

City of San Antonio

SUBJECT: Request for Proposal (RFP) for Marketing Services for Pre-K 4 SA (RFP 016-018, 6100006917), Scheduled to Open: **February 19, 2016**; Date of Issue: **January 15, 2016**

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

DATE: February 2, 2016

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. Add: Sign-In Sheets for the Pre-Submittal Conference dated Tuesday, January 26, 2016. This document will be posted as separate file.
2. Add: Pre-Submittal Conference SBEDA Presentation. This document will be posted as separate file.

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

Question 1: As stated on page 3 of the RFP, we understand that the total allocated budget for this proposal is \$328,000; however, it is unclear whether the amount of "up to \$250,000" specified for "media buys for the program" is part of that total budget amount or a separate pool of funds from the Corporation. (Re: Page 3 of RFP and Page 32 of RFP (attachment A.c))

Response 1: Pre-K 4 SA has budgeted up to \$250,000 of the contract amount for media expenditures. As part of Respondent proposed plan, Respondents may recommend budget mix across fee and media buy as appropriate for proposed plan, as long as media expenditure does not exceed \$250,000.

Question 2: Will the contract be awarded to the lowest bidder or will it be awarded to the best value proposal?

Response 2: Recommendation will be based on a variety of factors that include but are not limited to: price, qualifications, experience, innovations, creativity, and project approach.

Question 3: Will you publish a list of the firms who attended the pre-submittal conference?

Response 3: Please see attached Pre-Submittal Conference sign-in sheet.

Question 4: Do firms need to create all artwork?

Response 4: The firm awarded this project will be responsible for campaign idea development and for the development and production of all creative executions/materials associated with the campaign.

Question 5: Are the firms to create new creative artwork or continue using existing artwork?

Response 5: The firm awarded this project will develop a new campaign idea and new creative executions in support of the new campaign(s). Agency will be provided with new brand assets (in development now) and a brand style guide.

Question 6: How do we see existing marketing program referenced on page 3, Scope of Service, letter B?

Response 6: There will be no active marketing campaigns in place when this contract is awarded. Previous efforts and media plans will be shared upon award with contracted agency.

Question 7: As for the weekly performance status reports, is this more of a report of what has been done or is this a financial report?

Response 7: The financial report is a separate document designed to propose and track hours by project. The financial report should be provided quarterly. The status report referenced in the Scope of Services is intended to capture actual work and milestones completed/forthcoming by project. This would include project description, due date, milestones and party responsible.

Question 8: All of SBEDA points appear to be for SBE or M/WBE business that must be based in San Antonio. Is there any partial award if based outside San Antonio?

Response 8: For vendors to be eligible to receive the points associated with the SBE Prime Contract Program and the M/WBE Prime Contract Program a Respondent must be SBEDA eligible per the Ordinance which requires that vendors to be headquartered in the San Antonio Metropolitan Statistical Area (SAMSA) or have a significant business presence within the SAMSA. There is no partial awarding of points associated with either program.

Question 9: On page 18, it states that there is a MWBE subcontracting goal of 5% that has been established for this contract. Is this a requirement to enter into an agreement?

Response 9: The subcontracting goal is not a requirement. Vendors that will not be able to meet the subcontracting goal may submit a subcontracting waiver at time of bid that documents their good faith effort made to achieve the 5% goal. If the waiver is denied or the 5% M/WBE subcontracting is not met, the bid may be deemed non-responsive.

Question 10: On page 3 it states that the budget is \$328,000 however on page 6 it states that the contract is based on an hourly fee structure. Is this contradictory information?

Response 10: No. The budget for the initial term (3 months) of the contract is \$328,000.00. The budget for year two is slated to be \$375,000. Hourly fee structure refers to the hourly billable rate by position/discipline

Question 11: Is the intent of the Corporation to only receive a 3-month proposed plan or should it be for a longer time period?

Response 11: Submissions for this contract will be evaluated for the 3-month duration of this contract. Respondents should provide a sample plan for July 2016 - June 2017 to demonstrate how Respondent would continue to drive awareness of overall program and drive enrollment should contract be renewed.

Question 12: Is there any other cost that should be included and monies taken from the Total Budget?

Response 12: All costs including production should be included in budget. Corporation reserves the right to additionally fund some production as needed at the discretion of Corporation.

Question 13: What is the final date from student enrollment and acceptance?

Response 13: Students may apply at any time of the year. Students are accepted based on eligibility and space at time of submission of application. Should space not be available at the time of application, eligible students are placed on a waitlist.

Question 14: Is the Corporation looking for a firm to provide spec. creative?

Response 14: Spec creative is welcomed as a way to demonstrate how a Respondent would approach messaging for Corporation. It will not, however, be evaluated and scored as part of selection process.

Question 15: Do you have demographic research to determine best media usage for the area?

Response 15: The media target for enrollment is W18-34 with pre-kinder children in household. The awareness/voter target is Total Adults 18+

Question 16: The \$250,000 for media is that amount gross or net?

Response 16: Gross

Question 17: The \$250,000 for media buys, is that for what set amount of time? April – June 2016 or for what length of time?

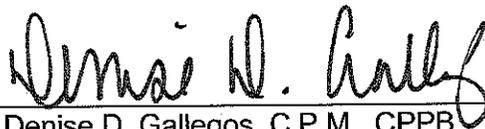
Response 17: A bulk of the media should be April – June. Respondent may propose a plan which includes media activity through the summer (through August 2016).

Question 18: To clarify the length of contract, start date is on or around April 6th and ends in June of 2016 or 2017?

Response 18: Refer to Section 008, Term of Contract; the contract award is anticipated to be an initial three (3) month period, to begin on April 6, 2016 and end on June 30, 2016 with a 1, 1 year renewal option upon approval from the Corporation Board.

Question 19: If agency is renewed, when will the new renewal date start and is there additional funds or we take the current amount into the renewal phase as well?

Response 19: Refer to Section 008, Term of Contract; the option contract renewal will begin upon the term end date of the initial contract. Additional funds are available for the renewal contract period.



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Finance Department – Purchasing Division

