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# The Financial Justice Project Communication Services

## RFP #FJP2020-02

Questions and Answers (Updated 3/13/2020)

Proposals due March 27th, 2020 at 5:00 pm PST

The Office of the Treasurer and Tax Collector received the following questions by the deadline March 10th, 2020.

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

**Answer:** Proposers do not need to be based in the US. Any successful proposer would still need to become a registered supplier with the City of San Francisco if selected.

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

**Answer:** In person meetings are preferred but not required.

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

**Answer:** The tasks do not need to be completed within the US. Any successful proposer would still need to become a registered supplier with the City of San Francisco if selected. If subcontractors will be used, please note the subcontractor in the application.

4. Can we submit the proposals via email?

**Answer:** Yes. As noted in the RFP, you can submit an electronic version to: [christa.brown@sfgov.org](mailto:christa.brown@sfgov.org).

5. The Fee Proposal in Service Area #2, Video Production section: The RFP seeks “proposals with hourly billing rates.” Some of the work in our industry (such as shooting video) is commonly charged on a daily rather than hourly basis. Is it OK to quote it at a daily rate, or would you prefer it to be broken down into an hourly rate, perhaps with a daily minimum?



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**Answer:** Applicants should submit an hourly rate and an estimated per project rate for reference. If there is a daily minimum cost, please note that in your proposal. As noted in the RFP, please describe the proposed cost for the task and/or deliverable and the total cost, itemizing the hours proposed for each staff member, the hourly rate, collateral printing and other costs.

6. The RFP asks for “the proposed cost for the task and/or deliverable and the total cost...” Since the task (in this case a video) has not yet been defined in detail, can this be expressed as a price range? Or a cost for a “typical” production with defined parameters?

**Answer:** Yes- the submission can include a price range or the cost of a typical production with defined parameters. While parameters will be defined for each individual video, videos will generally be less than 3-5 minutes in length, and may feature animation, people directly impacted by fine and fee reforms, and/or policymakers. Video content may include a video describing The Financial Justice Project, and videos describing specific fine and fee pain points and proposed reforms.

7. Can a firm bid on a service area if they plan to subcontract the technical aspect of the work? For example, our firm has conceived and produced many high-profile, high-concept videos in partnership with video editors and production houses, so we would like to know if we can bid in that service area.

**Answer:** A firm may still submit an application if they plan to subcontract the technical aspect of the work. If subcontractors will be used, please note the subcontractor in the application

8. How do you anticipate the awardee of the first service area (campaign management) will coordinate with other service area awardees? We ask this question because you lay out the way the campaign management firm establishes audiences, messaging, etc. and we believe other awardees on the project (service areas two, three and four) should be creating content consistent with the direction set by the campaign management awardee.

**Answer:** The Financial Justice Project staff will oversee coordination between service area awardees. Content created by firms selected for area two, three and four may relate to specific targeted campaigns in content area one, and other content created in these areas may be entirely unrelated.

9. Finally, the RFP sets a cap of \$200 per hour but it’s not specified how the fee is calculated. Can the fee be designated to time spent by a firm’s team members as a whole (that is, a combined hourly rate), or must it be calculated by each individual team member's time?



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**Answer:** The cap may be calculated using the firm's rate as a whole.

- 10.** Can we submit the fee proposal as a per project rate, versus an hourly rate? (E.g. For Service Area #2, submitting a fee per video. For Service Area #3, submitting a fee per report.)

For videos and larger design projects (such as Service Area #2 and #3), fees are generally not based on time. An hourly fee rewards the act of taking a longer time to complete a task and does not account for work experience or knowledge. For example, in an hourly rate structure, a senior designer is more experienced and likely more time efficient than a less experienced intern, but the intern is paid more than the senior designer because they take more hours to complete the same task. In contrast, a flat fee per project takes into account the experience of the designer and rewards a quality end product. For example, in a flat fee structure, a senior designer is able to incorporate the value and skillset they bring to the project into the fee, which may be in the form of time efficiency, previous experience with the subject matter, etc.

**Answer:** Applicants should submit an hourly rate and an estimated per project rate for reference. As noted in the RFP, please describe the proposed cost for the task and/or deliverable and the total cost, itemizing the hours proposed for each staff member, the hourly rate, collateral printing and other costs.

- 11.** Is the \$100,000 budget for each area per year or \$100,000 spread over two years?

**Answer:** \$100,000 over two years.

- 12.** Are there any concrete scopes/deliverables for each service area projects? Or do you have a sense of the scope? For instance, is there a set number of videos, a set number of reports, an idea of the number of communications campaigns, etc.?

**Answer:** The Financial Justice Project's work evolves over the course of the year, based on community need and legislative success. There is not a planned, set number of videos, reports, or communication campaigns. The Financial Justice Project hopes to engage a firm through this process that can help with projects as the need arises. For reference, last year the Financial Justice Project released five reports, created 5-10 flyers, brochures, and other materials, and conducted 2-3 small scale communications campaigns. The Financial Justice plans to increase communications capacity as a result of this RFP, creating more visual representations that tell the story of our work.



13. Do you have an idea what the communications campaign subject areas and audiences might be, at least in the first year? Skew more toward end-users or policymakers?

**Answer:** Communications campaign subject areas will likely include:

- Targeted communications to increase awareness and uptake of specific reforms among low-income residents of San Francisco.
- Targeted communications aimed at policymakers in San Francisco or Sacramento on a specific reform topic.

The Financial Justice Project hopes to engage a firm through this process that could provide capacity and expertise in both these areas and can help with communications campaigns as the need arises. For a sample of the types of policy areas the Financial Justice Project has worked on in the past, please visit: <https://sftreasurer.org/FJPaccomplishments>

14. Will the different service areas be supporting the same projects?

**Answer:** Some projects may require work across multiple service areas, and some projects will require work in only one service area. For example, a communications campaign may utilize infographics or videos created across different areas, whereas some projects, like report design, may utilize only one service area to meet the goal. The Financial Justice Project staff will oversee coordination between service area awardees.

15. Are ads/video cost included in the budget?

**Answer:** Please describe the proposed cost for the task and/or deliverable and the total cost, itemizing the hours proposed for each staff member, the hourly rate, collateral printing and other costs. If there are expected additional costs associated with the project, such as ads/video cost, please note that in your proposal.

16. What is your policy agenda for the coming year that is likely to inform the communications campaign that you want?

**Answer:** Our policy agenda evolves based on community feedback and legislative success. Communications campaign subject areas will likely include:

- Targeted communications to increase awareness and uptake of specific reforms among low-income residents of San Francisco.



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- Targeted communications aimed at policymakers in San Francisco or Sacramento on a specific reform topic.

The Financial Justice Project hopes to engage a firm through this process that could provide capacity and expertise in both these areas and can help with communications campaigns as the need arises. For a sample of the types of policy areas the Financial Justice Project has worked on in the past, please visit: <https://sftreasurer.org/FJPaccomplishments>

**17.** Do you have a firm you like to work with on translations?

**Answer:** The City and County currently contracts with LanguageLine. We are open to having the contractor use the translation firm of their choice, or to handle translations through LanguageLine.

**18.** For the hourly billing rates, should a unique hourly billing rate be provided for each service area, or would a billing rate include all service areas for which one applies?

**Answer:** The applicant should include a rate for each service area for which they are applying. The hourly rate may be the same or different across service areas.

**19.** When providing the fee proposal, is it necessary to provide an estimate of advertising or paid media costs?

**Answer:** As noted in the RFP, please describe the proposed cost for the task and/or deliverable and the total cost, itemizing the hours proposed for each staff member, the hourly rate, collateral printing and other costs. If there are expected additional costs associated with the project, such as ads/video cost, please note that in your proposal.

**20.** Can you please indicate whether there is an incumbent currently performing the work of any of the service areas?

**Answer:** We currently work with a designer to format and design existing Financial Justice Project reports.

**21.** Questions re: Service Area #3: Infographic and Report Design-How many reports are estimated to be produced during this contract?



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**Answer:** The number of reports fluctuates based on the evolving work of the Financial Justice Project. For reference, in the last year, The Financial Justice Project authored five reports. The Financial Justice Project hopes to engage a firm through this process that can help with report design as the need arises. Examples can be found at: <https://sftreasurer.org/financial-justice-project/our-reports-and-publications>

**22.** Are there any branding guidelines used to create these reports? If so, can they be shared with applicants?

**Answer:** There are no current brand guidelines. However, any reports or materials created would be expected to utilize the Financial Justice Project colors and existing logo. Examples of existing reports can be found at: <https://sftreasurer.org/financial-justice-project/our-reports-and-publications>

**23.** Will selected applicants get to choose which software to design reports in?

**Answer:** Selected applicants may choose which software to design reports in. Final products will need to be in a format compatible with The Financial Justice Project's website and social media needs.

**24.** The term “infographics” is broad and could mean a variety of things. Would page three of the “Do the Math: Money Bail Doesn’t Add Up for San Francisco” be representative of the kinds of graphics you expect to need? Do you have any sample infographics from other organizations that are representative of the kinds of work expected in this scope?

**Answer:** The Financial Justice Project is open to a variety of new ways to visually communicate the content and impact of our work. The “[Do the Math: Money Bail Doesn’t Add Up for San Francisco](#).” infographics is a good illustration of what we have created in-house in the past. The Financial Justice Project hopes to engage a firm through this process that can help brainstorm new and more visually compelling ways to communicate our work.

**25.** Does the budget include any purchase of stock illustration or iconography?

**Answer:** The Financial Justice Project is open to including the purchase of stock illustration or iconography. As noted in the RFP, please describe the proposed cost for the task and/or deliverable and the total cost, itemizing the hours proposed for each staff member, the hourly rate, collateral printing and other costs. If there are any expected purchases of stock illustration or iconography, please note that in the budget submission.



26. Would you describe the infographics as high- mid- or low- complexity?

**Answer:** The complexity of the infographics will likely depend on the subject and content area, but will likely fall into the mid-to-low complexity level. An example can be found on page 3 of [“Do the Math: Money Bail Doesn’t Add Up for San Francisco.”](#) The Financial Justice Project would provide more direction based on the content and use for prospective infographics.

27. Questions re: Service Area #2 Video Creation, Production, and Animation-Does SFFJ have access to HD B-roll footage featuring subject matter relevant to this initiative that could be used for video production?

**Answer:** No. The selected applicant would be responsible for creating all footage for video production.

28. Would the vendor handle shooting, sound engineering, and production services in totality, or would the expectation be that we would partner with SFFJ video services teams?

**Answer:** The selected applicant would handle shooting, sound engineering, and production services in totality.

29. Would video and motion design work include 3D animation and/or character animation?

**Answer:** Yes, the video work may include 3D animation and/or character animation.

30. Will video work require the use of voice over and captioning?

**Answer:** It is possible the video work may include the use of voice over and captioning.

31. Will the video be in English only, or require any other languages for any voice over or captioning?

**Answer:** Other languages are not required. If the firm has the capacity to include other languages for voice over or captioning, please indicate that in your proposal.

32. What channels will be used to share the video (i.e., social media, website, in-person events, paid media, etc.)



**Answer:** Social media, website, earned media, in-person events, and paid media are all possible distribution channels.

**33.** In addition to the SFFJ logo and brand style, are there additional visual guidelines on which this work should visually reflect? If so, can you provide these guidelines and related examples?

**Answer:** The San Francisco Financial Justice Project logo and current collateral are the main guidelines. Individual projects may have additional visual guidelines, depending on the content and audience.

**34.** Can you please quantify how many videos you expect to be completed under the scope of this contract?

**Answer:** The number of videos will evolve based on the ongoing needs of The Financial Justice Project, but is not expected to exceed more than ten videos over the course of the contract, and no more than \$100,000. The Financial Justice Project hopes to engage a firm through this process that can help with video creation and production as the need arises.