



City of San Antonio

ADDENDUM II

SUBJECT: Request for Proposals for Graphic Design Services, (RFP 15-077, 6100006523), Scheduled to Close: September 30, 2015; Date of Issue: August 25, 2015

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

DATE: September 24, 2015

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

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

1. Add paragraph to Section 004 – Scope of Service to read:

Typically, turnaround time for the creation of an item for a project is two weeks. However priority projects may occur with a condensed timeline where the turnaround time for production may be 1-2 days.

QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION 011, RESTRICTIONS ON COMMUNICATIONS:

Question 1: Does the contract incorporate graphic design for Downtown Tuesday or just Travis Park?
Response: The contract includes graphic design services for Downtown Tuesday, Travis Park, OPEN Pop Up Shop program, and other programs produced by the Center City Development and Operations Department.

Question 2: Can the requesting department (CCDO) provide additional samples of current collateral materials?
Response: Additional collateral samples can be found at www.downtowntuesday.com and on the following facebook pages:

<https://www.facebook.com/CenterCityDevelopmentOffice?fref=ts>

<https://www.facebook.com/OPENSANANTONIO?fref=ts>

<https://www.facebook.com/DowntownTuesday?fref=ts>

<https://www.facebook.com/travisparksa?fref=ts>

Question 3: What is the percentage breakdown for the items identified in the Scope of Service?
Response: An estimated breakdown includes: Strategic Planning and Reporting 5%; Graphic Design 70%; Website Maintenance 5%; Social Media 20%

Question 4: Will the design firm be required to interface with the Public Relations firms for Downtown Tuesday and Travis Park?

Response: The awarded firm will be required to interface with the Public Relations firm for Downtown Tuesday or other CCDO programs.

Question 5: Is it possible to extend the bid deadline for the RFP?

Response: Please see Addendum I.

Question 6: What are the additional duties mentioned in the RFP? Can this part of the Scope of Service be removed or itemized? Please provide more concrete examples and parameters.

Response: Additional duties may include: marketing consulting services, design of new marketing collateral, design of presentations, and recommendations on social media posts. It shall not include additional print production or any media buys.

Question 7: Is the selected firm responsible for creating a new website for Travis Park or just maintenance of the existing website?

Response: The selected firm would be responsible for maintenance and frequent updating of events to the Travis Park website.

Question 8: Who is the person responsible for currently creating materials? City staff or an outside agency?

Response: An outside agency is currently responsible for creating marketing materials for Travis Park.

Question 9: Is this a new contract for the department or does the department have a current contract that is expiring? Who is the incumbent?

Response: The department has a current contract that will be expiring with Tribu.*

Question 10: Will the City consider bids from out-of-state vendors?

Response: Yes, the City will consider bids from out of state vendors.

Question 11: What type of facility signage is being requested? Is this window signage? Please provide more information.

Response: Facility signage may include window signage and other promotional signage as requested.

Question 12: What is the anticipated award date?

Response: The City anticipates Council consideration for November 2015.

Question 13: What other agencies/designers is the City of San Antonio using?

Response: The City of San Antonio is utilizing a variety of marketing agencies for various citywide projects.

Question 14: Is there a monthly budget?

Response: A budget has been established internally; however, the City seeks for the market to respond to the scope of services without bias to the amount budgeted for the outlined services.

Question 15: Is the electronic copy an option or do you also want a hard copy along with an electronic copy?

Response: Please refer to Section 010 - Submission of Proposal. Proposals may be submitted electronically through the portal or in hard copy format.

Question 16: When will the questions from the pre-bid meeting be posted?

Response: Responses from the questions asked during the Pre-Submittal Conference Meeting are included in this Addendum II.

- Question 17: Do the progress meetings for the Contractor selected for this RFP have to be in person or can they be web-based (teleconference, web conference, skype)?
- Response: The progress meetings can be held via teleconference, web conference or in person.
- Question 18: How can RFP Respondents get a sample copy (copies) of existing CCDO print materials? Who is the POC in charge of CCDO's print materials currently?
- Response: Printed samples will not be made available by the CCDO office. Please see Question #2 response.
- Question 19: Can the stipulated (Scope of Service) description for the "additional products and services that may be requested on an as needed basis" be more specific? And would there be an aversion by the City for those services to be billed at an "time and ½ time hourly rate"?
- Response: Please see response for Question #6. All hours shall be billed at the same hourly rate.
- Question 20: Does the 30 hours per month include the social media work?
- Response: Yes, the 30 hours per month does include social media.
- Question 21: In cases where third-party resources need to be utilized, i.e. stock images, hired photographer, printing services, etc., who does CCDO see responsible for handling acquirement and fees?
- Response: All third party resources must be allocated out of the total annual budget award.
- Question 22: Are you currently working with any other firms for the services requested? If so, will live/native files be shared or transferred?
- Response: All native files are property of the City of San Antonio and will be transferred to the awarded agency.
- Question 23: What would be the process if requested work is projected to exceed the 30 hours?
- Response: The awarded firm is expected to perform services as requested by CCDO under this contract. If work is projected to exceed the 30 hours budgeted per month, the awarded firm and City will discuss options for performing duties beyond the budgeted hours.
- Question 24: How many non-recurring events at Travis Park typically require promotion through print and social media per month?
- Response: Typically, Travis Park has 2-3 events per month that require promotion through social media. Of those events, 2 may require print promotion.
- Question 25: Can companies from outside the USA such as India or Canada apply for this RFP? Can a company perform the tasks outside the USA?
- Response: Yes.
- Question 26: Can proposals be submitted via email.
- Response: No. RFP responses may not be submitted via email. Please see Section 010 – Submission of Proposal of the RFP.



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