**Addendum No. 1**

**RFP No. E-853-00**

**PUBLIC RELATIONS AND MARKETING SERVICES**

**October 31, 2019**

**Chattanooga Housing Authority**

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The Chattanooga Housing Authority hereby issues Addendum No. 1 to the above project. The addendum consists of the following:

***QUESTIONS PRESENTED BY EMAIL PRIOR TO PRE-PROPOSAL CONFERENCE***

1. Are you currently working from an existing public relations and marketing plan?

 Answer: The CHA does not have a formal public relations and marketing plan, however, it is the CHA’s policy to respond quickly with a consistent message related to any situation that draws the attention of the media. Additionally the CHA regularly publishes information related to positive stories about the CHA, staff, residents, and/or new/successful programming.

1. What are the most prevalent challenges you face with your current public relations and marketing strategies and tactics?

 Answer: The greatest challenge is to ensure that the CHA’s side of the story is fairly included in any negative allegation.

1. Please summarize your primary messages when defining the mission of the CHA.

 Answer: The CHA is committed to preserve and expand affordable housing in the community and to use affordable housing as a platform to effect positive change for families of low income.

1. What is your most consistent negative feedback you receive about the organization?

 Answer: We generate negative feedback when we publish plans to sell/demolish public housing.

1. Do you have a crisis communication plan in place?

 Answer: The CHA has developed protocols for responding to crisis situations including creation of command center(s), communication flow among staff members, Board and media, and a broader communication plan to organizations outside of the CHA.

 If not, are you considering this as part of the 2020 plan?

 Answer: Not at this time.

1. Are you looking for an internal communications plan as part of the overall comprehensive plan?

 Answer: No, our existing protocols have served us well for five years.

1. In your scope of services, you mention internet media and website content. Are you looking for the firm chosen to develop and execute all facets of social media or solely develop social media content for CHA to execute?

 Answer: We are looking for the firm to develop social media content and the firm and the CHA will have a shared responsibility to execute depending upon the circumstances.

1. Would you consider a rebrand for the organization including new graphics and an updated website?

 Answer: Our schedule for 2020 is quite full; we would not consider a rebrand endeavor in 2020, but perhaps in later years of this contract.

1. On your website, you provide information for nine housing communities but the RFP mentions 14. Could you please provide addresses for any additional communities not listed because we want to visit all the sites prior to submitting our RFP?

 Answer: List of CHA properties with addresses is attached. Please contact the site manager if you plan to explore any of the property. Note that the office at Greenwood Terrace also manages the 4 Scattered Sites and Fairmount Townhomes.

***QUESTIONS PRESENTED AT PRE-PROPOSAL CONFERENCE***

1. What other funding sources does CHA have besides public donors?

 Answer: The CHA does not have public donors. 95% of the CHA’s funds come from the Department of Housing and Urban Development, with the remaining portion from resident rent.

1. Should we provide a total overall budget?

 Answer: Yes, detailing hourly costs for each member of the firm, including costs for videography and photography. If, during the course of the contract a particular project is identified, at that time we would expect the firm to project the number of hours it will take to complete the project.

1. Does the CHA have a marketing plan?

 Answer: No.

1. How many media inquiries do you receive per day?

 Answer: It varies, but can be from 6-8 inquiries when there is a crisis brewing such as the recent water outage. In order to maintain consistent messaging, the CHA typically relies on the firm to communicate directly with media outlets. If the media desires to speak with a CHA staff member, typically the CHA Executive Director will identify the appropriate staff person to respond.

1. Will the public relations firm report to one person or multiple staff members?

 Answer: Betsy McCright is the primary contact.

***QUESTION PRESENTED AFTER PRE-PROPOSAL CONFERENCE***

1. What type of samples of work would CHA like to review as part of this RFP?

 Answer: Samples of crisis communications, press releases, any written materials addressing controversial matters, marketing materials for any non-profit clients, screenshots of or links to social media/website content.

***Proposals are still due by 4:00 p.m. EST on Thursday, November 14, 2019.***

**The signed acknowledgment form must be returned immediately by fax to 423-752-4192 or email to** **dchadwick@chahousing.org** **and submitted and acknowledged in your proposal.**

**DATED: October 31, 2019**

**Attachment: Site List**

**END OF ADDENDUM NO. 1**

ACKNOWLEDGMENT

I acknowledge receipt of ADDENDUM NO. 1 to Solicitation #E-853-00, Request for Proposals for PUBLIC RELATIONS AND MARKETING SERVICES.

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