

## City of San Antonio

### ADDENDUM I

**SUBJECT:** Request for Proposals for Marketing and Outreach Services for Pre-K 4 SA, (RFP 14-010, 6100003873), Scheduled to Close: January 17, 2014; Date of Issue: December 20, 2013

**FROM:** Denise D. Gallegos, C.P.M., CPPB  
Procurement Administrator

**DATE:** January 13, 2014

### **THIS NOTICE SHALL SERVE AS ADDENDUM NO. 1 - TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS**

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

1. Change: Section 010 – Submission of Proposals, 2<sup>nd</sup> Paragraph, 1<sup>st</sup> Sentence to read as the following:  
  
    **“Proposals must be received in the Office of the City Clerk no later than 2:00 p.m., Central Time, on Friday, January 17, 2014 at the address below.”**
2. Delete: RFP ATTACHMENT A, PART THREE, PROPOSED PLAN, released on December 20, 2013.
3. Add: \*REVISED\* RFP ATTACHMENT A, PART THREE, PROPOSED PLAN, released on January 13, 2014, posted as a separate document to this addendum.
4. Add: Pre-Submittal Conference SBEDA Presentation, this document will be posted as a separate document to this addendum.
5. For more information regarding the Pre-K 4 SA program please visit their website at the following link:  
<http://sanantonio.gov/Pre-K4SanAntonio.aspx>.
6. Add: Sign-In Sheet to the Pre-Submittal Conference dated January 7, 2014.

#### **QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION 007, PRE-SUBMITTAL CONFERENCE:**

On January 7, 2014, the City of San Antonio hosted a Pre-Submittal Conference to provide information and clarification for the Marketing and Outreach Services for Pre-K 4 SA Request for Proposals. Below is a list of questions that were asked at the pre-submittal conference. The City's official response to questions asked is as follows:

- Question 1:** Could you provide a brief overview of the specific objectives to this project (transportation, nutrition, etc.)?  
**Response:** The scope of this project is focused on the enrollment of students at the four (4) education centers to meet full capacity. To reach maximum capacity the Respondent should look for opportunities to highlight and promote services that Pre-K 4 SA provides. Some of these include after-school care, city-wide bus/transportation system, and school breakfast, lunch, and snacks that are healthy.
- Question 2:** What is the primary outreach intended for (parents, nutrition, health, readiness/educational)?  
**Response:** The primary outreach is intended for the community with specific focus on parents with age-eligible children to attend the Pre-K 4 SA program.

- Question 3: What programs or achievements would motivate a parent to submit their child to any of the Pre-K 4 SA centers?  
Response: Based on parent surveys conducted this year, some of the advantages of the Pre-K 4 SA program include a 10:1 student/teacher ratio, a full-day program, family specialists, after-school care, and transportation.
- Question 4: Where would the target market be, specific areas of the City?  
Response: The program is designed to attract low-income families that do not have other affordable opportunities to attend a Pre-K program. Pre-K 4 SA enrolls 90% of students making less than 185% above the federal poverty line. Pre-K 4 SA seeks parents of eligible children city-wide.
- Enrollment fairs will be strategically located throughout the City and the marketing and outreach will need to attract high participation at all locations.
- Question 5: Is there a target for certain families in regards to closeness to the centers?  
Response: There is not a target or demand related to families' residency and education center locations. Pre-K 4 SA seeks parents of eligible children city-wide. It can be noted that the current two (2) locations have many enrolled students in close proximity to the existing schools.
- Question 6: Is transportation available to the students?  
Response: Yes, each of the four (4) education centers next year will have 4 to 5 buses that will each be assigned one depot. This is not a traditional school transportation system that includes neighborhood stops.
- Question 7: Is this contract for services focusing on the students or also extended out to their families?  
Response: The primary focus of this campaign is the enrollment of students for the 2014-2015 school year. There may be secondary and/or future opportunity for a campaign that provides awareness to their families, however at this time there is not a specific campaign.
- Question 8: With mentor assisting teachers, how does the City want to incorporate that?  
Response: This will be one of the many "pros" of Pre-K 4 SA that will be highlighted showcasing the advantages of the program.
- Question 9: Is there any interest in bringing in national thought leaders to promote the program besides local?  
Response: The primary focus of the marketing/PR campaign is to attract qualified families in San Antonio to enroll in Pre-K 4 SA, so the media outreach focus is local. Other PR goals would include pitching Pre-K 4 SA stories to national, regional, and state media outlets.
- Question 10: Regarding writing scripts, etc., who would be the point of contact or front person for those media outlets?  
Response: The spokesperson for Pre-K 4 SA would depend on the topic that the media outlet is focusing on. The spokespersons include Pre-K 4 SA Director Kathleen Bruck; Mayor Julian Castro; Deputy City Manager Peter Zaroni; Pre-K 4 SA Board Chairman Elaine Mendoza; other Pre-K 4 SA Board Members; and Pre-K 4 SA Education Center Directors.
- Question 11: The 9 areas listed on page 3 for the scope of services is not specifically addressed in the proposed plan section of the RFP. Is there more specific detail in what the City would like for the proposed plan?  
Response: RFP ATTACHMENT A, PART THREE, PROPOSED PLAN, has been updated to reflect more specific detail, please refer to above changes noted in this addendum.
- Question 12: Regarding the proposed plan, being submitted would not be the final plan for the contract but more of what a Respondent would propose for the program as they see appropriate?  
Response: Yes. Once a contractor is selected, focus group meeting will be established between the vendor and Pre-K 4 SA to work together on the plan. Please note, when selecting a contractor Pre-K 4 SA prefers a detailed and comprehensive plan that demonstrates an understanding of the scope of services.
- Question 13: For the term of the contract, would the start day be the school calendar's 1<sup>st</sup> day or the awarded contract date?  
Response: The term of contract will begin on the awarded contract date.
- Question 14: Is Pre-K 4 SA open to corporate sponsors, is that possible?  
Response: Currently, corporate sponsorships are not part of the marketing/PR campaign. The Pre-K 4 SA Board and/or Pre-K 4 SA leadership would provide guidance in the future as to the possibility of considering corporate sponsorships. Partnerships with companies have been created during the first year on an as-needed basis, including partnering with a national company that contributed books to all Pre-K 4 SA students.

Question 15: Is national exposure secondary and marketing for enrollment primary?  
Response: Enrollment is the primary and early focus of this project; however Pre-K 4 SA is constantly seeking national exposure and will need to select a contractor who has the capacity and ability to achieve this.

Question 16: In regards to marketing collateral, are printing/signage costs and materials included in the budget for the price schedule?  
Response: Printing and signage costs are not included in the budget for the price schedule; however Pre-K 4 SA has a printing budget. The selected firm for this RFP will be responsible for creation of artwork developed to the City for the City to furnish to a printing contractor selected by the City's procurement processes. In addition, selected firm will manage the execution and distribution of material.

Question 17: Are the enrollment fairs the responsibility for the awarded contractor?  
Response: Pre-K 4 SA will schedule, staff, and plan the fairs. The contractor will be responsible for advertising the fair dates and locations, and providing the community with information that brings excitement to the program. The contractor also will be responsible for providing on-site support to media outlets at the enrollment events on an as-needed basis and as requested by the Pre-K 4 SA staff.

Question 18: Is open enrollment only for the month of August or is it all year?  
Response: If there are available spaces, Pre-K 4 SA will accept new students throughout the year.

#### **QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION 011, RESTRICTIONS OF COMMUNICATION:**

Question 19: What kind of in-house resources are available?  
Response: The City is committed to support Pre-K 4 SA. In-house resources include the following: technical updates of Pre-K 4 SA website; recording studio for TV and radio PSA tapings; on-hold messages; TVSA bulletin ads; City website rotating banners; City Dot Gov electronic newsletter; City monthly electronic calendar; and emailing news releases and request for coverage to the local media under the City's communications email address.

Question 20: What is your approach to collaboration (with other City initiatives or departments)?  
Response: The City's departments partner and collaborate with each other on a consistent basis as needed for maximum ROI, and Pre-K 4 SA is no exception. Some of the main departments with which Pre-K 4 SA collaborates are the Communications and Public Affairs Department and the Budget Department.

Question 21: Is the \$300,000 in media buys included in the overall budget of \$500,000 for the term of the contract (making the budget a possible \$800,000)?  
Response: The \$300,000 is included in the \$500,000 budget.

Question 22: Who will the chosen contractor have direct access to concerning SME questions and concerns?  
Response: Small Minority Enterprise questions should be directed to Edson Zavala from the Economic Development Department at [edson.zavala@sanantonio.gov](mailto:edson.zavala@sanantonio.gov) or 210.207.3962.

Question 23: What are the marketing activities that are still in effect pertaining to Pre-K 4 SA?  
Response: The marketing/PR activities for Pre-K 4 SA are ongoing. The current ones include the website, the newsletter, the social media outlets, and news releases and news conferences as needed.

Question 24: Will the awarded contractor be responsible for any remaining, recurring invoices, or obligations from past marketing efforts or initiatives?  
Response: Currently, there are no remaining, recurring invoices, or obligations from past marketing efforts or initiatives.

Question 25: Are previous years' marketing metrics available for review by awarded contracting firm?  
Response: Pre-K 4 SA does not have marketing metrics established from previous contracts. Metrics would be developed in collaboration with awarded contractor.

Question 26: The RFP references management and integration for "new and existing marketing programs". Are the existing marketing programs available for review?  
Response: There are past marketing/PR plans available for review if needed to selected vendor.

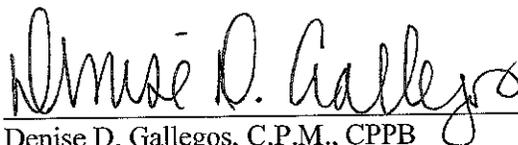
- Question 27: Who will be the client contact and how would the Agency and the Early Childhood Education Municipal Development Corporation interact?  
 Response: The current contacts would be Lorraine Pulido, Ph.D., PR Manager, Communications and Public Affairs Dept.; and Brad Davenport, Pre-K 4 SA.
- Question 28: Does data or research exist related to current public perception of the Pre-K 4 SA program?  
 Response: No.
- Question 29: Does a calendar of planned/special community events for 2014 exist that can be shared?  
 Response: The calendar is currently in development, and can be shared when completed and approved.
- Question 30: Was it confirmed that printing costs be funded by a separate City budget as mentioned by Ms. Lorraine Pulido at the pre-submittal conference? Or will printing costs have to be included in the \$500,000 budget?  
 Response: Please see response to Question #16.
- Question 31: Is the Pre-K 4 SA program an open enrollment program or is enrollment open only in August?  
 Response: Please see response to Question #18.
- Question 32: Have the addresses/locations for the two new sites on the East and West side already been confirmed?  
 Response: Yes, the Westside location is at 1235 W Old Hwy 90, San Antonio, TX 78227 and the Eastside location is at 5230 Eisenhower, San Antonio, TX 78218.
- Question 33: Is the 2014-2015 target goal of serving 1,500 four-year-old students (page 3) a combined goal for all four (4) centers? Or is the 1,500 a combined goal ONLY for the two new centers on the East and Westside?  
 Response: The goal of 1,500 students is for all four (4) centers.
- Question 34: Will the primary goal of the marketing campaign be to targeted to drive awareness and enrollment to the two (2) new centers?  
 Response: No, it is to drive enrollment to all four (4) centers.
- Question 35: Will the Agency be able to leverage the Pre-K 4 SA and City of San Antonio communications channels such as the existing Twitter, Facebook and website to promote messaging of the program?  
 Response: Yes, it will, as well as other social media outlets, including the City's YouTube.
- Question 36: Is bullet #5 on page 27, relevant to the marketing aspect of this RFP?  
 Response: It is relevant if an agency is including collateral and promotional materials as tactics in its proposal.
- Question 37: Are bullet #2 and #3 on page 28 relevant to the marketing campaign goals of this RFP? This question was also asked at the pre-submittal conference.  
 Response: Bullet #2 isn't relevant to marketing campaign goals, bullet #3 may be relevant because research is one of the steps of a PR plan.
- Question 38: PAGE 10: Evaluation Criteria, from review of the proposal, there is a total of 30 points associated with having a local presence. We are recognized as a HUB, M/WBE, SBE agency with offices in Dallas and Austin. We do have experience in this space and are interested, but with a third of the points allocated toward "local" agencies, will a highly qualified match just 90 miles down the road be considered.  
 Response: Within the 30 points that has been noted above there are two programs that breakdown the 30 points, SBEDA Program and the Local Preference Program. For this RFP, SBEDA makes up to 20 points and Local Preference makes up to 10 points.
- The Local Preference Program only takes in to account local businesses, within the incorporated San Antonio City limits, who are headquartered OR have a business office for at least a year and employ at least 100 employees OR at least 20% of its total full-time, part-time or contract employees are based.
- Per The City of San Antonio Small Business Economic Development Advocacy (SBEDA) Ordinance, City purchases are evaluated on a contract by contract basis for opportunities for small, minority and or women owned business enterprises. For the Pre-K 4 SA Marketing and Outreach Services solicitation, the SBE Prime Contract Program was applied at 10 points in addition to the M/WBE Prime Contract Program at 10 points.

As such, Small Business Enterprise (SBE) prime Respondents certified with the South Central Texas Regional Certification Agency and headquartered or having Significant Business Presence in the San Antonio Metropolitan Statistical Area (SAMSA) for at least one year proposing at least 51% SBE utilization are eligible to receive ten (10) SBEDA evaluation preference points. SAMSA, the geographic market area, currently includes the following counties of Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, and Wilson. In addition, Minority and or Woman-owned Business Enterprise (M/WBE) prime respondents certified with the South Central Texas Regional Certification Agency and headquartered or having Significant Business Presence in the San Antonio Metropolitan Statistical Area (SAMSA) for at least one year proposing at least 51% S/M/WBE utilization are eligible to receive ten (10) SBEDA evaluation preference points.

- Question 39: PAGE 28: The Proposed Plan, Attachment A, Part 3, Questions 2 refers to services respective to in-classroom engagements or recommendations for “pull-out” experiences (i.e.: educational field trips, special services)? Based on the scope of services outlined on page 3, how does this question relate to the services outlined? Is the intent to address any footage the agency might shoot in order to create content for promoting awareness or understanding of the program?
- Response: Please see response to Question #11.
- Question 40: Questions 3 refers to detailed documentation process utilized by Respondent and measures to ensure student information be kept confidential. Can you help us understand the context of the question? Other than parental/school releases for photos, videos, etc. - what records would we be privy to and required to secure?
- Response: Please see response to Question #11.
- Question 41: Is there currently an incumbent involved in this project?
- Response: No, there is no incumbent.
- Question 42: Does the maximum budget of \$500,000 include the \$300,000 media buy? What portion of this budget is allocated for public relations services?
- Response: Please see response to Question #21.
- Question 43: Has the City of San Antonio conducted any prior campaigns promoting its Pre-K initiative? Is it possible to view materials related to said campaigns?
- Response: Yes, the City has conducted prior campaigns. The selected agency can view these materials after award.
- Question 44: Is any other information available about the intended media mix? That is, other than television, radio, and print media, what are the media channels that the City is interested in (i.e., transit, billboard, social media, and digital online)?
- Response: We would like for responding agencies to recommend accordingly, and we are open to outdoor, social media, and other avenues.
- Question 45: Please describe the City’s interest in maximizing earned media coverage and public attention as part of a media campaign?
- Response: The City is very interested in both.
- Question 46: What is the target population for this campaign? Are there particular sub-groups within the target population on which the City wishes to focus?
- Response: Please see response to Question #14.
- Question 47: Is it the preference of the City to work with one prime contractor, or can bidders propose as a team or joint venture (as referenced in RFP Attachment A)?
- Response: The City prefers to work with one key personnel for this project that would act as a public relations manager/outreach coordinator. The prime contractor should feel free to work with their team as much as needed.
- Question 48: If one member of the team is an SBE, M/WBE or local business headquartered within the San Antonio City limits, does the proposing team get credit for each of these criteria?
- Response: Evaluation criteria percentage points will be awarded to Prime Respondent *firms* that are certified as Small, Minority/Women-Owned Business Enterprises (S/M/WBE). No points will be awarded by subcontracting to S/M/WBE firms.
- Question 49: In lieu of CDs, may bidders submit USB flash drives in addition to the requested hard copy documents?
- Response: Yes, that is acceptable.

Question 50: If bidders receive confirmation from FEDEX that their submission was signed for by a party at the 100 Military Plaza address prior to 2:00 p.m., does this constitute a timely submission?

Response: It is the Respondent's responsibility to ensure delivery of the proposal response in accordance with Section 010 – Submission of Proposal of the RFP for the proposal response to be considered.



Denise D. Gallegos, C.P.M., CPPB  
Procurement Administrator  
Finance Department – Purchasing Division

Date \_\_\_\_\_

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

Address \_\_\_\_\_

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

\_\_\_\_\_  
Signature

**\*REVISED\***  
**RFP ATTACHMENT A, PART THREE**

**PROPOSED PLAN**

Provide detailed explanation of all the services and deliverables that Respondent will be able to provide to meet the Scope of Service requirements. This includes:

1. Provide a designed creative development methods and plan of an integrated marketing campaign focused on advertising and awareness for student enrollment for the 2014-2015 school year. This includes producing and executing a detailed plan with timelines, best strategies, and approaches, in addition to weekly performance and status reports.
2. Explain how your firm would provide professional management service and integration for new and existing marketing programs that increase overall awareness of the program and serve to motivate and drive increased enrollment.
3. In detail, describe how your firm would develop branding by creating a tag line for the program and create key messages for campaign. What is the best strategy for developing branding for Pre-K 4 SA?
4. In detail, describe how your firm would direct media plans and media buys as requested. During the contract period, the Corporation may invest up to \$300,000 in media buys for the program to include, but not limited to:
  - Requesting proposals from targeted media
  - Negotiating added-value (in-kind) additional media
  - Securing coverage in television, radio, and print media outlets
  - Collecting clippings, tracking results, generating reports.
5. Create a strategic public relations campaign – strategies, tactics, timelines, budget, deliverables, etc. To include developing and distributing media kits for news conferences (as needed) and the Pre-K 4 SA partners including SAWS, CPS Energy, community centers, etc. and publish material in their newsletters and bulletins. Explain how your firm would generate ongoing positive publicity for the program and Corporation throughout the span of the contract.
6. Explain how your firm would generate positive messaging through multiple platform communication channels – print, broadcast, online and social media.
7. In detail, describe how your firm would schedule guest appearances for English and Spanish TV and radio talk shows, in coordination with Pre-K 4 SA.
8. Provide sample write scripts for television, radio ads, other paid media, and provide content for collateral materials from past contracts that your firm has facilitated.
9. Provide a sample weekly performance and status reports from past contracts that your firm has facilitated.

**Project Name: MARKETING AND OUTREACH SERVICES FOR PRE-K 4 SA**

**Pre-Submittal Date: January, 7**

**SBEDA APIs: SBE Prime Contract Program 10pts; M/WBE Prime Contract Program 10pts**

**I. SBE Prime Contract Program**

- Small Business Enterprise (SBE) prime respondents certified with the South Central Texas Regional Certification Agency and headquartered or having Significant Business Presence in the San Antonio Metropolitan Statistical Area (SAMSA) *for at least one year* proposing at least 51% SBE utilization are eligible to receive **ten (10)** SBEDA evaluation preference points.
- **No evaluation criteria percentage points will be awarded to non-Small, Minority/Women – Owned Business Enterprises (non-S/M/WBE) prime respondents by subcontracting to certified S/M/WBE firms**

**II. M/WBE Prime Contract Program**

- Minority and or Woman-owned Business Enterprise (M/WBE) prime respondents certified with the South Central Texas Regional Certification Agency and headquartered or having Significant Business Presence in the San Antonio Metropolitan Statistical Area (SAMSA) *for at least one year* proposing at least 51% S/M/WBE utilization are eligible to receive **ten (10)** SBEDA evaluation preference points.
- **No evaluation criteria percentage points will be awarded to non-Small, Minority/Women – Owned Business Enterprises (non-S/M/WBE) prime respondents by subcontracting to certified S/M/WBE firms**

**III. Eligibility Criteria**

1. Certified through the South Central Texas Regional Certification Agency (SCTRCA)
2. Perform a commercially-useful function (*see definition in the solicitation*)
3. Headquartered or demonstrate “significant business presence” (20% of total company employees) regularly based in the SAMSA (Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, or Wilson) for at least one year
4. Submit the Subcontractor/ Supplier Utilization Plan with bid response

SBEDA staff can assist with priority certification while solicitation is open. For additional information, contact Edson Zavala at 210-207-3962 or [Edson.Zavala@sanantonio.gov](mailto:Edson.Zavala@sanantonio.gov)

**IV. Exceptions**

- Respondent may request, for good cause, an Exception to the application of the SBEDA Program by submitting the *Exception to SBEDA Program Requirements Request form* **with the solicitation response**
  - Form available at <http://www.sanantonio.gov/SBO/Forms.aspx>
  - Exception request must fully document why:
    - ◆ Value of contract is below \$50,000;
    - ◆ No commercially-useful subcontracting opportunities exist; or
    - ◆ Type of contract is outside scope of the SBEDA Ordinance
- For Waivers or Exceptions, contact Edson Zavala at 210-207-3962 or [Edson.Zavala@sanantonio.gov](mailto:Edson.Zavala@sanantonio.gov)

**V. Certified Vendor Information**

- The City of San Antonio has a new and improved vendor search function. Please visit the COSA Vendor Listing at <http://sanantonio.gov/purchasing/vendorlisting.aspx> to view or to download a listing of certified and non-certified vendors registered with the City.
- For more information, please contact Edson Zavala at 210-207-3962 or [Edson.Zavala@sanantonio.gov](mailto:Edson.Zavala@sanantonio.gov)

**Project Name: MARKETING AND OUTREACH SERVICES FOR PRE-K 4 SA**

**Pre-Submittal Date: January, 7**

**SBEDA APIs: SBE Prime Contract Program 10pts; M/WBE Prime Contract Program 10pts**

**VI. Central Vendor Registry (CVR) / San Antonio Electronic Procurement System (SAePS)**

- All contractors/consultants wishing to do business with the City must first register in the CVR / SAePS
- To begin the registration process, please go to <http://www.sanantonio.gov/purchasing/SAePS.aspx>
- For technical assistance please call (210) 207-0118

**VII. SBDC Procurement Technical Assistance Center (PTAC)**

- The University of Texas at San Antonio Small Business Development Center (SBDC) Procurement Technical Assistance Center (PTAC) is a specialty center of the South-West Texas Border SBDC Network. The SBDC PTAC provides assistance to small, minority and/or woman-owned business enterprises to expand their business into federal, state, regional, county, and local markets with government agencies, and military installations. PTAC staff provides advising, training and networking opportunities through specialized classes, monthly networking meetings, matchmaking events, and one-on-one assistance.
- For assistance with bid and proposal preparation, call (210) 458-2458 or email [ptac@utsa.edu](mailto:ptac@utsa.edu) to make an appointment with a business advisor.

City of San Antonio - Pre-K 4 SA

RFP - Marketing and Outreach Services for Pre-K 4 SA

Pre-Submittal Conference

Tuesday, January 7, 2014; 2:00 p.m. Central Time

Name (Print Legibly)	Company	Email Address	Phone
Laura Sambrao	COSA Finance	laura.sambrao@sanantonio.gov	2074045
Mickel Roy	BERZ ADV		
BRAD DRENDORF	COSA PreK 4 SA		
Ushannaya <del>Christon</del> OGSA	BETHAN-EAST PR		
Toni Ellava/ <del>Grubbs</del> J Montoya, Celeste Dela Rosa	Creative Evaluation		
Grisela Girard	U		
Edson Zaverza	COSA COS	edson.zaverza@sanantonio.gov	207 3962

City of San Antonio - Pre-K 4 SA  
 RFP - Marketing and Outreach Services for Pre-K 4 SA  
 Pre-Submittal Conference

Tuesday, January 7, 2014; 2:00 p.m. Central Time

Name (Print Legibly)

Company

Email Address

Phone

<u>Name (Print Legibly)</u>	<u>Company</u>	<u>Email Address</u>	<u>Phone</u>
Melody Potnik	VAPB		
Romanik Mark-Baines	Fluent Strategy		
Lorraine Pulido	COSA		
MISSA Pinaud	Pinaud & Associates		
Mari Rodriguez	Optin		