



## **ADDENDUM I**

**SUBJECT:** Public Health Infrastructure Communications Campaign (RFP 23-121, RFx# 6100017241), Scheduled to Open: September 5, 2023; Date of Issue: August 4, 2023.

**FROM:** Denise Gómez-Esquivel, C.P.M., CPPB  
Procurement Administrator, Finance Department

**DATE:** August 30, 2023

**THIS NOTICE SHALL SERVE AS ADDENDUM NO. I TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS WHICH IS HEREBY AMENDED AS FOLLOWS:**

1. **REVISE:** The RFP submission deadline has been extended to **September 12, 2023 at 11:00 a.m. Central Time.**

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

Below is a list of questions that were asked before the pre-submittal conference. The City's official response to questions asked is as follows:

QUESTION 1: Can we get a copy of the annual communications plan?

RESPONSE: The entire communication plan will be shared with the selected agency. For responding to this RFP, respondents can focus on branding the local health department National Nutrition Month in March and Take Pride in Your Health in June. National Nutrition Month was executed without an official campaign. Metro Health launched a 2023 brand campaign "Healthy People. Healthy Community" based on our vision statement "Healthy people thriving in a healthy community." "Take Pride in Your Health" was launched in June during Pride month. This campaign celebrated during Pride month and brought awareness to our various health programs.

QUESTION 2: How does Ready to Work relate to the public health?

RESPONSE: Ready to Work is San Antonio's premier training, education, and employment program aimed at providing City of San Antonio residents with personalized career training and coaching. All respondents to City of San Antonio formal solicitations are asked to review the Ready to Work program and explain how this program could be leveraged in your organization's hiring and training practices to raise awareness of the opportunities available through this initiative. While the Ready to Work program includes opportunities for participants to pursue public health related training programs, respondents of this RFP are asked to review the program and provide a response to question #1 on Attachment A, Part Three, on how the program may be leveraged in your organization's processes to provide your organization's employees an opportunity to pursue professional development or further their career.

QUESTION 3: Can you clarify what you are looking for in Proposed Plan. Example: Page 27 #3  
“November – December 2023 will be on onboarding opportunity to learn how the role of public health is to communicate effectively to inform and educate people about health, factors that influence it and how to improve it.”?

RESPONSE: Metro Health placements include television, radio, outdoor, print, social media and digital placements. Any other recommended placements should be included in the proposed plan.

QUESTION 4: Is there an Incumbent?

RESPONSE: No, currently there is no contract in place.

QUESTION 5: What is the budget?

RESPONSE: The budget for this project cannot exceed \$247,893.00 annually. Respondents are encouraged to submit proposals outlining the costs necessary to complete the work outlined in the Scope of Work. Additionally, respondents are reminded that the scoring criteria for which their proposal will be scored includes up to 15 points for price. Competitive pricing is encouraged.

QUESTION 6: Please provide more clarity around question 1 in Attachment A, Part Three (Proposed Plan). What is the desired deliverable for this question?

RESPONSE: See Response to Question # 2.

QUESTION 7: What are the expectations for questions 2-5 in Attachment A, Part Three (Proposed Plan)? These offer helpful information but do not specify specific questions or deliverables.

RESPONSE: Propose how the respondent would develop and launch a campaign to brand public health, National Nutrition and Take Pride in your Health in San Antonio. Deliverables can be on one of the three campaigns, branding public health, National Nutrition Awareness Month or Take Pride in your Health. Proposed plan may include a media plan. Television, radio, outdoor, print, digital and social are traditional ad placements for our department.

QUESTION 8: Is spec creative or a sample media plan expected as part of the Proposed Plan?

RESPONSE: Deliverables can be on one of the three campaigns, branding public health, National Nutrition Awareness Month or Take Pride in your Health.

QUESTION 9: Are we able to self-fulfill the 13% minority owned requirement if we have SBE/WBE status?

RESPONSE: A Prime consultant that is SBEDA eligible and is certified as a SBE and M/WBE will be able to meet the subcontracting goal of 13% M/WBE through self-performance. A firm certified only as a SBE may not self-perform, they will have to subcontract to another M/WBE sub-consultant(s) to meet the subcontracting requirements or may be deemed non-responsive.

QUESTION 10: Are subcontractors expected to fill out the general information form and answer the questions for background and experience?

RESPONSE: Yes, all identified Subcontractors need to submit separate General Information & Contract Disclosure Forms.

QUESTION 11: Can we combine duplicate questions in numbers 3 and 5 of Attachment A, Part 2?  
RESPONSE: Respondents may cover information requested in questions 3 and 5 in one statement.

QUESTION 12: The cover lists RFP 23-121 and RFx 6100017241 — should we use both in fields that ask for the solicitation number?  
RESPONSE: Yes, please reference both RFP & RFx numbers in your submission.

QUESTION 13: Is there an incumbent for this work? What advertising/communication agencies does Metro Health currently work with?  
RESPONSE: See Response to Question # 4.

QUESTION 14: Since the Utilization Plan (UP) requires a percent of the budget, is there an anticipated overall budget?  
RESPONSE: See Response to Question # 5.

QUESTION 15: "...each section and attachment must be indexed as in the Table of Contents. For Electronic submissions through the portal each separate section should be attached as a separate file." Does this mean we're uploading a document of just the TOC alone and so forth?  
RESPONSE: Please submit each attachment separately in accordance with section 008, Proposal Requirements of the RFP. Then Combine all files into one (1) complete proposal & submit as well.

QUESTION 16: RFP ATTACHMENT A, PART THREE, PROPOSED PLAN: Can you clarify what you're looking for in response? For example, "Prepare and submit the following items: 3. November – December 2023 will be on onboarding opportunity to learn how the role of public health is to communicate effectively to inform and educate people about health, factors that influence it and how to improve it." What are you looking for us to submit here?

- How does item 1 of this section regarding the Ready to Work program come into play with this scope of work? It COULD be included. Are you looking for media plans or spec creative with our submission? If a media plan is included please respond with any placements OTHER than television, radio , outdoor, print, digital and social media since those are traditional ad placements for our department.
- What is involved in the onboarding process mentioned above?

RESPONSE: Deliverables can be on one of the three campaigns, branding public health, National Nutrition Awareness Month or Take Pride in your Health.  
Proposed plan may include a media plan. Television, radio, outdoor, print, digital and social are traditional ad placements for our department.

QUESTION 17: Can we receive a copy of the annual communication plan to inform our response?  
RESPONSE: The entire communication plan will be shared with the selected agency. For responding to this RFP respondents can focus on branding the local health department National Nutrition Month in March and Take Pride in Your Health in June. National Nutrition Month was executed without an official campaign. Metro Health launched a 2023 brand campaign "Healthy People. Healthy Community" based on our vision statement "Healthy people thriving in a healthy community." "Take Pride in Your Health" was launched in

June during Pride month. This campaign celebrated during Pride month and brought awareness to our various health programs.

QUESTION 18: Are you open to other tactics outside of the ones mentioned in the RFP?

RESPONSE: Yes, other marketing tactics will be considered.

QUESTION 19: Will you provide respondents with at least five business days to utilize responses from the Q&A to inform and construct our proposals prior to the submittal deadline?

RESPONSE: Please refer to Item 1 of this Addendum.

QUESTION 20: How will success be measured for each public health campaign?

RESPONSE: The initial year of the public health branding campaign will set a baseline and will be measured over the remainder of the contract years.

QUESTION 21: For the purposes of providing a unit cost for audio and video production services on the price schedule, what parameters should we use? For example, is there a certain video length, casting detail, or anything else we should base that on?

RESPONSE: 30 spots English and Spanish of two (2) versions for a total of four (4) audio and video spots building an awareness on public health. Casting, b-roll, photography, and other elements may be provided by Metro Health. For additional information please view a public service announcement for the 2023 National Public Health Week Brand Spot created in house at link: <https://www.sanantonio.gov/Health/AboutUs/National-Public-Health-Week>

QUESTION 22: What access will we have to analytics? Google analytics, pixeling?

RESPONSE: Analytics will be provided by the City of San Antonio IT department. City of San Antonio Websites are currently migrating to a different platform.

QUESTION 23: The RFP asks for approach to paid media to diverse local audiences, is the target the entire city of San Antonio or do specific campaigns look to reach various communities disproportionately affected by the health initiatives in the proposal?

RESPONSE: To launch a campaign promoting branding for the public health department, the target is the entire city. Launching a specific health initiative will be identified by campaign.

QUESTION 24: If specific audiences are to be reached depending on the health initiative, will research be provided or will the respondent be required to recommend?

RESPONSE: Yes, Metro Health will determine target audience based on public health data and research.



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