



Creative Development Marketing RFP  
Solicitation Number: R-21-005-FG

ADDENDUM 1  
August 18, 2021

To Respondent of Record:

**RESPONSES TO QUESTIONS**

**1. Question: In reading the bid requirements it mentions that the SAWS is accepting proposals from qualified agencies in the San Antonio metropolitan area.**

**I wanted to confirm if that was a requirement or if there was any flexibility on that. One of our divisions works with water departments nationwide and another division is a full-service marketing agency, so I feel that we are uniquely qualified to bid on this project, however, we are not in the San Antonio metropolitan area. We are headquartered out of Tennessee.**

*Response: We prefer agencies with local ties because of the strong role SAWS plays in our community. While this is not a requirement, it is crucial that the selected agency be ready to launch with knowledge of local ordinances, policies, and practices within local neighborhoods, City Council, partner agencies, etc.*

**2. Question: Of the total budget, can you please provide a percentage breakdown of the services that are used most to fulfill the current scope of work with the contracted agency?**

*Response: The contract amount is a not-to-exceed budget. Percentages of spending will vary depending on priorities in upcoming years. This can include ad development, creative services, crisis management, and social media support.*

**3. Question: Can you please clarify if the \$175,000 budget includes expenses for hard costs like paid media, printing, video production, editing, music, talent/voice over, etc.**

*Response: The \$175,000 is budgeted towards costs incurred by the selected agencies. However, additional campaign costs (such as paid media) are planned on a case-to-case basis and are paid from a separate budget.*

**4. Question: Please confirm the Sample Contract includes all pages from 29 through 53? Or are the following forms also needed for submission of the RFP?**  
**a. Exhibit F – List of Sub-Consultants ..... 51**  
**b. Exhibit G – No Boycotting Israel Verification..... 52**  
**c. Exhibit H – Preservation and Production of Contracting Information 53**

*Response: Exhibit F, G and H will be included in the final contract. These exhibits/forms do not need to be submitted in the RFP. Sub Consultants are to be included in the Good Faith Effort Plan.*

5. **Question:** Regarding page 6, #8 a, b, c. Are questions b and c regarding #8 only, or regarding the entire scope of services listed on page 1?
- Response:* The sample requested would be for a specific campaign.
6. **Question:** Can you clarify the level of public relations needed for this scope of work, as well as crisis communications? How has this been handled in the past and what future role do you anticipate needing from your agency partnership on this?
- Response:* The anticipated focus for the agency's work would be in campaign and crisis communications. Public relations for these issues would be managed internally.
7. **Question:** Would SAWS be open to doing a complete rebrand of the organization?
- Response:* The agency would be open to discussing a rebrand, however, funds allocated to this contract can be better focused on fulfilling the priorities of the agency.
8. **Question:** Is there an internal social media team at SAWS that we will support? Or will we manage the social media accounts?
- Response:* SAWS staff manages our social media pages with occasional support (such as scheduled posts) from selected agencies.
9. **Question:** Can you specify which stakeholders this RFP relates to?
- Response:* Stakeholders include residential and commercial customers, City Council, County Commissioners, suburban cities and their representatives, as well as the business community – all of whom rely on the water and wastewater services SAWS provides.
10. **Question:** What are the specific goals this RFP hopes to meet?
- Response:* (From the RFP objective) The goal is to develop an annual strategic communications/marketing plan to reach key stakeholders; implement major components of its communication plan, adapt /develop creative concepts and messaging, develop and execute advertising campaigns, strategic messaging, assist with paid media coordination, events coordination, and social/emerging media consultation.
11. **Question:** What are SAWS' current marketing touchpoints for the Spanish-language community?
- Response:* SAWS provides Spanish-language information and messaging via digital, paid media and web on crucial and emergency topics.
12. **Question:** What is the minimal requirement of employees in order to participate?
- Response:* While it is up to the agency to determine the number of employees needed, it is crucial that the firm have the capacity to handle large-scale and urgent projects without sub-contractor markup.
13. **Question:** What is the minimal square footage of office location in order to participate?
- Response:* A legitimate local address and SCTRCA or HUB certification if they are SMWB.

14. **Question:** **Is it indistinct for the project that the work is done by a foreign company with a partner from San Antonio or it must be a local company that may have a foreign partner.**
- Response:* *We prefer agencies with local ties because of the strong role SAWS plays in our community. While this is not a requirement, it is crucial that the selected agency be ready to launch with knowledge of local ordinances, policies, and practices within local neighborhoods, City Council, partner agencies, etc.*
15. **Question:** **Other jobs that may arise will be billed additionally if the scopes requires it?**
- Response:* *The total amount of invoices billed to the agency must fit within the contract amount of \$175,000 per year.*
16. **Question:** **Does the W9 have to be submitted by the supplier and the partners or consultants as well?**
- Response:* *The W-9 form is only required from the respondent.*
17. **Question:** **When is the E&O due?**
- Response:* *Errors and Omissions is to be provided by the selected firm.*
18. **Question:** **Is there any need of a specific insurance or other kind of legibility document?**
- Response:* *Yes, Basic w/ Professional \$3M is required. A copy of Current Certificate of Liability Insurance is to be submitted with the proposal as stated on the Submittal Response Checklist.*
19. **Question:** **Do you have examples of past campaigns or communication plan that you can share with us to have a better understanding of the scope?**
- Response:* *See the following for more information on past campaigns:*
- <https://waterful.saws.org/>,
  - <https://www.youtube.com/sawsorgsatx>
  - <https://uplift.saws.org/>
20. **Question:** **What kind of materials do you usually have in a campaign: TV commercials, Billboards, out of home, etc.**
- Response:* *Campaign materials typically consist of social and digital advertising, billboards, bus shelters and wraps, and print ads. Radio and TV are seldom used.*
21. **Question:** **What are the specific services with respect to paid Media that you expect the agency to provide?**
- Response:* *The agency will develop campaign materials for paid media with direction from SAWS staff. They may also book limited advertising with billing direct to SAWS.*
22. **Question:** **When it comes to social media and paid media support, do you have a primary agency for these services that might ask for support from the new agency?**
- Response:* *SAWS staff manages our social media pages and paid media with occasional support (such as scheduled posts) from selected agencies.*

23. **Question:** The production of high level video pieces that might require models, actors, etc must be included in the \$175,000 USD budget?

*Response:* Any development of projects which may require external talent must be included within the \$175,000 budget.

24. **Question:** Page 5, section 5: “Qualifications and team experience including quality and range of samples (portfolio), strategic plan quality, and methods of implementation”

a. Can you clarify expectations on “strategic plan quality”?

*Response:* Staff will review proposals for feasibility, cost effectiveness, cultural relevance and strength of reach, as examples of strategic plan quality.

25. **Question:** Page 6, Section 6: “Provide screenshots on a portable drive”

a. If electronic submissions are the only accepted format, is a Dropbox link accepted in place of a portable drive?

*Response:* See Modifications to Specifications below.

26. **Question:** Page 6, Section 9: “Provide a narrative response describing the Respondent’s quality assurance (QA) and quality control (QC) procedures, as well as other technical activities that Respondent will implement to demonstrate that the results of the work performed to satisfy the scope of services in this solicitation.”

a. Can you please clarify expectations on “quality assurance and control procedures”?

*Response:* SAWS expects work from the agency to be on target, within described parameters, spell-checked and timely. The agency should also ensure deliverables are appropriately branded with the organization’s logos, fonts, colors, etc. Further, the agency will provide completed native files when the project is finished.

## MODIFICATIONS TO SPECIFICATIONS

1. Remove and replace Section C. Response Format, 6. Social and internet-based media expertise (10 points) with the following:

*Provide a list of three (3) website and social media campaign projects completed in the last three (3) years, in which the Respondent has performed services similar to those sought in this solicitation.*

*This list should include:*

- Name of client
- Client Address
- Location (city and state)
- Duration of assignment
- Website or URL
  - Provide screenshots through FTP Site (FTP site can be requested by emailing florinda.gonzales@saws.org)
- Campaign goal and actual campaign achievement metrics (impressions, interactions, etc.)

## END OF ADDENDUM 1

This Addendum is four (4) pages in its entirety, with no attachments.