



**ADDENDUM
REQUEST FOR PROPOSAL
GRAPHIC DESIGN AND CREATIVE SERVICES
CITY OF AUSTIN, TEXAS**

RFP: JRD0310

Addendum No: 2

Date of Addendum: November 2, 2015

This addendum is to incorporate the following changes to the above-referenced solicitation.

- 1.0 Changes to the solicitation due dates as follows;
 - 1.1 Proposal Closing Time and Date is changed to **3:00 pm, Tuesday, November 10, 2015**
- 2.0 Questions and Answers. Each question (Q) is followed by its answer (A).
 - Q1. Regarding SOW 3.1.7, does the Office of Sustainability currently use electronic marketing communications materials that they can offer as samples, or provide samples of other web-based and e-newsletters that they might like to emulate in the future?
 - A1. The Office of Sustainability currently distributes a bi-monthly e-newsletter. The most recent edition can be accessed at:
<http://us3.campaign-archive1.com/?u=478720db0e9d21e90f9d4f72b&id=1d11556841&e>
 - Q2. In SOW 3.1.8, can the Office of Sustainability list any specific services that they see relating to this contract? Or, is this just included to emphasize the need for broad skills and adaptability by the contractor?
 - A2. At this time, specific projects and scopes of work related to this contract have not been identified. The reference to "other related services, as required" is included to cover any creative or design services that may be required.
 - Q3. In 3.1.2, can the Office provide more explanation of the kind of strategies and features they mean? How extensive do they want the contractors to get in these area of community engagement and effectiveness measures? A designer can incorporate simple, no-cost methods, or fulfill these requests by hiring subcontractors to perform in-depth research and measurement.
 - A3. Some of the work under this contract may involve marketing campaigns that ask the community to take action to support a specific initiative, such as conserving energy, increasing recycling, or using alternative transportation to commute to work. It is hoped that the selected vendor will be able to assist in measuring the effectiveness of the campaign by showing how many people are reached and some demographic characteristics of the audience, as well as whether or not action was taken.
 - Q4. The solicitation's scope of work refers to "consultation on media buys." Does this mean advising only, or could it also include making media purchases on the city's behalf?
 - A4. Should a project arise that involves advertising, it is hoped that the vendor would be able to advise the Office of Sustainability on media buys that are targeted to reach the desired audience. The cost associated with those buys is not included in the contract amount.
 - Q5. The scope of work notes that other city departments may use the contract. How will other departments be made aware of the availability of these services?
 - A5. The contract will be added to the City's contract database and be available for review by all departments.



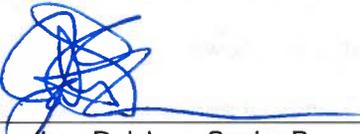
Q6. Is this a new contract? If not, how much work has been generated annually or over the period of the prior or current contract(s)?

A6. Previous contracts involved \$50,000 worth of work generated annually.

3.0 ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

BY THE SIGNATURES affixed below, this Addendum is hereby incorporated into and made a part of the above-referenced Invitation for Bid.

APPROVED BY:


Jonathan Dalchau, Senior Buyer
Purchasing Office

11/2/2015
Date

ACKNOWLEDGED BY:

Vendor Name

Authorized Signature

Date

RETURN A COPY OF THIS ADDENDUM
to the Purchasing Office, City of Austin, Texas *with your bid.*
Failure to do so may constitute grounds for rejection of your bid.