



**Grand Traverse Band of Ottawa and  
Chippewa Indians**

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Date: June 9, 2015

To: All prospective Communication, Outreach and Education Proposal Candidates

From: Brett Fessell, Fish and Wildlife Coordinator, Grand Traverse Band Natural Resources

Re: Grand Traverse Band's Request for Proposals: Boardman River Restoration Project  
Communications, Outreach and Education. RFP Questions

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The following are questions posed by potential RFP Candidate(s) with Responses provided by Grand Traverse Band Contact, Brett Fessell in *blue italics*:

1. There seems to be an emphasis on development of a video documentary. Is it expected that this would be a full-length documentary of 30 minutes or more? Or, is this intended to be of shorter length for use in presentations and online applications? The scope of the video documentary will have a great deal of bearing on pricing, so any detail you can provide would be helpful.

*As described in the Need for Services: "The main premise of the implementation of this contract is to assist GTB in the development, promotion, and distribution of a multi-phase and multi-channel, innovative and sustainable messaging campaign which will outline benchmarks and the pivot points that will change or accelerate the approach." Perhaps in clearer terms, the RFP as it stands now does not necessarily emphasize the development of a video documentary specifically, rather we are looking for the respondent to propose any number and combination of media or multi-channel programming which may or may not initially include video documentaries, radio documentaries, social media promotion, printed distributions, etc. It is up to the prospective contractor to employ professional strategies in best providing current and inspiring content through a sustainable and commonly relatable and embraced media campaign process where the roles of all community members and constituents that the tribe and local elected officials represent, serve and set examples for leadership in a collaborative and visionary manner. The desired outcomes listed are the guiding principles upon which the proposal should focus, rather than what precise tools or mechanisms are employed. Creativity, innovation, and a firm understanding of how communication strategies must employ a variety of tools, be nimble and responsive to the spectrum of stakeholders who look to local leaders to set the pace for moving forward in achieving a common vision. I hope this helps clarify this question.*

2. Can you explain what is meant by working with GTB to "promote and educate all publics...to indigenous communities locally and abroad?" Are there specific overseas audiences that would be targeted?

*Again, keeping to the Goal and related Desired Outcomes, it is important that the proposed strategy, campaign, approach or plan clearly describes how the "means to the end", so to speak, will produce documentable change in behaviors and perspectives of the "Boardman" River is viewed from its earliest history through to the distant future. Your quoted reference was taken from the context of one of many qualifications in experience desired by the Tribe from the applicant. Integrated promotion and education simply speaks to an approach to achieve mutual understanding, appreciation, respect, and acknowledgement of the values and perspectives of disparate communities. This could include any variety of "audiences", but should focus on providing comfortable and trusting opportunities for local community leaders and officials of all units of government to engage at personal and professional levels in ways best designed to help inspire and bring their communities/constituents closer together on an issue of such significant and common interest to all.*

3. What is the anticipated budget over the two-year period?

*The RFP was designed to promote innovative approaches and ideas. Cost is one of the evaluation criteria and may be negotiated, hence the lack of advertising a budget. As described in the REQUIRED FORMAT OF PROPOSALS: "Candidate's proposal must be submitted using the applicable forms contained in this RFP. All copies of the submittal requirements must be submitted as one packet in a sealed envelope. The seal on the envelope must be for one use only. Proposals submitted in a reseal-able envelope will not be accepted. The Cost Proposal Form along with any of the other submittal requirements that contain the total cost of the proposal must be contained in an additional sealed envelope and labeled as Cost Proposal within the larger packet containing the entire proposal. All copies of the submittal requirements must be submitted as one packet in a sealed envelope. The seal on the envelope must be for one use only. Proposals submitted in a reseal-able envelope will not be accepted."*

4. What is the purpose of the 5% bid proposal deposit for bids of \$100,000 or more? Would this deposit be returned in full in the whether the bid is either successful or unsuccessful?

*This language comes directly from the Tribe's Purchasing Policy and Contracting standards and guidelines. It serves to provide assurance that the prospective contractor is committed to executing the contract if awarded. The deposit will be returned in full upon finalization and award of the contract instrument whether the candidate is successful or not. Based on the timeline cited in this RFP on Page 1, we anticipate a contract to be awarded on July 1, 2015.*

July 9, 2015

Q: Given the potential scope of work to achieve the proposal's desired outcomes, will a budget exceeding the published range compromise the vendor's bid?

A: It will not. Please keep in mind, cost comprises 20% of the evaluation score while 60% of the final evaluation is driven by Capacity and Statement of Qualifications. This is detailed under Evaluation Criteria on page 5 of the RFP. Further, there was not a published range for the budget/bid is stated in item #4 of the Submittal Requirements. This reference simply requires a surety bond or other monetary commitment if the selected candidate's proposal exceeds \$100,000.00; this was not designed to be a specified budget limitation for vendor submittals. Finally, please understand as described under Duration of Services on page 2 of the RFP, we expect the implementation of this contract to be negotiated for delivery in phases at the discretion of GTB. Such project phasing considers the negotiation of associated cost components for each phase.

