



## **ADDENDUM I**

**SUBJECT:** Video Production Series for San Antonio Fire Department, (RFP 24-181, 6100018522), Scheduled to Close: November 18, 2024; Date of Issue: October 18, 2024

**FROM:** Stacey L. Czachor, NIGP-CPP, CPPB  
Procurement Manager

**DATE:** November 8, 2024

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

**THE ABOVE-MENTIONED REQUEST FOR QUALIFICATIONS IS HEREBY AMENDED AS FOLLOWS:**

1. **MODIFY:** The submission deadline has been extended to December 4, 2024, 11:00 a.m. Central Time.
2. **Delete:** Section 006 – Term of Contract, remove “This contract shall begin upon the date specified in the award letter, if it does not exceed \$50,000.”

**QUESTIONS SUBMITTED IN ACCORDANCE WITH SECTION 007, PRE-SUBMITTAL CONFERENCE:**

- Question 1: Scope of Service – Video Translation to Spanish and ASL (Section 4.2.1):  
Could you clarify if the translation to Spanish and ASL needs to be integrated into the same video file or delivered as separate versions for each language and format?  
Response: The English and Spanish versions will be two (2) separate videos; both will have ASL embedded within them.
- Question 2: Make-up Artist for Talent (Section 4.2.3): Is there a specific expectation for the level of make-up artistry required (e.g., minimal touch-ups vs. professional makeup)?  
Response: Minimal touch-ups for makeup will suffice for this project.
- Question 3: Filming Permissions and Locations: Will the City of San Antonio handle all location permissions, especially if public spaces are used?  
Response: Yes, the City of San Antonio handle all location permissions.
- Question 4: ASL Interpreter Visibility (Section 4.1 Video Requirements): How prominent should the ASL interpreter be in the videos (e.g., full-screen or picture-in-picture)?  
Response: The ASL interpreter will appear in a picture-in-picture format for each video.

- Question 5: Will the City provide the ASL interpreter, or should we include sourcing interpreters in our budget?
- Response: The City will require the use of Deaf Link to provide the ASL interpretation. The fee for Deaf Link will be forthcoming in a future Addendum; this fee should be included in Attachment B, Price Schedule Total Costs for each video.
- Question 6: Creative Freedom in Script Development (Section 4.2.1): To what extent does the City wish to provide input on the creative direction of the scripts? Will there be a script review process before filming begins?
- Response: The City will provide bullet points of what we are looking for with each video so the video contractor can develop the script. The City will approve the script once developed to ensure messaging is at the expectation of the department.
- Question 7: Timeline for Revisions (Section 4.2.5): What are the expected turnaround times for client feedback during the editing process? Should we account for more than two (2) rounds of revisions in the cost?
- Response: Turnaround time is difficult to gauge as City personnel who will need to approve the videos are not always quickly accessible. However, to provide a rough estimate on turnaround time, the review period may take up to one (1) week. With that, the City will make all attempts to provide approvals sooner. Two (2) rounds of revisions should be sufficient.
- Question 8: Intellectual Property Rights (Section 005 - Additional Requirements): Will the City retain full ownership of all raw footage, or will the production company be allowed to retain a copy for portfolio use after the project concludes?
- Response: The City will retain full ownership of all raw footage produced under this contract.
- Question 9: Subcontractor Insurance (Section 4.2.3 - RFP Exhibit 1): If subcontractors (e.g., makeup artists or ASL interpreters) are used, will they need to provide their own insurance, or can they be covered under the production company's policy?
- Response: Subcontractors can either provide their own insurance or the Respondent can add the subcontractors to their insurance policies as additional insureds. After a subcontractor has been added to a Respondent's policy, an updated Certificate of Insurance (COI) reflecting the addition of subcontractors shall be submitted to the City.
- Question 10: Budget of \$116,000 (Attachment B - Price Schedule): The budget for the project is capped at \$116,000. Does this budget include contingency funds for unforeseen circumstances, or should contingency be included in the proposal?
- Response: \$116,000 is the maximum budget for this project, there are no additional funds available.
- Question 11: Attachment B – Price Schedule states the project has a budget of \$116,000. Section 006-Term of Contract (page 6) references not succeeding \$50,000. Can you clarify which amount is correct?
- Response: \$116,000 is the maximum budget for this project. The reference of \$50,000 in Section 006-Term of Contract will be removed via item 1 of this addendum.

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

- Question 12: Is there a maximum page length for the response?

Response: While there is no maximum page limit on a response, we kindly ask that you ensure it remains focused on the items specified in Attachment A, Parts 1 and 2.

Question 13: Can we submit an appendix to include links to our prior video production work? Or is it preferable to include the links in the experience/qualifications section?

Response: It is the City's preference that links to prior video production work be included in the Experience/Qualifications response section.

Question 14: Is there a firm deadline for the video deliverables, or would you prefer a rolling schedule?

Response: The City aims to meet its deadline of April 30, 2025; however, we have the option to request an extension if needed.

Question 15: Could you please specify your requirements for the Spanish translation? We'd like to understand if you're looking for subtitled translations, dubbed voice overs, or a separate version featuring Spanish-speaking actors. This information will help us provide a precise scope and cost estimate for the project.

Response: Our preference would be a separate video in Spanish; however, if that is not cost effective given the budget, subtitles will be acceptable.

Question 16: In regard to the evaluation matrix and the points associated with pricing, will firms who are able to provide cost savings and come under the budgeted amount be at an advantage in the pricing evaluation?

Response: Yes, the lowest priced response will receive the full 20 points for the price category. Remaining responses will receive a % of the 20 points based on the differential to the lowest price. [e.g... If the lowest price is \$100,000, this will receive 20 points; hence a response of \$110,000 (a difference of 90.9%), would receive 18.2 points (90.9% X 20pts) for the price category.]

Question 17: Will submissions be accepted without a DUNS or credit report as requested Section 008 – Proposal Requirements, Financial Information?

Response: While a DUNS number is not required, it is essential for you to submit some form of financial documentation, such as a credit report, tax return or a letter from your bank to satisfy the submission requirement.

Question 18: It is not fully clear if non-VOSBs may respond to this RFP or if being a non-VOSB has a negative impact on Respondents. Please clarify.

Response: Being a Veteran-Owned Small Business (VOSB) is not required for this solicitation, nor will any program points be allocated to VOSB vendors who choose to respond. We have required a VOSB tracking document be included in Respondent submittals to allow the City to track VOSB participation.

Question 19: Are the Spanish versions different videos with Spanish talent or the English video with Spanish VO or subtitles?

Response: Please refer to responses to Questions 1 and 15.

Question 20: Is closed captioning required for the videos or Public Service Announcements (PSA) spots?

Response: Yes, closed captioning is required for the videos and PSAs.

Question 21: Will there only be one (1) English version and one (1) Spanish version for each video?

Response: Yes, the requirement is for one (1) English version and one (1) Spanish version for each video.

Question 22: Does the talent for each video have to be as specified-or can it be determined after the creative process and scripts are approved?

Response: Talent selections can be finalized once the creative process and scripts receive approval.

Question 23: Are we expected to hire and/or train people through the Ready to Work program mentioned in Attachment A - Part 3?

Response: Respondents are not required to use the Ready to work program.

Question 24: What is expected in Attachment A - Part 3 regarding our production plan and daily detailed agenda since there is no creative yet?

Response: Attachment A - Part 3 invites you to outline your firm's general approach to executing this project, should you be awarded the opportunity. The City acknowledges that specific video details cannot be provided at this stage due to the absence of creative content.

Question 25: Since no payment terms are mentioned, will we be able to bill in increments as the project progresses?

Response: Yes, invoices can be produced as soon as a deliverable is completed, approved and received.

Question 26: The 5 (2-3 min) videos are intended for web, broadcast, and social?

Response: The 5 (2-3 min) videos are intended for the web, likely linked to YouTube.

Question 27: The 2 (30-45 second) videos are intended for web, broadcast, and social?

Response: The 2 (30-45 second) videos are intended for Broadcast to serve as a PSA.

Question 28: The 15-20 second PSA is solely for social?

Response: Yes, the 15-20 second PSA will be used on social media platforms (Facebook and Instagram City accounts).

Question 29: Is media format needed to be vertical or horizontal? Vertical better for social media.

Response: Only one video will be posted on social media and should be formatted vertically, the others will be viewed online or television broadcast and horizontal is the preferred format?

Question 30: Do terms and conditions for renewal include contract price from year 1?

Response: Contract price is based on delivery of the videos. We do not expect to need the second year to complete the project.

Question 31: The vendor is required to carry workers compensation?

Response: Yes, as per RFQ Exhibit 1, Insurance Requirements, Respondents are required to provide Workers' Compensation.

Question 32: Who is the audience - Middle vs high school?

Response: The videos will eventually be placed on the San Antonio Office of Emergency Management (SAOEM) website so they would be accessible to anyone in the community. The presentations will be offered to primarily adults with school aged children.

*Stacey L. Czachor*

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