



REQUEST FOR PROPOSAL

COMMUNICATIONS, EXTERNAL RELATIONS AND CONSERVATION PROGRAM SUPPORT MATERIAL CREATIVE DESIGN AND DEVELOPMENT SERVICES CONTRACT

Solicitation No.: R-20-003-JP
Addendum 1 | August 12, 2020

QUESTIONS AND ANSWERS

1. **QUESTION:** In the Scope of Services B/2 it bullets "Types of media to be used". Is it the intent of the contract that the agency provides media buying or is it the intent we provide creative services that fit within a media buy executed by another firm or SAWS in-house?

ANSWER: The intent of the contract is for the awarded firm to provide creative services that fit within a media buy executed by another firm or SAWS in-house.

2. **QUESTION:** On page 5 it is clear the submission should be electronic only, with the pdf document being emailed to contracting@saws.org. Please confirm that all forms will be submitted in the same pdf to the same email address.

ANSWER: Yes, in Sub-Section IV.B.1 of the solicitation, only one (1) file with all required response information should be submitted to the aforementioned e-mail address. Please reference to the solicitation for all other submission requirements. If file size is an issue, please contact Janie Powell, Contract Administrator via email at Janie.Powell@saws.org.

3. **QUESTION:** On page 6 questions 5e., you request we "list work" our firm is currently doing for other local, state or national governmental entities. Do you want a simple list of entity names or a list of the type of work we are performing by entity?

ANSWER: Providing both the entity names and the type of work being performed for the entity is required.

4. **QUESTION:** Our current automobile liability business insurance coverage includes our company vehicle and does not include "non-owned or hired vehicles" Because of the nature of our business, we are a design studio that does not deal with any production equipment or commercial vehicles of any type. Therefore we would like to know if our proposal would be considered valid for the selection process?

ANSWER: As the scope of services or the response to the proposal submitted does not contemplate the required use of non-owned or hired vehicles, the failure to carry the endorsement for non-owned or hired vehicles will not materially affect the evaluation of the proposal.

5. **QUESTION:** Is SAWS currently working with a marketing or graphic design firm?

ANSWER: Yes, SAWS currently has contracts with the following firms:

Tribu
Causality
Blonde Creative
Blue Sky Graphic Design

6. **QUESTION:** Is there an incumbent, and if so, is SAWS satisfied with their work?

ANSWER: See the response to Question #5 of this Addendum. SAWS is satisfied with the work of the incumbents.

7. **QUESTION:** Will the incumbent be bidding?

ANSWER: The opportunity to bid is open to any firm who has the qualifications and experiences requested within this RFP. SAWS does not know in advance which firms will submit for this RFP.

8. **QUESTION:** To confirm, the Selection Committee may choose to interview more than one firm, but will be selecting only one firm for the contract?

ANSWER: SAWS has the option to choose to award to one or multiple firms.

9. **QUESTION:** Page 2/50 specifically states that consultants must have a proven record of 5 years' experience and previously worked with city or state organizations. We have over 16 years of communications experience, but our firm has been in existence for less than five years, does that immediately disqualify us?

ANSWER: Experience provided in the submittals if not met by the firm, experience from the Principals will be considered.

10. **QUESTION:** Also, we have worked with UT Austin and Utility/Power companies. Is that sufficient? Many of our clients are corporate (e.g. H-E-B, Credit Human, etc.) so we want double check.

ANSWER: See the response to Question #9 of this Addendum. Your firms work with UT Austin and Utility/Power companies are sufficient.

11. **QUESTION:** On page 14 of the RFP. Number 14 reads as follows: 4. Addendums: Each Respondent is required to acknowledge receipt of all addendums. None, Yes if yes identify and then a line. If there are addendums, how do you want us to "identify."

ANSWER: You would identify the Addendum with the Addendum # and date as follows: Addendum #1, 8.12.20.

12. QUESTION: Per Item I(B)(1), under Project Information/Scope of Services, the conceptual development "may include some writing"? Please clarify what type of writing is indicated (i.e. blogs, website, email campaigns, etc.)?

ANSWER: The work will involve primarily print piece writing, but may include website writing if the firm has that experience and SAWS has a need. The scope of writing is mostly limited to ad copy or similar length. However, on a per-project basis, more in-depth writing support could be requested if needed.

13. QUESTION: How much writing is estimated for this project?

ANSWER: Very little writing as will predominately consist of creative design work.

14. QUESTION: Per the RFP objective, requested the graphic design services will assist with the design and development of support materials for three separate SAWS departments. Have project goals for each department been identified? If so, please advise (i.e. increase customer engagement, customer awareness of new initiatives, etc.).

ANSWER: This is a per project work order based contract, each project's goal and scope will be determined as needed.

15. QUESTION: To complete this project, please advise what SAWS resources will be accessible to the selected vendor? (personnel, locations, information, stock libraries, and reference material)

ANSWER: Each work order will provide the SAWS POC email and phone number, brief scope description, and location. Extent of hands-on support and guidance from SAWS personnel will be negotiated on a project-by-project basis. Existing SAWS graphic assets, video footage and editorial copy will be provided per project when available. SAWS does subscribe to a high-quality, royalty-free stock photo and video service. Those resources can be made available as required per project requirements.

16. QUESTION: What are the key deliverables and desired deadlines that SAWS has identified for this project?

ANSWER: This is a per project work order based contract, each project's key deliverables and desired deadlines will be determined as needed.

17. QUESTION: Will the "creative graphic web design" be a new web design or modifying an existing website design?

ANSWER: The scope of services encompass modifying an existing website design.

18. QUESTION: What platform will the website be on? Ex: WordPress, Shopify, custom code etc.

ANSWER: The platform will be WordPress.

19. QUESTION: Who is the incumbent company that holds this contact?

ANSWER: See the response to Question #5 of this Addendum.

20. **QUESTION:** Under “Project Information”, in the “Scope of Services” section, **multi-media design** is one of the requirements. What does multi-media include? Video, radio, web work, emails?

ANSWER: Multi-media may include, but is not limited to, video and radio.

21. **QUESTION:** What is an SMWD designation and what entails a 40% commitment?

ANSWER: An SMWB designation is third-party certification by the South Central Texas Regional Certification Agency or the Texas Historically Underutilized Business (HUB) verifying that a firm is a Small, Minority, or Woman-owned Business (SMWB). According to our last Minority and Woman-owned Business Enterprise Disparity Study, there is at least 40% availability of local professional services firms who are ready, willing, and able to do business with San Antonio Water System. If you have any more questions about the SAWS Small, Minority, Woman, and Veteran-owned Business Program, or the solicitation’s Good Faith Effort Plan, please reach out to Marisol V. Robles, SMWVB Program Manager, at marisol.robles@saws.org.

22. **QUESTION:** What level of technical research will be required of the chosen firm?

ANSWER: There is not required, but if the Respondent has any specific area of specialty it would be helpful to list those.

23. **QUESTION:** On page 3 the budget for the term of the contract is estimated at \$200,000.00 annually. Is SAWS able to provide an estimated number of projects by type of project (writing, web design, multimedia design, print production, etc.) based on previous year trends?

ANSWER: No, not at this time. The projects come in on an as-needed basis and vary in scope.

24. **QUESTION:** As to writing needs, please clarify if this is copywriting in the creative development vertical, or writing needs in the public relations vertical.

ANSWER: Possibly both, but mainly creative development in the vertical.

25. **QUESTION:** Regarding Section 5C: "Detail how your firm has performed similar services in the past with these project requirements. "What "project requirements" is this referring to? Is it referring back to question 5A description of our firm's processes?"

ANSWER: Performing creative design work for other companies.

26. **QUESTION:** Can you further define "creative graphic web" per section C 1? Will this include video and micro sites? Or, just static graphics to be posted on the website?

ANSWER: More static graphics, but if the Respondent’s core business includes video there is a possibility of video production.

END OF QUESTIONS AND ANSWERS

This Addendum is four (4) pages in its entirety. There are no attachments.