

## 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 11, 2016

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

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

**Question 1:** In consideration that all copyrights are to be assigned (fully transferred) to COSA, will the awarded agency and any sub-contractor be allowed to showcase artwork produced for this contract in their portfolio/case studies, in industry design/marketing competitions, and in any marketing collateral as to demonstrate past work for COSA?

**Response 1:** Pre-K 4 SA has the ability, upon request, to provide a license to a Contractor for limited use of artwork they produce.

**Question 2:** How many vendors have registered to bid this RFP qualify for SBEDA as a SBE and LPP?

**Response 2:** It is unknown how many Respondents will qualify as SBE or LPP until responses are received and evaluated.

**Question 3:** What percentage of City contracts are currently help by vendors that meet the local SBE or LPP?

**Response 3:** The City of San Antonio Small Business Office provides current information on SMWBE utilization. The utilization dashboards can be found at the following link, <http://www.sanantonio.gov/SBO/SMWBEUtilizationDashboard.aspx>. The dashboards show payments made to SMWBE vendors for the current fiscal year on contracts that fall within the scope of the SBEDA ordinance. The information that you requested pertaining to the LPP program is not readily available at this time.

**Question 4:** In the section "RFP Attachment A, Part Three" (pg. 32), In Section G, it says the following: "Provide sample write scripts for television, radio ad, other paid media, and provide content for collateral materials from past contracts that your firm has facilitated." There seems to be a grammatical error in the first part and depending on how its corrected, the meaning of the sentence could change. Is it asking for materials already produced or for the Respondent to create new materials?

**Response 4:** Please provide samples of written materials already produced that is representative of agency's work.

**Question 5:** Under the Scope of Work, Section 004, Letter D, there is the following statement: 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.

Reading between the lines I'm assuming there are different publications put out by different city entities and partners and we would want to distribute releases to the editors of these publications? Or are there byline opportunities and you'd need us to assist the team with writing articles for submission? The way that it's worded sounds like we'll be developing media kits for Pre-K 4 SA partners. Please clarify.

**Response 5:** Respondent would be responsible for helping to develop promotional kits/materials for specific initiatives that result from Pre-K 4 SA partnerships as well as PR materials (pitch kits, articles, etc.) for media at large.

**Question 6:** What are the ultimate goals of your project?

**Response 6:** The ultimate goals for the program can be found by visiting <http://www.sanantonio.gov/Pre-K4SanAntonio/Vision.aspx>. Marketing/Communication goals are to drive applications among potential students/families and to generate program awareness and familiarity among San Antonio voter population at large.

**Question 7:** What exactly are you looking to have accomplished in terms of branding, marketing, and public relations?

**Response 7:** Marketing/Communication goals are to drive applications among potential students/families and to generate program awareness and familiarity of Pre-K 4 SA brand among San Antonio voter population at large.

**Question 8:** Do you have a specific timeline on when/how you'd like this project completed?

**Response 8:** There is no specific end date for the marketing and communications efforts. Marketing/Communications will be used to drive awareness and familiarity with the Pre-K 4 SA brand year-over-year. Additionally, marketing/communication efforts will be utilized to encourage the enrollment drive which takes place roughly between February and August of every year.

**Question 9:** Do you have a specific budget (minimum/maximum) for this project?

**Response 9:** As detailed in Section 004 of the RFP titled "Scope of Service", The Corporation has established a maximum budget of \$328,000.00 for the entire contract term NOT including renewals for this contract. Note, however, that price will be a factor in selection and award of the contract. Consideration to pricing should be given in submitting a proposal.

**Question 10:** Is there a specific strategy already in place that you'd like for us to implement?

**Response 10:** Pre-K 4 SA does have a strategic marketing architecture that will be shared with the selected agency for the development of Creative and Communication Briefs. There will not be an existing go-to-market strategy that will need to be implemented by selected agency, other than the dedication of overall efforts to generating awareness and familiarity with the Pre-K 4 SA brand as well as driving enrollment from February - August of every calendar year.

**Question 11:** In the past, has there been a percentage (roughly) of the stated "media" budget that was dedicated to enrollment versus general awareness?

**Response 11:** No. Moving forward the goal is to dedicate 60% of budget to enrollment and 40% to general awareness throughout the year.

**Question 12:** Are enrollment trends ahead or behind projection?

**Response 12:** Enrollment trends are on track with goal. Service model may be seen at <http://www.sanantonio.gov/Pre-K4SanAntonio/about.aspx>

**Question 13:** By what enrollment period (date/year) does the initiative want to be at the 3,700 student capacity? Would the program benefit by hitting the maximum enrollment capacity early? Is the operational side of the program positioned to absorb the enrollment capacity should it be reached early?

**Response 13:** Of the 3,700 students mentioned 1,700 will be serviced via competitive grants to early education organizations in San Antonio. These funds will be awarded in Spring 2016. Pre-K 4 SA plans to reach its goal of servicing 2,000 students directly in the 2016-2017 school year. Pre-K 4 SA is on track to meet this goal.

**Question 14:** Is the 51% SBE and 51% M/WBE participation based on budget outside of the dedicated media budget, or, based on the total stated budget for the term of the contract?

**Response 14:** The 51% is for the total value of the contract. This pertains to both programs.

**Question 15:** Do you have TPRI scores for Pre-K 4 SA children (first 3 years) that are benchmarked to non-participating students which would indicate how our (Pre-K 4 SA) students are responding as they progress through elementary school?

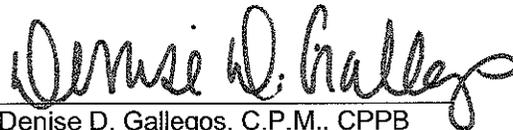
**Response 15:** This information is outside of the scope of this particular RFP. Pre-K 4 SA is pleased to share the Year 2 Assessment conducted by Edvance Research Inc. in conjunction with National Institute for Early Education Research (NIEER) and Rutgers University in New Jersey. Results showed positive student achievement utilizing a nationally recognized testing instrument, Teaching Strategies Gold Assessment, which assesses developmental skills in the following areas: Cognitive, Literacy, Mathematics, Oral Language, Physical Skills, and Social-Emotional. The snapshot report shows the percentage of children at a particular level for each area of development. <http://www.sanantonio.gov/Pre-K4SanAntonio/Facts/StudentAssessment.aspx>

**Question 16:** If we are proposing as a joint venture, do both parties each have to fill out all forms required in the proposal.

**Response 16:** Yes. If Respondent is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

**Question 17:** When might we expect the demographic profile for the two target audiences to be posted?

**Response 17:** As posted in Addendum I, the media target for enrollment is women, age 18-34 with pre-kinder children in household. The awareness/voter target is Total Adults 18+.



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