

## Responses to General and Technical Questions Combating Violent Extremism RFP

Questions	Responses
1. The period of performance is listed as January 3, 2024, through April 30, 2024. However, on page six, section III. Scope of Work: it lists requirements for posting on social media for at least 12 months as well as quarterly updates, which extends beyond the period of performance. Can the government clarify whether this is a four-month or 12-month contract?	This will be a 12-month contract.
2. Page 6, section III. Scope of Work states the contractor "will provide three (3) separate Training and Awareness videos" but then also states a need for videos to be posted on social media for 12 months, quarterly monitoring and final a report. Can the government clarify what, if any, social media and reporting support is expected? Is the contract only for the three videos, or is the government looking for social media support as well?	This contract is with the Atlanta Regional Commission (ARC), and the funding source is FEMA/DHS Homeland Security Grant Program. ARC requires that the selected vendor provide all social media support, development, posting, and monitoring.
3. Are these videos expected to be animated videos or live action videos? If live action videos are needed, does filming need to take place in Atlanta or is the government open to other locations?	The videos can be animated or live-action. The videos are not required to take place in Atlanta.
4. Can the government confirm where the videos will live after development and whether the contractor will be responsible for either publishing the video to a site or creating that location (ex. a website)?	At the conclusion of the contract, the videos <i>must not</i> be published. The videos will remain the property of the Atlanta Regional Commission (ARC)/Atlanta Urban Area Security Initiative (UASI)
5. What do you envision for the look and feel of the videos?	The vendor is encouraged to be creative in the development of each video.
6. Are we hosting these videos on our streaming platform and providing the analytics you are requesting?	The videos must be posted on social media platforms, including but not limited to (Facebook, Instagram, TikTok, Twitter/X, and YouTube).
7. What analytics are you looking to have reported?	<ul style="list-style-type: none"> <li>• Number of viewers watching the video(s)</li> <li>• How long did each viewer watch the video(s)?</li> </ul>

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	<ul style="list-style-type: none"> <li>Rate the video 1-10 scale - 10 Highest</li> </ul>
8. Are these high-level videos that speak from an overarching perspective on the subject for each video? Sounds like they are high-level informational videos.	The videos are for the purpose of training and awareness, as a way of combatting violent extremism. To educate the public on misinformation campaigns and resources to help them identify and report potential instances of violent extremism. How to report suspicious activity and behaviors to help prevent radicalization through social media campaigns
9. Do you have Subject Matter Experts we can use to create the content, or do we need to identify Subject Matter Experts and work with them to develop the content?	You must identify the subject matter expert of your choosing and work with them.
10. Is there an approval process in place? For example, is there an assigned group or team who approves the video outlines and video storyboards prior to development of the videos? If so, can applicants see what the approval process entails?	Yes, there is an evaluation team that will review the RFP packets and all videos of current or past projects. ARC does not possess videos or storyboards regarding this topic.
11. Who is the strategic target audience for these videos? The public audience is broad; therefore, is there a particular demographic that these videos will be presented or marketed to?	Community leaders, educators, schools/universities, parents & families, social workers/counselors, religious and faith-based communities, international and non-governmental organizations, Tech companies etc. The goal is to build a comprehensive, multi-stakeholder approach.
12. Do the videos go on your Social Media sites at the end of the development or are we providing a link to host on your Social Media sites?	The vendor is responsible for all social media support, development, posting, and monitoring.
13. Is there a marketing plan in place to ensure the videos are received by the target audience? If so, would we be able to participate in this process to gather the appropriate analytics?	It is strongly suggested that a marketing plan be a part of the vendor's RFP package.  See question 11 for analytics details
14. The RFP includes a request for a detailed program budget. Since production costs can vary considerably based on the complexity of the production (including pre-production and postproduction items like production days, equipment necessary, staffing, casting, voice-overs, scripting, graphics, motion graphics, animation, postproduction, etc.), are you able to provide additional	Videos are not available for comps. We strongly suggest the vendor conducts its own research.

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<p>details or links to similar existing videos (non-ARC videos are ok) to give us a sense of expected production value? Seeing comps might help to inform proposed budgets for the three videos described in the scope of work.</p>	
<p>15. Can you please clarify what is meant by "a review of potential conflicts with proposals to resolve those conflicts included." Do you mean potential conflicts of interest, or do you mean potential conflicts that may arise over the course of the project?</p>	<p>Yes, potential conflicts of interest.</p>
<p>16. Are there specific documents ARC considers to be "proof" of financial solvency?</p>	<p>We usually request an audit or annual accounting of books as applicable.</p>