



**ADDENDUM
CITY OF AUSTIN, TEXAS**

Solicitation: CRR0101

Addendum No: 4

Date of Addendum: 01/20/16

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

I. Questions/Answers:

I.1 (Q) How long are the events, who's doing promotion?

(A) This information should be proposed by the Contractor, based on best practices. The Contractor is responsible for promotion and selection of events, all of which should be approved by the City's Contract Manager.

I.2 (Q) How many contact points will we be working with on this project?

(A) The main contact point with this project will be with the assigned Health & Human Services Department Contract Manager.

I.3 (Q) What are expectation for the print collateral quality, style, and quantity? (500 or 10,000)

(A) HHSD expects the existing program logos (Live Tobacco Free Austin, Health Places, Healthy People, and Diabetes logos) to be used on all collateral material. Collateral promotional materials, if proposed, must support the campaign and details on style and quantity are difficult to specify without specific campaign details or target audience. Collateral may not be appropriate, depending on the proposed campaign.

I.4 (Q) What exactly will the city provide for this project?

(A) We encourage the Contractor to refer to Section 3. Background: The proposed budget for this media initiative is approximately \$300,000 for the initials contract term and shall be all-inclusive (e.g. all labor, materials, supplies, equipment, transportation, translation, studio time, royalties, purchasing of all media buys) as necessary to meet requirements of this contract. Also, please review section 5.2. City's Responsibilities. HHSD will maintain oversight of contract management to ensure the contract terms are being followed through the assigned Contract Manager. The Contract Manager can also provide technical assistance, and will act as the liaison between the Contractor and the City.

I.5 (Q) Section 5.1.3 of the Scope of Work states that the "Contractor shall use HHSD's wellness identity (i.e., logo and tagline)." Is this referring to the "Healthy Places, Healthy People" brand or another logo/tagline?

(A) We have 3—Healthy Places, Healthy People is one of them. We also have one for Diabetes and Tobacco. Anything not falling specifically under tobacco or diabetes would fall under Healthy Places, Healthy People.

I.6 (Q) On p. 5 of the Scope of Work, in the Social Media section of the chart, what is meant by “social media events” in lines 6-7? Are those outreach events or something related to the city’s social media platforms?

(A) Social Media events should actually be Social Change events. This refers to outreach events that should target the young adult tobacco using population referenced in section 3.1 Target Population and should draw them to cessation with a call to action toward SmokefreeTXT.

I.7 (Q) The due date provided on p. 1 of the Offer Sheet is “Tuesday, February 4, 2016.” Can you please confirm that the proposal is due Thursday, February 4?

(B) The due date for the proposals is Thursday, February 4, 2016 at 3:00pm. The compliance plan due date is also Thursday, February 4, 2016 at 3:00pm.

II. ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

APPROVED BY:

Claudia Rodriguez

Claudia Rodriguez, Senior Buyer
Purchasing Office, (512) 974-3092

1/20/16

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.