of Communications – whose software is reflected in Functional Requirements A – requires 2-4 user logins for each of the requested software. The primary users for the software listed in this section will be the Mayor's Office of Communications.

The City Planning Department - whose software is reflected in Functional Requirements B -will require approximately 10 staff members to be able to login and create or modify content. It will be necessary to track the modifications of each user. The primary users for the software listed in this section will be the staff of the City Planning Commission.

3. If you are a certified small business (CSB), are you required to have another CSB as the minority partner on the project? Or can it be any other diverse vendor?

Vendors will not have to seek out other minority contractors for this project.

4. Do you have a defined budget for the tools you are seeking?

The City of Cleveland does not have a defined budget for this project because the RFP encompasses many niche tools that are unlikely offered by one sole vendor.

5. What type of user experience are you looking for?

Each tool identified in parts A and B of the functional requirements listed should offer its own dashboard and we understand that it is unlikely that any one vendor will offer all of the services requested. For example, media monitoring software dashboards will differ greatly from social media monitoring dashboards and the citizen engagement tools identified in part B of the functional requirements.

6. With regard to submitting the RFP, is there a particular format at length we should be aware of?

Just follow the layout defined on page 20 of the RFP. Please do not include additional marketing materials.

7. When do you expect the new services to be implemented?

The new tools should be in use within 90 to 120 days of the date vendors are selected.

8. Which tools does the City of Cleveland currently use for the services solicited? What is the current spend?

At this time, the City of Cleveland does not use any paid services for any of the services solicited.

9. What types of key performance indicators and data are you looking to measure?

The City of Cleveland is looking to measure qualitative and quantitative data with regard to social media engagement. We want to gauge the sentiment, positive or negative, around our brand mentions. We also want to be able to pull quantitative data to measure the effectiveness and reach of our social media strategy to better shape future strategies.

10. How long would you like data from reports to be available? More than a year? Less than a year?

The Mayor's Office of Communications would like data for media and social media monitoring reports to be available for at least a year.

11. Do proposals have to meet Fed Ramp standards?

Yes, proposals should meet Fed Ramp standards.

12. Will the City consider an electronically submitted bid (either via portal or via email) instead of via post or courier in the interest of green paper-saving practices?

At this time, we require two hard copies of the proposal in addition to electronic copies.

13. The Appendix List lists Appendix E as Functional and Technical Requirements, however the procurement website has the “Functional Requirements” listed as Appendix G, and it appears Appendix E is not on the website. Is there an Appendix E ?

There is no Appendix E.

14. Can Proposers submit a proposal for only one of the Functional Requirements (i.e. ONLY A or ONLY B)

Yes, proposers can submit for Functional Requirements A or B if they choose. Be sure to address the correct component.

15. Will there be any evaluation advantages or disadvantages for Proposers only submitted a proposal for one of the Functional Requirements? (in other words, are Proposers submitting a response for A and B seen as more favorable to Proposers submitting ONLY for A or ONLY for B?)

No. There are no advantages or disadvantages to submitting for both or only a portion of either part of the RFP. We understand the RFP seeks specialized services in many areas and have an expectation that many proposals returned to us will only encompass one area of the functional requirements listed. There is no disadvantage to submitting a proposal for only one section of the functional requirements.

16. Is there any need to analyze / monitor / have access to news which was published prior to the start of this contract?

Yes. In order to establish metrics from which to gauge year-to-year performance, we will need access to at least one previous year’s news. If the software does not provide the ability to do this, please submit a proposal anyway and note what the software’s abilities are to pull brand mentions.

17. “Access to news wire distribution” – Will the City only need to publish News Wires to the Ohio Regional network or will there ever be a need to publish to the US National News Wire? Follow On Question – how many total news wires are expected to be sent over the course of a month or year?

The City of Cleveland will not require access to wire distribution.

18. There are numerous mentions to “reports” in this requirements list. Are there any specifications or report formats that the City would like to highlight?

The City of Cleveland will use the formats offered by each service. Ideally, we would like the ability to create comparative analysis reports and weekly, monthly or quarterly reports.

19. How many different social media accounts will the City be linking up into the system for posting/publishing? (Please note: 1 Facebook profile + 1 twitter profile = 2 accounts)

The City of Cleveland is active on Twitter, Facebook and Instagram.

20. Can you please provide a sample of the ENews system referenced under “Email and ENews”?

We do not currently use an eNews platform and do not have samples of eNews. However, we would like a platform that has many user-friendly templates for various types of news.

21. Does the City require any linkup to City websites for a newsroom and/or newsfeed on Public Website or Private Intranet?

Not at this time for Parts A or B of the Functional Requirements.

22. In RFP Section V, Functional Requirements:-A (on p. 9), a bullet reads, “City of Cleveland will be the owner of all collected data. The collected data and reports will never be shared with or sold to a third-party and or be retrieved by anyone other than authorized representatives of the City of Cleveland.” Please elaborate on what the City means by “collected data.” For example, there are third-party proprietary rights associated with data to which we provide access, and customers cannot own our data.

The generated reports and analysis derived from the collection of media mentions, or collected data – whether from search terms or campaigns – are the property of the City and confidential to the City and may not be sold, distributed, or given to a third party, or any other person or entity.

23. The RFP lists some functional requirements not included in the Appendix G Functional Requirements matrix. Ones we’ve identified are below. In the interest of conveniently addressing all functional requirements in the same document, is City willing to revise Appendix G by adding these items?

RFP pages 8 to 9:

• *Provide Research and Analysis capability to measure the strategic effects of the City of Cleveland communication efforts across the spectrum of media and community outreach activities. Develop strategic-level metrics and presentation packages.*

Ownership of Data and use of the Software

- *Vendor should provide full access to all applications, tools, utilities, raw and analyzed data, mastics, etc., used by the vendor for support of media data collection, analysis assessment, and evaluation for viewing or transfer, at any time.*
- *Media analysis is a quantitative and qualitative, systematic, objective and interpersonal method to determine form and content of text and broadcasts. It must be replicable, so that anyone using the same analytic tools can at any time validate the result.*
- *City of Cleveland will be the owner of all collected data. The collected data and reports will never be shared with or sold to a third-party and or be retrieved by anyone other than authorized representatives of the City of Cleveland*
- *Vendor should be able to collect, analyze, and evaluate information, establish and maintain/oversee databases and prepare reports to support program and organizational requirements. All data, analysis, and reports*

must be transferable to Microsoft Office Suite programs, so it can be easily migrated into another application if needed.

RFP page 10:

Archiving and Public Record Management

The Archiving solution for record keeping and compliance should address the following requirements:

- *Searchable archive of all content posted, edited or deleted records on all of the City of Cleveland social media sites.*
- *Must archive records in their native format and ensure authenticity of records to meet legal and compliance requirements*
- *Archived records should preserve the metadata including user IDs, timestamps, and other information and underlying data.*
- *Proof of authenticity of the electronic records*
- *Provide search engine and custom tagging system to organize and filter the archived content.*
- *Ability to export the data to a variety of file formats.*
- *Ability to Archive the historical and the new records for all profile including the removed profiles.*
- *Comply with City of Cleveland retention rules*
- *Robust reporting and alerting systems*

RFP page 11:

Citizen Engagement Measurement

- *Increase awareness of a project.*
- *Number of responses to questions asked*
- *Number of unique visitors to site*
- *Number of photos shared*
- *Number of surveys completed*
- *Number of ideas submitted by the community*

Please submit proposals based on the Functional Requirements Parts A and B of the RFP. To the best of your ability, please also fully complete the Functional Requirements Matrix.

24. For ease of filling in the Appendix G Functional Requirements Matrix, please provide a copy of the final version in editable Microsoft Word format.

A copy will be added as an attachment to this addendum.

25. The RFP indicates an addendum, presumable with answers to questions, will be posted on Aug. 8 (p. 3, bottom) or Aug. 9 (p. 17). Before we can prepare a proposal, it is essential we have sufficient time to consider the City's responses to questions. In addition, receiving an editable Word version of Appendix G is central to the process. To that end, if the City is unable to provide all responses within the RFP's timeframe, we respectfully request a proportionate extension to the deadline for submitting proposals.

Responses will be posted by Aug. 9, and no extension to the deadline will be granted

26. Whether companies from Outside USA can apply for this (like from India or Canada)?

There are no restrictions on where a company is located.

27. Whether we need to come over there for meetings?

A teleconference was held to answer RFP questions and the replies are contained in this addendum.

28. Can we perform the tasks (related to RFP) outside USA (like from India or Canada)?

Yes but a liaison should be available without incurring long distance calling costs.

The portion below, is in response to some questions on the Citizen Engagement portion of the RFP.

29. The number of projects we might be hosting on the site.

Approximately 10 for B-Citizen engagement portion, number may change

30. Scale of projects

Mostly smaller scale planning projects (e.g.) our upcoming Form Based Code initiative. Which will develop a new Form Based zoning code as a pilot project to be used in a few neighborhoods?

31. SMS response system.

This is an optional requirement

Thank you.