



**ADDENDUM
PURCHASING OFFICE
CITY OF AUSTIN, TEXAS**

Solicitation: RFP 5500 BYS 3007

Addendum No: 2

Date of Addendum: 7/20/2020

This addendum is to incorporate the following changes to the above referenced solicitation:

I. Questions:

Q1: What is the budget or budget range?

A1: The budget is \$75,000 maximum.

Q2: Are you interested in including general business coaching topics and delivery, or only cooperative business-specific ones?

A2: We are not interested in including general business coaching topics and delivery. We are only interested in cooperative specific content.

Q3: Do you have a universe of contacts to begin the marketing with?

A3: No, we do not have a universe of contacts to begin the marketing with. We want the Contractor to describe how they will find and reach contacts.

Q4: Has the date for contract execution been determined, or projected?

A4: Yes, the contract execution is tentatively planned for December 1, 2020.

Q5: Sections 3.1.1. and 3.1.2 in the scope indicate that the contractor will make marketing recommendations and prepare specific materials for use. Section 3.1.3, however, seems to indicate that the contractor has some further responsibilities. Can you clarify?

A5: Section 3.1.3. requires the Contractor to include the social media posts, press release and newsletter article in its regular marketing/communication activities. This assumes the Contractor has a social media presence or otherwise communicates regularly with its customer/constituent base.

Q6: Which City department will manage this project? Will there be a single point of contact designated in that department for this contract?

A6: Economic Development Department will manage the contract and the single point of contact will be Blake Smith.

Q7: The Scope of Work requires 3-6 training classes and then details that class sessions for each topic will be delivered twice. To clarify, does that mean if we offer 6 classes, we will be presenting 12 class sessions?

A7: Yes, each of the three to six training classes will be offered once in-person and once through a webinar.

Q8: Is the term of this contract one year from the date of signing?

A8: The term of this contract is to be one year from the date of execution by the City.

Q9: Is there a negative impact on the Local Business Presence portion of the evaluation if the primary offeror has a branch in Austin but is not headquartered in the city limits?

A9: No, there is not a negative impact on the Local Business Presence portion of the evaluation if the primary offeror has a branch in Austin but is not headquartered in the city limits.

ACKNOWLEDGED BY:

Name

Authorized Signature

Date

RETURN ONE COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE, CITY OF AUSTIN, WITH YOUR RESPONSE OR PRIOR TO THE SOLICITATION CLOSING DATE. FAILURE TO DO SO MAY CONSTITUTE GROUNDS FOR REJECTION.