



November 14, 2024

ADDENDUM I PURCHASE OF MARKETING AND ADVERTISING SERVICES (Rebid) RFP-2025-0071

I. In response to questions received:

- A. Question - On page 5 minimum qualifications letter c. "Offeror(s) must affirm in writing and include supporting documentation with proposal submission: Business is headquartered or have an established place of business for at least one year in the incorporated limits of the City of San Antonio or surrounding area." Can you define surrounding areas? Is Austin included in this list?

Answer - Service provider place of business **must be within 100 miles** of the Alamo Colleges District ACCESS Building.

- B. Question - Can you provide clarification on why there was cancellation for RFP's 2024-0058 & 2024-0068?

Answer - The cancellation of RFPs 2024-0058 and 2024-0068 was due to a strategic shift in how we plan to source marketing services. Rather than engaging vendors on a retainer basis, we have decided to procure these services on an as-needed basis. RFP 2025-0071 has been issued to establish a source of vendors who can assist with this project-based work, allowing us greater flexibility to select partners suited to specific needs as they arise.

- C. Question - Does Alamo Colleges District spend media dollars on dual credit or is that handled through in school marketing and PR?

Answer - The Alamo Colleges District partners with some ISDs on promoting dual credit high school programs.

- D. Question - Is the incumbent invited to participate in this RFP?

Answer - Yes, the incumbent is invited to participate in RFP 2025-0071.



E. Question - Did the incumbent participate in RFP-2024-0058?
Answer – The incumbent did not submit a proposal for RFP-2024-0058.

F. Question - Page 21 - Q - Is this applicable?

Answer – If an Addendum is issued, you must acknowledge in this area that the provisions and requirements of which have been taken into consideration in the preparation of your response.

G. Question - Section 3 Proposal pricing Schedule - Do I just fill in my company's name on page 20 and then reference the pages I respond to this information within my RFP response?

Answer – Offeror should provide a portfolio along with examples of past relevant work with associated cost for reference. A proposed fee structure is also requested.

H. Question - Section 8 Terms and Conditions of the Contract - Are we to fill that out and sign it? Or is this just an example? Exhibit A - Is this only for reference or do we need to complete it?

Answer – Section 8 (including Exhibit A) will only be completed for awarded Contractors. This is only to inform the Offerors of Agreement wording.

I. Question - Page 43 of the document "(Respondent's Business Letterhead) template -- I am the 100% owner and certified as a SMWVBE. Do I need to complete a letter like this template and put a percentage on subcontracting opportunities? Would the percentage be 100% since I work on ACD projects and I'm 100% owner? Or a number I plan to try and subcontract out to? Would these subs have to be certified as SMWVBE?

Answer – This letter is an acknowledgement that if selected as the construction Manager at Risk or Prime Contractor for a project, you will provide the subcontracting plan inclusive of all (SMWVBE) subcontractors and their certification document by an approved certifying agency. You affirm your intent to utilize the subcontractors selected to perform the scope of work to be subcontracted.

II. Please acknowledge receipt of this Addendum I with your proposal.

REMINDER: The deadline for submittal of responses for this project is 2:00 p.m.
November 20, 2024

