



STATE OF MISSISSIPPI

Tate Reeves
Governor

MISSISSIPPI DEPARTMENT OF ENVIRONMENTAL QUALITY

Chris Wells, Executive Director

May 8, 2025

AMENDMENT #1

RESPONSES TO QUESTIONS/CLARIFICATION REQUESTS

Procurement Number: RFx3140004158 MDEQ-RFQ04162025

To Provide: Professional video production services to support MDEQ's communication and outreach efforts.

1. **Question:** What is the anticipated volume of work or number of videos per year? Is there an expectation for a certain number of deliverables (e.g., 5 PSAs, 10 short educational videos)?

Answer: There is no pre-determined amount of work for this RFQ. The determination of how much work will be based on what needs arise and available funding.

2. **Question:** What is the average desired length of each video? Are you looking for 30-second PSAs, 2–3 minute explainers, longer classroom videos, etc.?

Answer: There is no pre-determined work for this RFQ, therefore the length of videos is not a known factor.

3. **Question:** Will all videos require drone footage, or only select ones? This impacts crew size, FAA-certified drone operators, and equipment needs.

Answer: We do not anticipate that all videos will require drone footage.

4. **Question:** Are on-camera interviews or talent expected?

Answer: There is no pre-determined work for this RFQ, therefore on-camera interviews and/or talent needs are not a known factor.

5. **Question:** Will we need to cast or coordinate with external speakers, or will MDEQ be providing talent?

Answer: There is no pre-determined work for this RFQ, therefore the need to cast or coordinate with external speakers is not a known factor.

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6. **Question:** Are locations predetermined, or will you be expected to scout/secure locations?

Answer: There is no pre-determined work for this RFQ, therefore the locations and need to scout/secure locations are not known factors.

7. **Question:** Any travel required throughout the state (or beyond)?

Answer: We anticipate that there will be some in state travel needed. We do not anticipate that any out of state travel will be needed.

8. **Question:** What are the expected turnaround times for first cuts and final delivery?

Answer: There is no pre-determined work for this RFQ, however, we anticipate that timelines will be discussed and determined at the beginning of each project.

9. **Question:** What formats/platforms will final videos be used on? (TV, YouTube, TikTok, classroom presentations, etc.) — informs aspect ratio and editing style.

Answer: There is no pre-determined work for this RFQ, however, we anticipate that formats/platforms for final videos will be discussed and determined at the beginning of each project. MDEQ has used our YouTube channel for previous projects.

10. **Question:** Are there any required visual styles, formats, or accessibility features (e.g., subtitles, voiceovers, American Sign Language)?

Answer: There is no pre-determined work for this RFQ, therefore, visual styles, formats or accessibility features are not a known factor.

11. **Question:** Are we expected to create motion graphics from scratch or will MDEQ supply brand assets?

Answer: There is no pre-determined work for this RFQ, however, MDEQ will supply logo and will direct, review, and approve all branding.

12. **Question:** Is there a target budget range or not-to-exceed amount?

Answer: There is no pre-determined work for this RFQ, however the limits of the governing contract will not be exceeded.

13. **Question:** Can you confirm whether there's an incumbent agency currently providing similar services, and if so, will they be considered in this selection process?

Answer: Yes, some of these services are currently being provided.

MDEQ will receive SOQ from Offerors having specific experience and qualifications in the area(s) identified in the RFQ. Section 4.3 of the RFQ states that only respondents who are found responsive and responsible will have their SOQ considered.

14. **Question:** On average, how many shoots would you need per month?

Answer: There is no pre-determined work for this RFQ , therefore the number of shoots per month is not a known factor.

15. **Question:** Would you be willing to commit to a regular bank of hours per month?

Answer: No.

16. **Question:** If we are an out of state company, may we register with the State of Mississippi after an award has been made, if we do so prior to finalizing a contract?

Answer: No, Section 1.4 of the RFQ requires registration with the MS Secretary of State when the Statement of Qualifications is submitted to MDEQ.

17. **Question:** Would you please consider electronic submission in full and waive the requirement for a hard copy and flash drive? The documentation provided on the flash drive would be identical to that electronic file(s) provided via email and would save not only the costs of shipping and preparing a flash drive but also be much better for the environment.

Answer: No, not at this time. MDEQ is working to implement digital submissions for future solicitations.

18. **Question:** Would you consider waiving the requirement to be registered in Mississippi to simply submit a statement of Qualifications and allowing the awarded contractor to register prior to execution of a contract? This would save submitting companies a considerable amount of time and the requirement to pay fees to Mississippi even though they never conduct business in the state.

Answer: No, Section 1.4 of the RFQ requires registration with the MS Secretary of State when the Statement of Qualifications is submitted to MDEQ.

19. **Question:** We are unclear on how to break down/structure costs for our submission. As cost is 35% of our overall evaluation could you please provide more detail on exactly how you would like costs to be broken out?

Answer: Please see Section 4.2 J. of the RFQ

20. **Question:** Do you want a fully burdened rate for a day of filming with drone?

Answer: Please see Section 4.2 J. of the RFQ

21. **Question:** Do you want editing costs broken down?

Answer: Please see Section 4.2 J. of the RFQ

22. **Question:** Do you want Project Management costs broken down? How?

Answer: Please see Section 4.2 J. of the RFQ

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23. **Question:** "The SOQ shall include the use of innovative technology: • A description of the equipment, software, and techniques (e.g., drone videography, advanced editing software) you have available to utilize. • Demonstration of experience using up to three of these technologies through examples."

Are you looking for standard professional software like Adobe Premier Pro, Adobe After Effects, DaVinci Resolve, etc. to be listed and examples provided or just anything new and innovative over and above typical software used in professional video production?

Answer: Anything that goes beyond the standard—but since “standard” can be subjective, please also list anything you typically use as a standard practice.

24. **Question:** What is the projected budget or budget range of work that would be performed under this RFQ?

Answer: There is no pre-determined work for this RFQ, therefore the projected budget or budget range of work is not a known factor.

25. **Question:** Is there an incumbent vendor currently providing video productions services?

Answer: Yes, some of these services are currently being provided.

26. **Question:** If there is an incumbent who is that vendor, what is the current or most recent past contract number and how much was paid under that contract?

Answer: Offerors may submit a request to our Public Records Department at <https://www.mdeq.ms.gov/about-mdeq/public-records-request/> for this information. If this information is available, it will be made accessible.

Additionally, this information would not be an indicator as to what may or may not be available under the pending RFQ.

27. **Question:** How much is spent by MDEQ in a typical year for video production?

Answer: MDEQ has not traditionally utilized video for its messaging so there is no current “typical year” standard. Offerors may submit a request to our Public Records Department at <https://www.mdeq.ms.gov/about-mdeq/public-records-request/> for this information. If this information is available, it will be made accessible.

28. **Question:** How will a "firm fixed price" agreement be reached as described in section 2.1 Compensation for Services?

Answer: The fixed price agreement will be based on available funding.

29. **Question:** Is it your intention with this RFQ to create a bench of qualified vendors for MDEQ to use for future projects?

Answer: No. Section 4.7 of the RFQ states that MDEQ intends to award one (1) Contract to the highest scoring Offeror whose SOQ meets the requirements and criteria set forth in the RFQ.

30. **Question:** If you do intend to create a bench from this RFQ, how will individual companies be chosen for individual video projects?

Answer: MDEQ does not intend to create a bench of qualified vendors from this RFQ. Section 4.7 of the RFQ states that MDEQ intends to award one (1) Contract to the highest scoring Offeror whose SOQ meets the requirements and criteria set forth in the RFQ.

31. **Question:** Will individual video projects be submitted to qualified vendors to bid on at a "firm fixed price" rate per project?

Answer: No. Section 4.7 of the RFQ states that MDEQ intends to award one (1) Contract to the highest scoring Offeror whose SOQ meets the requirements and criteria set forth in the RFQ.

32. **Question:** Do you expect submitting vendors to maintain pricing at the rates submitted for up to 4 years, or is there a mechanism to increase rates over that extended period?

Answer: An annual increase may be part of the negotiated rates once selection of an Offeror is completed. The selected Offeror should raise this discussion during the negotiation process.

33. **Question:** The RFQ states, "The electronic files shall not be password protected and shall be capable of being copied to other media including readable in Microsoft Word and/or Microsoft Excel." Is .pdf an acceptable format for submission of documents?

Answer: As stated in section 1.1 of the RFQ, Offerors should submit one (1) signed original Statement of Qualifications ("SOQ"), along with one (1) digital copy in Portable Document Format ("PDF") on a Universal Serial Bus ("USB") flash drive with all of the attachments.

34. **Question:** What is the typical volume of video production work needed by MDEQ per year?

Answer: MDEQ has not been utilizing video production long enough to establish a typical annual volume. Our video output will vary year to year based on the intersection of project need and available funding.

35. **Question:** Could you please provide samples of videos in the styles and formats you are looking to create under this RFQ so that we can correctly present and budget comparable production value and costs.

Answer: Our YouTube channel currently houses our video projects which can be found at: [mdeq channel one - YouTube](#).

36. **Question:** What is the typical lead time on a project to be produced under this RFQ? For example, do you often need videos created quickly on compressed timelines or are projects planned and begun well in advance of your needed delivery date?

Answer: There is no pre-determined work for this RFQ, therefore there is no typical lead time for project. We do anticipate that videos may need to be created on compressed timelines as well as planned well in advance of the needed delivery date.

Offeror shall acknowledge receipt of Amendment #1 by signing and returning this Amendment #1 with its Statement of Qualifications.

By signing below, Offeror acknowledges receipt of Amendment #1, and that its SOQ is being offered in compliance therewith.

Offeror's Name: _____

Signature: _____

By (Print Name): _____

Title: _____

Date: _____