



**Office of the Treasurer & Tax Collector (TTX)  
Communications Services  
RFP #TTX Communication-2021  
Questions and Answers**

	Question	Response
1.	My company is a Woman Owned LBE and a Micro LBE. Can we just bid on the Video Production portion of this RFP? I would like to connect with a prime contractors but do not know how to do that now. Can you please help?	We recently posted information on our website which should address how potential sub-consultant can connect with prime-contractors. Please go to <a href="https://sftreasurer.org/about-us/request-proposals">https://sftreasurer.org/about-us/request-proposals</a> and see Addendum 1 – Partner Requests under Request for Proposals (RFP) for Communications Services. Potential sub-consultants may certainly attend the pre-proposal conference as well.
2.	As the deadline for submission for written questions or requests for clarification is prior to the Pre-Proposal Conference, if there are any questions after the Pre-Proposal Conference will those go unanswered?	All written questions must be submitted by the date provided, or questions can be asked at the pre-proposal conference. Any Contract Monitoring Division (CMD) or Local Business Enterprise (LBE) related questions can be directed to our CMD representative, Dalmar Ismail ( <a href="mailto:Dalmar.Ismail@sfgov.org">Dalmar.Ismail@sfgov.org</a> ) up until the proposal due date but will not be posted. Any other questions will go unanswered.
3.	Do a Prime firm's LBE sub-consultants need to attend the Pre-Proposal Conference?	Interested LBE sub-consultants are not required to attend the pre-proposal conference, but any interested sub-consultants may certainly attend.
4.	If a firm wins the contract for both Service Area #1 and Service Area #2 - will the contract award amount be \$2,000,000 for the three years with a potential to extend for up to 10 years?	The City intends to award one contract per service area. If one firm is awarded the contract for both service areas, then the contract total compensation for the original 3-year period is expected to not exceed \$1,000,000.00 per service area for a total not to exceed \$2,000,000.00. Should the contract be extended, the annual compensation may increase at a rate similar to the per year costs of the original term.

5.	If a firm wins the contract for one Service Area will the contract Award amount be \$500,000 for three years with a potential to extend for up to 10 years or \$1,000,000	The contract total compensation for the original 3-year period is expected to not exceed \$1,000,000.00 per service area.
6.	Is the Payment (Labor and Material) Bond form due as part of the RFP proposal or only at contract award?	Bonds will not be required for this contract.
7.	How many samples of work/case studies are required from sub-consultants as part of the RFP?	There is no specific requirement to receive samples from sub-consultants. However, if the sub-consultant is providing a key component of the scope of work or if you have a history of working with a particular sub-consultant, it may be useful to show appropriate sample work from a sub-consultant. All proposals must include samples that meet the requirements on page 8 of the RFP.
8.	The City's maximum billing rate is \$250 per hour, is there a reason that TTX caps its rate at \$200 per hour?	Please consider this notification that the maximum billing rate will be \$250 per hour for purposes of this RFP.
9.	Bonds do not apply for professional services. In Appendix A, D. Supplemental Forms, there is reference to two bonds (labor and material and a performance). Is this an accurate request?	This is standard language but will not be required for this contract.
10.	If yes for previous question, please confirm the amounts of each bond referenced in Appendix A, D. Supplemental Forms.	Bonds will not be required for this contract.
11.	Please confirm the forms listed in Appendix A, D. Supplemental Forms are to be completed by the successful bidder after the notice of intent and not submitted with proposal.	Supplemental Forms will be required by the successful bidder after the notice of intent.
12.	Would TTX like the CMD forms as a separate electronic file or included with the technical proposal?	Yes, please submit all CMD forms in one separate electronic file.
13.	Due to the digital submission of this opportunity, will a digital signature be sufficient?	Yes, a digital signature is sufficient.
14.	Senior communications professionals with more than two decades' communications expertise are appropriate for this scope of work, and these professionals have rates higher than \$200/hr. Can TTX adjust their requirement for a \$200 per hour rate to address the needed experience, particularly if the billable rate being charged by senior level staff of every agency in the city is at a higher rate than what is being requested?	Please consider this notification that the maximum billing rate will be \$250 per hour for purposes of this RFP.
15.	Should the media buy costs be included as part of the budget?	Yes.
16.	Is there currently an incumbent for this work?	This is a competitive process, and there is no preference for or priority given to firms that are already doing business with the Department or the City. The Department has contracted with several firms for similar work in the past. There are two firms currently under contract with TTX: Bonner Communications and Otherwise.
17.	Has any research been completed that could be shared with the successful bidder?	Yes, depending on the service area and project work, research is available and will be shared with a successful bidder.

18.	Can you please confirm that there is not to exceed \$1,000,000.00 available for each of the service areas or up to \$2,000,000.00 total for service areas 1 and 2?	Yes, compensation for the original 3-year period is expected to not exceed \$1,000,000.00 per service area for a total not to exceed \$2,000,000.00.
19.	Whether an LBE may count its own contract work towards the 35% Good Faith Efforts Exemption.	A Small or Micro LBE Prime Proposer may count its own contract work toward the 35% Good Faith Efforts Exemption.
20.	Will the panelists be reviewing the proposals electronically or in print form?	We anticipate the panelists will review electronic copies only.
21.	When it comes to the different services areas, are there any specific projects in mind that proposals should address or focus on to keep the submission more specific?	The Scope of Work is intended to be broad as our office will need support as-needed on a variety of different projects between the Office of the Treasurer and Tax Collector (TTX), the Office of Financial Empowerment (OFE) and the Financial Justice Project (FJP). However, Service Area 1 will broadly address the following areas of work: education around different business taxes passed in San Francisco for TTX, and campaign management for FJP to support outreach to low-income communities on fine and fee information. Services Area 2 may provide an opportunity to support OFE with the Kindergarten to College savings program through a possible rebrand and communicating about financial assistance resources. There may also be a video production services needs for TTX, OFE and FJP. Please review the Scope of Work on pages 4-6 of the RFP for more details on potential projects.
22.	Will there be any need for media buying?	Yes. Service Area 1 will likely have a significant need for media purchases. Service Area 2 will require a small portion of the budget for media purchases.
23.	Because the initial contract terms are for 3 years, do you anticipate the budget/projects will be split evenly over the 3 years or will work be front loaded?	The Office already has projects lined up, so work may be slightly front loaded, but for the most part the work will be spread over the three years to support projects as-needed. It's our expectation that a successful bidder will have the ability to manage approximately two to three simultaneous projects per service area.
24.	The RFP asks for a budget proposal but there are no specific projects listed in the scope of work. How would you like the budget proposal to be structured?	We do not intend for the proposed budgets to show a breakdown of the total \$1,000,000.00 budget per service area, as funds will be used as-needed. Budget proposals should include hourly rates, and a sample fee per project breakdown. Please either give a fee break down of a similar project you have completed in the past or design a sample fee breakdown for one project based on the Scope of Work provided.