



# CITY OF SAN ANTONIO

P.O. Box 839966  
SAN ANTONIO, TEXAS 78283-3966

## ADDENDUM I

**SUBJECT:** Plastic Bag Recycling Marketing Campaign, (RFP 11-030), Scheduled to Open: February 4, 2011; Date of Issue December 30, 2010.

**FROM:** Denise D. Gallegos, C.P.M., CPPB, Purchasing & Contract Administrator

**DATE:** January 27, 2011

**THIS NOTICE SHALL SERVE AS ADDENDUM NO. I - TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS**

### **THE ABOVE MENTIONED REQUEST FOR PROPOSAL IS HEREBY AMENDED AS FOLLOWS:**

1. Page 10, Section IX. Submission of Proposals, B., Change the first sentence to read:

“Proposal Format: Each proposal shall be typewritten, single spaced and submitted on 8 ½” x 11” white paper with original placed inside a three ring binder, each copy shall be securely bound, but may be bound in a more economical fashion (i.e. – heat bond, spiral bond, etc.)”

2. Add: Section II, Scope of Services under Bag Swap Events:

“The Respondent will have the opportunity to produce the design for the reusable bag. The Respondent should include all elements of design and the cost to produce the reusable bags in their proposal amount. Cross-branding standards will need to be adhered to for the major participating retailers.”

### **PRE-PROPOSAL CONFERENCE QUESTIONS AND RESPONSES:**

On January 14, 2011, the City of San Antonio hosted a Pre-Proposal Conference to provide information and clarification for the Plastic Bag Recycling Marketing Campaign, (RFP 11-030) for the City of San Antonio. Below is a list of questions that were asked during the conference. The City’s official response to questions asked is as follows:

**Question 1:** In the advertising, i.e., radio, television, or print ads, do the agencies involved, such as the City, Keep San Antonio Beautiful, major retailers, in the project, need to be mentioned?

**Response:** Yes, the agencies involved in the marketing campaign will need to be mentioned and incorporated into the advertising of this project.

**Question 2:** How is a response, submitted under a joint venture, scored, if Company A of the joint venture meets all the 20% or 20 points and the other Company B does not meet any points under the SBEDA Program points of the evaluation criteria?

**Response:** Section III (3) on p.12 of SBEDA Ordinance #2007-04-12-0396 states: A bidder/proposer may count toward its SBE, MBE, WBE or AABE goal a portion of the total dollar value of a contract with a joint venture equal to the percentage of SBE, MBE, WBE or AABE participation in the joint venture. The SBE, MBE, WBE or AABE must be responsible for a clearly defined portion of the work to be performed, equal to a share in the ownership, control, management, responsibility, risks and profits of the joint venture.

A copy of Ordinance #2007-04-12-0396 may be located at the following website link:  
<http://cosadev/edd/SBEDA%20Documents/SBEDA%20Ordinance.pdf>.

- Question 3: With regards to the SBEDA Program, some of the information is proprietary, are we allowed to call Grace Luna or only email to discuss?  
Response: Respondents may either call or e-mail Ms. Grace Luna of the Small Business Office with questions regarding the SBEDA Program only. Ms. Luna may be contacted at 210-207-3910 or [grace.luna@sanantonio.gov](mailto:grace.luna@sanantonio.gov).
- Question 4: Regarding the Good Faith Effort Plan, a signed original and a copy of the signed original need to be put in the original proposal only, is that correct?  
Response: Per RFP Section VII. Proposal Requirements, Tab H, Small Business Economic Development Advocacy (SBEDA) Program form, please complete, sign and submit the SBEDA form, found in this RFP as Attachment E. Place **original and one (1) copy** as Tab H within Respondent's ORIGINAL proposal. Additional copies are not required.
- Also note that per RFP Section IX. Submission of Proposals Part A., a copy must also be included on the one (1) compact disk (CD) that is requested to have an entire copy of your proposal submission as well.
- Question 5: Section II - Scope of Services, Desired Results, Goals, Are you asking the Respondent to recommend the goals or will the City provide the goals?  
Response: The City has provided the goals for which project should be developed around, as stated in Section II – "Goals", page 5 of the RFP.

**QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION VI, PRE-PROPOSAL CONFERENCE:**

- Question 6: With the participation of the major retailer's, H-E-B, Wal-Mart, Walgreen's, Target and JCPenny, will we need to adhere to any of their specific brand standards?  
Response: Yes, if the major retailer's logo, trade name, etc. is used, then the Respondent is required to adhere to their brand label/logo standards and restrictions.
- Question 7: With the participation of the major retailer's, H-E-B, Wal-Mart, Walgreen's, Target and JCPenny will the approval process for concept and deliverables involve a committee of these retailers?  
Response: Yes, the recommendation process for concept, deliverables and overall RFP submission may include on the evaluation committee representatives from one or more of these major retailers.
- Question 8: Is there a firm target launch date?  
Response: There is not a firm target launch date for this campaign.
- Question 9: What is the project award date?  
Response: The tentative date is March 31, 2011.
- Question 10: What will be the role of KSAB and TRA in the marketing and outreach campaign?  
Response: Keeping San Antonio Beautiful (KSAB) has committed to participate in the various outreach events of the campaign that will be scheduled. The Texas Retailers Association (TRA) may have a limited role in the campaign.
- Question 11: We did not see the free reusable bag as part of the deliverables and are wondering if it is something that is designed already or will we have the opportunity to produce that as well? If yes, are there cross-branding standards we need to adhere to per the major participating retailers?  
Response: The reusable bag has not been designed and the Respondent will have the opportunity to produce the design for this bag. Please refer to the beginning of this addendum for additional specifications added to this RFP.

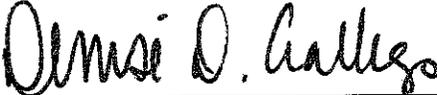
- Question 12: Per the 10 copies of the proposal, should these also be delivered in 3-ring binders or can they be comb or spiral bound?
- Response: Please see change addressed in the beginning of this addendum to Section IX. Submission of Proposals, Page 10.
- Question 13: With regards to the evaluation criteria for SBEDA points, we noticed that there appears to be a set of percentages on page 12 and a different set on page 43. Can you please clarify the evaluation criteria for us?
- Response: Pages 12 & 13 of the RFP refer to the amount of percentage points that may be earned based on the submission of an approved SBEDA form and based on meeting or exceeding SBEDA goals listed on p. 43 of the RFP.
- Question 14: On the proposal checklist on page 40, there is a request for financial information (Tab J). Can you please clarify what financial information you need for us to include?
- Response: Please refer to Section VII, Proposal Requirements, Tab J – Financial Information located on page 9 of the RFP.
- Question 15: On page 4, under the “Other” category, it says “Campaign should creatively market and highlight existing amenities in San Antonio”. What specific amenities are you referencing?
- Response: It refers to topics such as the culture, the people, the lifestyle, etc. of the San Antonio area.
- Question 16: The RFP states that each proposal shall be submitted inside a three-ring binder. This differs from other city RFPs. Do all 10 copies need to be in three-ring binders or just the original?
- Response: Please see change addressed in the beginning of this addendum to Section IX. Submission of Proposals, Page 10.
- Question 17: Can you please outline the difference between the Design Plan and the Operating Plan for Tab D?
- Response: The Design Plan describes the components of the Respondent’s plan and the Operating Plan describes the execution of the Design Plan. Please refer to RFP Attachment A, Part Three Proposed Plan located on page 23 of the RFP.
- Question 18: What is the average household usage of plastic bags in San Antonio?
- Response: No data is available for the City of San Antonio. A typical U.S. household uses approximately 500 to 600 bags annually (Source: Hyder Consulting (2007), p. 8; Los Angeles County (2007), p. 2).
- Question 19: What is the cost to the City (tax dollars) for plastic bag pickup and cleanup?
- Response: This cost is not available.
- Question 20: What happens to plastic bags when they consumers put them in their blue recycle bin? Does the recycle center separate them and dispose of them properly?
- Response: Consumers are asked not to place plastic bags in their blue recycle bins. Should there be a plastic bag place within the blue bins; the City’s recycling processor strives to separate them from the other materials in order to recycle them, however, most plastic bags end up clogging the conveyor belts at the recycling plant. These plastic bags then need to be cut loose and are combined with other waste materials for disposal.
- Question 21: Should the Respondent include time and costs in the main budget for Public Relations and press coverage, or will the City do this?
- Response: Yes, the Respondent should include the time and costs in the main budget for public relations and press coverage, please refer to Section II., Scope of Services in the RFP document.
- Question 22: Clarification needed on page 10, Section IX., Submission of Proposals, B. Proposal Format - Can the Respondent submit 50 pieces of paper total with the proposal printed on both sides, totaling 100 pages? Or can the Respondent submit 25 pieces of paper with proposal printed on both sides, totaling 50 pages?
- Response: The Respondent can submit 25 pieces of paper with proposal printed on both sides, totaling 50 pages.

- Question 23: TAB J - Financial Information - requires "audited" financial statements. Are unaudited financial statements acceptable?
- Response: The requirement is for audited financial statements. Respondents should submit what they believe is suitable in meeting this requirement.
- Question 24: RFP Attachment A, Part One Question #4 - No license is required for advertising agencies in the State of Texas. Should the Respondent answer "Not Applicable" on RFP?
- Response: The RFP request is to determine if the Respondent is authorized or licensed to "do" or "conduct" business in Texas. For example, if the Respondent is a corporation, the Respondent's corporation should be authorized or licensed to legally conduct business in Texas. In this example, the Respondent may be asked to provide proof that their corporation has authority to conduct business in Texas. Respondents should respond in a manner they believe is suitable for meeting this requirement.
- Question 25: Respondent has significant relevant experience with "projects of similar size and scope" older than 4 years. Would the City consider this experience if included in the RFP?
- Response: The RFP request is for projects over the past four years. Respondents should submit what they believe is suitable in meeting this requirement.

**QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION X, RESTRICTIONS ON COMMUNICATION:**

- Question 26: K. Fernandez and Associates has not been required to have audited financial statements for other clients. Is it possible for the City to waive this requirement? If not, would a balance sheet only audit suffice? As a small business, even this is a large financial expense.
- Response: The RFP is requesting the submission of audited financial statements. The City can not waive the requirement. Respondents should submit what they believe is suitable in meeting this requirement.
- Question 27: On the Price Schedule, RFP Attachment B - Does this amount include professional agency hours and hard cost (media placement, printing, travel, etc) as a lump sum? The breakdown by Professional Agency costs and hard cost would then be provided in Tab D under the Proposed Plan? Is a breakdown of Professional Agency hours required as well as outside costs?
- Response: On the Price Schedule, RFP Attachment B, this amount includes professional agency hours and hard cost (media placement, printing, travel, etc) as a lump sum, please refer to the price schedule note of all to be included. Yes, the breakdown by professional agency costs and hard cost would then be provided in Tab D under the Proposed Plan as well as professional agency hours and outside costs.

**\*\*THIS ADDENDUM MUST BE SIGNED AND RETURNED WITH THE PROPOSAL PACKAGE\*\***



Denise D. Gallegos, C.P.M., CPPB  
Purchasing & Contract Administrator  
Purchasing & General Services Department

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

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Signature