

ADDENDUM #1

Request for Proposals
Media/Video Services
Solicitation No. 2026-5001

Originally Issued January 7, 2026

Addendum 1 – Issued January 23, 2026

To Offerors:

The following additions, deductions, changes and corrections to the proposal and specifications for the above referenced project shall hereby be incorporated into the work, and their affect on the proposal shall be reflected in the Offeror's proposal. Offerors shall also verify this fact by indicating the receipt of the addendum in their proposal.

QUESTIONS:

1. Can a pre-proposal conference be scheduled to discuss the proposal requirements? **A preproposal conference is scheduled for Wednesday, January 28, 2026, from 10:00 AM to 11:00 AM. This will be an online meeting. The Teams link is:**

Join:

<https://teams.microsoft.com/meet/23333975575524?p=pQ4bHULzmPcEbUzDTN>

Meeting ID: 233 339 755 755 24

Passcode: fi73k4r6

2. Estimated Project Volume. Can CMHA provide an approximate annual range for the number of video projects anticipated under this contract to assist proposers in planning capacity and responsiveness? **We typically do 3-5 videos per year depending on the department. CMH will likely continue with this number;**

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however, that number may change. We would provide a 4-6 week window for pre-video meetings, interviews/b-roll, and editing.

3. Video Lengths & Deliverable Types. Are there typical or preferred video lengths and deliverable formats (e.g., short social clips, 1–3 minute program overviews, multi-asset packages) that CMHA most commonly requires? **The video lengths are typically 3-5 minute program-related videos. Examples of past work may be viewed on the CMHA website and/or on YouTube. CMHA is considering an agency overview video which will be discussed with one of the awarded contractors.**
4. Accessibility, Captioning & Standards. Are there specific CMHA, HUD, or accessibility standards (e.g., closed captioning, language access, branding guidelines) that all video deliverables must meet? **All videos must meet the new accessibility standards (WCAG 2.1/2.2) that go into place in April 2026 for web and social media. However, we do use YouTube for public access of the videos, which provides captioning for the videos.**
5. Distribution & Long-Term Use. How does CMHA anticipate using video content across platforms (e.g., website, social media, presentations, public meetings), and does the Authority prioritize evergreen content for long-term use? **CMHA intends to use any video created for all purposes of public consumption—social media, website (new website roll out in April 2026), public and private meetings, and presentations. All videos should be minimum 1080p HD quality with high quality graphics (if required) and licensed music.**
6. I have a question regarding Section 2.2.4 which covers production services. Since video production is typically quoted on a project basis and shoots are billed at a daily rate, could you clarify if there is a specific number of shoot days we should quote? Alternatively, would using one day as a reference point be sufficient for this proposal? **We recognize that video-based projects are billed at a daily rate and based upon a number of days for shooting. You could provide this one of two ways -- base it on one day for the proposal or provide a typical/on-average production based upon a 3-5 minute video with 2-3 interviews and a half day of b-roll gathering.**



END OF ADDENDUM TO DATE 1/23/26

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