



PURCHASING DEPARTMENT
DIVISION OF BUDGET & FINANCE

Q-23-769
ADDENDUM NO. 1
REQUEST FOR QUOTE

DEVELOPMENT, DIRECTION, AND PRODUCTION
OF TWO TRAINING/PROMOTIONAL VIDEOS

DATE: Wednesday, January 17, 2024

QUOTES DUE: Tuesday, January 24, 2024
3:00 P.M.(EDT/EST)

To Bidders:

This Addendum is hereby made a part of the Request for Quotation (RFQ) Documents on which all bids will be based and is issued to correct and clarify the original documents.

Please acknowledge receipt of this Addendum at the appropriate space on the Quotation Form. This Addendum consists of Three (3) pages and one (1) attachment.

NOTE: All Bidders must enter the Washington County Administration Complex through either the front door at the 100 West Washington Street entrance or through the rear entrance (w/blue canopy roof) which is handicap accessible and must use the elevator to access the Purchasing Department to submit their quote and/or to attend the Pre-Quotation Conference. Alternate routes are controlled by a door access system. The general public will be subject to wand search and will be required to remove any unauthorized items from the building prior to entry. Prohibited items include but are not limited to: Weapons of any type; Firearms, ammunition, and explosive devices; Cutting instruments of any type - including knives, scissors, box cutters, work tools, knitting needles, or anything with a cutting edge, etc.; Pepper spray, mace, or any other chemical defense sprays; and Illegal substances.

ITEM NO. 1: *Inquiry:* What is the budget for this project?

Response: Funding is available for this project.

ITEM NO. 2: *Inquiry:* Will emailed proposals be accepted? If so, where can we digitally submit our proposal?

Response: Refer to the quotation document, Page 2, Item No. 1, Quotation Submittals, Quotations are to be enclosed in a sealed opaque envelope bearing the name of the Quoter and marked "QUOTATION – (Q-23-769) DEVELOPMENT, DIRECTION, AND PRODUCTION OF TWO TRAINING / PROMOTIONAL VIDEOS". Quotations are to be addressed to Brandi Naugle, CPPO, Buyer, Washington County Purchasing Department, Washington County

**Development, Direction, and Production
of Two Training/Promotional Videos**

Q-23-769

Page 2

Administration Complex, 100 West Washington Street, Third Floor, Suite 3200, Hagerstown, MD, 21740. **Please direct all inquiries to Brandi Naugle, CPPO, Buyer at 240-313-2330, fax 240-313-2331. Facsimile or Electronic Quotes will not be accepted.**

ITEM NO. 3: *Inquiry:* Is there a preference for local vendors?

Response: No, Washington County does not have local preference.

ITEM NO. 4: *Inquiry:* As a Canadian company, are we eligible to bid?

Response: Yes

ITEM NO. 5: *Inquiry:* Will on-location filming be required?

Response: Yes

ITEM NO. 6: *Inquiry:* Can you provide the rated evaluation criteria?

Response: An evaluation rating criteria will not be performed.

ITEM NO. 7: *Inquiry:* Can you provide videos examples that you would like the deliverables to emulate?

Response: The following links will provide sample videos as requested.

<https://www.youtube.com/watch?v=qEhrGJn9Iuk>

<https://www.youtube.com/watch?v=x9cJV0NwMIU>

<https://www.youtube.com/watch?v=wvHT3B9HwjK>

<https://www.youtube.com/channel/UCTH850WDpvgeJXEI6Bp-nwg>

Empowering Citizens with Information: <https://www.washco-md.net/citizen-information/>

ITEM NO. 8: *Inquiry:* Our company is currently registered in South Carolina, and we are in the process of completing the registration with the Maryland Department of Assessments and Taxation. As per the information on their website, this process may take several weeks. Given that the due date for bid submission is fast approaching, we would like to inquire whether it is acceptable to submit a bid if our Maryland registration is pending and might not be approved until after the due date. We want to ensure that we adhere to all necessary regulations and procedures.

Response: It is acceptable to submit a quote for the advertised solicitation if your company is in the process of registering with the Maryland Department of Assessments and Taxation.

(NOTE: The wording of all "Inquiries" submitted are displayed exactly as received.)

**Development, Direction, and Production
of Two Training/Promotional Videos**

Q-23-769

Page 3

ITEM NO. 9: *Inquiry:* Can you provide an outline/framework for each video 5 min version and 20 min version?

Response: See attachment "A" to this Addendum.

ITEM NO. 10: *Inquiry:* Can you provide example from YouTube/Vimeo, or other that would give us a sense of quality you are looking for in the production?

Response: See response to Item No. 7 of this addendum.

ITEM NO. 11: *Inquiry:* Are you able to give us some indication/ballpark figure of the budget?

Response: See response to Item No. 1 of this Addendum.

ITEM NO. 12: *Inquiry:* Are the responses to be delivered via mail or email?

Response: Refer to the quotation document, Page 2, Item No. 1, Quotation Submission: Quotations are to be enclosed in a sealed opaque envelope bearing the name of the Quoter and marked "QUOTATION – (Q-23-769) DEVELOPMENT, DIRECTION, AND PRODUCTION OF TWO TRAINING / PROMOTIONAL VIDEOS" Quotations are to be addressed to Brandi Naugle, CPPO, Buyer, Washington County Purchasing Department, Washington County Administration Complex, 100 West Washington Street, Third Floor, Suite 3200, Hagerstown, MD, 21740. **Please direct all inquiries to Brandi Naugle, CPPO, Buyer at 240-313-2330, fax 240-313-2331. Facsimile or Electronic Quotes will not be accepted.**

ITEM NO. 13: *Inquiry:* What is the mailing address for sending the proposal?

Response: See response to Item No. 12 of this addendum.

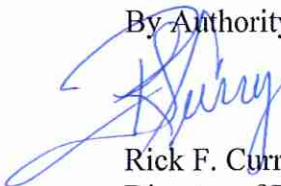
ITEM NO. 14: *Inquiry:* What should we expect from the meeting on January 24th?

Response: Quotations will be opened and read at that time in the Washington County Administration Complex, Third Floor Conference Suite 3000, 100 West Washington Street, Hagerstown, Maryland. All interested parties are invited to attend. All quoters who wish to hear a reading of the quotes by teleconference shall call prior to the meeting 240-313-2330 to receive instructions.

ITEM NO. 15: *Inquiry:* Will some B footage be provided?

Response: No, all footage to be used in the video is to be filmed by the company.

By Authority of:



Rick F. Curry, CPPO
Director of Purchasing

(NOTE: The wording of all "Inquiries" submitted are displayed exactly as received.)

Outline for Promotional (less than 5 minutes) and Training (10-15 minutes) Videos

Promotional

- Video format .mp4
- 3 filming locations
 - Day Reporting Center (DRC), 145 Iko Way, Hagerstown, MD 21740
 - Detention Center, 500 Western Maryland Parkway, Hagerstown, MD 21740
 - Circuit Court, 24 Summit Ave., Hagerstown, MD 21740
- Target audience
 - Referral sources (states attorney's office, defense attorneys), funding sources (Governor's Office of Crime Prevention, Youth, and Victim Services, Maryland Office of Overdose Response), county commissioners, public (social media)
- Responsibilities of production company include, but are not limited to:
 - Brainstorming and presenting storyboard
 - Production company to create storyboard based on this outline and further discussion with staff
 - Direct and fully produce two videos
 - Production company to develop theme, script, audio, all aspects of video
 - Provide actors if needed to fill classroom shots
 - Some current participants may be used, DRC responsible for completion of releases
 - Public relations department can assist with posting call to public via social media
 - Provide voiceovers
 - Provide raw footage to Sheriff's Office and/or Washington County Government staff
- Graphics
 - Graphics to be used in videos will be provided (public relations department to create)
 - Mission and vision statement will both be provided in graphic form
 - Graphic highlighting person > family > community
 - Will display that even though X number of people go through program, program is not only affecting the person. Affecting the family (kids back, improved relationships). Affecting the community (working, paying taxes, not relying on government assistance, not using law enforcement, EMS resources, not costing taxpayers by sitting in jail).
 - This should be a main theme of video.
- Highlights/what to capture
 - Shots of clients in group and individual sessions
 - Testimonials from current and graduated clients
 - Two judges speaking on behalf of DRC
 - Comments from staff (director, deputy, warden, sheriff, case manager, clinician)

ATTACHMENT A

- Highlight main services (parenting, treatment for substance use disorders, intensive community supervision, reentry)
- Idea—J. Custer providing testimonial regarding her past and experience w/ DRC then reveal at end that she is now staff member

Training

- Target audience
 - Sheriff's Office staff (during new hire training)
- Can contain same footage, but should expand on topics, include more testimonials, and expand on services provided
 - Reentry
 - Assistance with obtaining birth certificate, social security card, ID
 - Parenting
 - Classes and family counseling
 - Outpatient treatment for substance use disorders
 - Mental health groups
 - Job readiness and training
 - Ancillary services
 - Anger management, criminogenic thinking, conflict resolution, peer recovery services, relapse prevention
- Brief overview of referral, authorization, and admission process
 - Production company to determine best way to outline process (words displayed on screen, explained verbally, etc.)

<https://www.youtube.com/watch?v=qEhrGIn9luk>

<https://www.youtube.com/watch?v=vvHT3B9Hwjk>

<https://www.youtube.com/watch?v=x9cJVoNwM1U>