



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

RFP: JRD0310

Addendum No: 3

Date of Addendum: November 4, 2015

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

- 1.0 Questions and Answers. Each question (Q) is followed by its answer (A).
- Q1. What background research and information do you have on the brand?
- A1. You can visit the Sustainability Department webpage at www.austintexas.gov/sustainability to understand the brand.
- Q2. In regards to Section 3.1.1–3.1.8, is that separate and in addition to deliverables for Sections 3.2.1-3.2.7? As there seems to be a bit of overlap—please confirm?
- A2. Section 3.1 indicates what graphic design experiences the department is looking for. Section 3.2 gives a short list of anticipated projects.
- Q3. In regards to Section 3.1.6, what were your thoughts on media buys? Was this for social media? Please specify and how many markets?
- A3. We would rely on the vendor to provide direction on the best advertising avenues to maximize exposure and minimize costs.
- Q4. In regards to Section 3.2.1-3.2.7, is it okay to put a number or range to the deliverables in order to give you a more accurate cost estimate—that way if it is less or more in terms of scope we can revise the proposal accordingly. Please advise if you're okay with this.
- A4. To evaluate costs, we are asking for standard hourly billing rates for each individual proposed to work on the projects. The department will request estimates for the individual projects before they are initiated.
- Q5. Can we assume per Section 3.2.1 Layout and design of supporting graphics for annual report documents involves designing an annual report up to 25 pages, as a PDF or do you want it as a book? It's easier to put parameters around scope of deliverable in order to give you a more accurate cost.
- A5. Most projects are expected to be delivered in an electronic format. The department may request assistance in developing the printing requirements. The City will source a print vendor.
- Q6. In regards to Section 3.2.2 design of infographics—can we assume we'll design a range of infographics to choose from. Same for Section 3.2.6 ad messaging development and engagement campaigns?
- A6. The vendor will work with the department to establish the milestones and deliverables for each project.
- Q7. What is your budget range you're looking at for this project?
- A7. The current budget has been set at \$50,000 per year.



2.0 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

11/4/2015
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.