



**ADDENDUM
CITY OF AUSTIN, TEXAS**

Solicitation: CRR0101

Addendum No: 3

Date of Addendum: 01/05/16

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

I. Clarifications:

- I.1 Correct the Section 0400, Section 3: Term of Contract, A. The Contract shall be in effect for an initial term of the contract award date through September 30, 2016, and may be extended thereafter for up to two (2) additional twelve (12) month periods, subject to the approval of the Contractor and the City Purchasing Officer or his designee.

II. Questions:

1. (Q) What does "bar" outreach stand for?

(A) Local Bar/Club/Pub/Nightlife outreach programs that focus on young adults in a condensed environment.

2. (Q) Is there a percentage between topics that you would like to focus on?

(A) Not at this time, all topics are open for focus, cross-promotion, and peer-to-peer interaction.

3. (Q) Is there a focus on prevention or promotion?

(A) Yes, there should be a split between prevention of chronic disease and the promotion of healthy living.

4. (Q) Does the health department have data attributing to campaign success within this geographic and age demographic?

(A) Data has been specific primarily to tobacco campaigns in the past and can be found on public reports on the city website. This chronic disease campaign is relatively new to the community.

5. (Q) Do you have goals in mind to determine the success of the first term of this program?

(A) The main goal is raising awareness to support healthy initiatives, environmental and policy changes that will have a lasting impact within the community after the campaign is over. We also want to drive more people to the SmokefreeTXT program and to the free diabetes classes we offer.

6. (Q) Is the main focus on tobacco cessation?

(A) The city has specific media initiatives for tobacco in place at this time, so tobacco cessation is not the main focus of the campaign but rather a component of the campaign.

7. (Q) How much weight does each topic hold within this initiative?

(A) A reasonable split between the topics of chronic disease prevention and promoting healthy living, should be weighed evenly.

8. (Q) Would you like contractors to invent new campaign adds?

(A) Not specifically. There are many campaign ads and concepts in place around Texas and the country that can be rebranded and modified specifically for the Austin/Travis County environment. Finding media that has been tested (such as evidence based, validated CDC or Community Health media center data) is important. Borrowing and utilizing media that already exists can be more cost effective for this purpose.

The City of Austin has existing Diabetes, Tobacco Free Austin, and Healthy Places, Healthy People logos in place.

9. (Q) Are the compliance plan and the proposal two separate documents?

(A) Yes. The compliance plan should be submitted separately from the proposal.

10. (Q) Will the compliance plan and the proposal be evaluated separately?

(A) Yes, the compliance plan and the proposal are evaluated by two different parties. SMBR will review the compliance package and the evaluation team and Purchasing will review the proposals.

11. (Q) Will this campaign be in English and Spanish?

(A) Yes.

12. (Q) Will global marketing be part of the initiative?

(A) If a compelling case can be made, this would be a consideration.

13. (Q) If paid ads are run on social media, would the designator be "paid media" or "social media" as far as percentages are concerned?

(A) In this example, the percentage would be in social media.

14. (Q) Are you open to other platforms other than what is listed?

(A) Yes, if a compelling case can be made based on an informed and effective approach.

15. (Q) Who is the incumbent agency handling this initiative?

(A) There is not an incumbent company, this is the first campaign of this kind for the City of Austin.

16. (Q) What is the target population?
- (A) The populations that are being targeted are:
Persons 18-24 years old
Employers, policy and decision-makers that can implement policies that will impact chronic disease
Low income persons
Persons with disabilities
Medically underserved persons
Persons affected with mental illness
Persons affected by substance abuse
Persons disproportionately affected by chronic disease, including racial and ethnic minorities
17. (Q) Do the budgeting percentages listed include staffing types of outreach events?
- (A). Yes, staffing is paid within the percentages listed if an event specifically needs staffing (for example – street teams, trailers, or bus campaigns designed for larger community events).
18. (Q) Are you focusing on individual or community changes?
- (A) In general, the focus is on high impact community involvement that can support local policy, environmental, and system changes but each focus can complement each other.
19. (Q) Is the \$300,000 budget cover a May to September time period?
- (A) Yes.
20. (Q) Do you have a flowchart for current existing media?
- (A) At the time that the campaign starts in May, only the street team will be existing under contract for media and this team exists outside of the 300k budget. The best example of previous media would be the YouTube page of LiveTobacco Free Austin (<https://www.youtube.com/user/tobaccofreeatx/videos>) and Healthy Places, Healthy People (<https://www.youtube.com/user/HPPHAustin/videos>)
21. (Q) Is there anything that prompted the City of Austin to move in this direction?
- (A) Realizing that the long term impact of mass media is a part of a comprehensive program that can address policy change and the existing evidence of chronic disease, rising health care costs, lifestyle and behavior issues, tobacco related deaths, diabetes and other factors that affect the city's population.
22. (Q) Can the listed percentages in the solicitation be changed?
- (A) The plan for existing percentages must be met. However, proposals in addition to or alternate of the existing percentages can be added as separate proposals.
23. (Q) For social media, if the contractor develops the content – who would be in charge of the content, posting content, and after the contract is over?

(A) If social media content is proposed and generated, the City of Austin would be able to post content during the contract time on Facebook, Twitter, and YouTube. The City of Austin would be considered the administrators of these three social media platforms. Additional social media platform recommendations will be considered. All messaging would have to be approved by the health department.

24. (Q) Is there a page limit to the proposal?

(A) No, there is no page limit to proposals.

III. **Additional Information:** Please see the attached additional information.

III.1 The availability vendor listing from Small and Minority Business Resources (SMBR) Department has been added to the solicitation documents.

III.2 The attendance roster from the Pre-Proposal meeting held on Monday, January 4, 2016 has been added to the solicitation documents.

IV. ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

APPROVED BY: Claudia Rodriguez
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01/05/16
Date

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.