



818 S. FLORES ST. SAN ANTONIO, TEXAS 78204 www.saha.org

Procurement Department

ADDENDUM 2

File: 2008-918-26-5052

Title: Public Relations Consulting Services

The following questions have been asked:

Question 1: Can you briefly describe, if applicable, what the current digital marketing tactics are? For example: Social media advertising, Google AdWords, re-targeting, etc.

Answer 1: To reach audiences in the quickest manner, SAHA mostly uses email marketing and social media. Search Engine Optimization is also important when creating website content. SAHA has also increased video production and is recycling content for long form videos or social promotions.

Question 2: Your scope of work includes 'design and produce materials,' including flyers, brochures, etc. Is printing done in-house at SAHA or may we bring in our print production team?

Answer 2: For mass production, printing is normally outsourced.

Question 3: Your secondary scope includes items such as direct mail, video and photo services. Will the selected firm be assigned media buying for SAHA?

Answer 3: Media buys can be a service requested on an as needed or as desired basis..

Question 4: Can you briefly tell us if Spanish-language traditional and social media is currently included in your PR strategy? If so, which outlets are engaged?

Answer 4: Local Spanish-language media outlets are included in the PR strategy. If an appearance is secured for a Spanish outlet, the PR agency hired may be required to draft talking points, which SAHA will have translated.

Question 5: Your RFP indicates a board decision in November/December. Will considered firms be asked to present their proposal virtually?

Answer 5: It is not SAHA's standard practice but it is always a possibility.



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Question 6: Can you provide a list of main target audiences for PR initiatives (e.g." government leaders, media, community partners, people in need of affordable housing, etc.)?

Answer 6: The top five audiences are:

1. Current residents
2. Elected officials
3. Neighborhood associations/community organizations
4. Landlords
5. Future residents

Question 7: Who are SAHA's current community partners?

Answer 7: SAHA has partnerships with various organizations across the city, including Haven for Hope, SAMMinistries, Alamo Colleges District, San Antonio ISD and more.

Question 8: For community members seeking housing assistance, what percentage speak English and what percentage speak Spanish?

Answer 8: SAHA's primary audience is residents currently receiving housing assistance. About 75 percent of the residents SAHA serves are Hispanic or Latino. While the majority of current residents speak English, there are residents whose primary language is Spanish.

Question 9: Does line 8 on p 24 entail rebranding? " Provide strategy and support for SAHA's brand awareness and corporate identity."

Answer 9: Rebranding is an item under consideration by SAHA in the future.

Question 10: Can this bullet point from page 24 be elaborated on? "6. Provide services as required in support of SAHA's community programs and events." What potential services would this entail?

Answer 10: Community programs and event support includes strategy and coordination of public events, such as community outreach meetings for future developments, groundbreaking events, resident programs, special events, and more.



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Question 11: The Scope of Work mentions “Develop recommendations for emerging social media outreach strategies.” - would this include actual posting and scheduling social media posts or just acting as a consult?

Answer 11: The scope of work includes strategy, consultation and content development.

Question 12: What SAHA’s community programs and events would be the key focus area throughout the campaign?

Answer 12: Some of the major initiatives include multiple groundbreaking events for future affordable housing developments, including community outreach and input for the redevelopment of Alazan Courts, San Antonio’s first public housing development.

Question 13: How has SAHA worked with influencers and/or key community members in the past?

Answer 13: Most engagement is through one-on-one meetings and community/public community outreach meetings.

Question 14: Is there a budget for PR versus creative work for this engagement?

Answer 14: No, the budget is the same.

Question 15: On the cost proposal, are the direct costs outside of the hourly fee or are we to allocate what percentage of the hourly fee is dedicated to each section?

Answer 15: On the fee sheet, the hourly rate is to be fully burdened. On the Cost Analysis, it is the breakdown of how you came to this amount.

Question 16: What quantitative goals or KPIs are established to measure the success of the PR and marketing efforts? Can Respondents gain access to these metrics / KPIs reports to better understand success and expectation?

Answer 16: Because SAHA is not trying to generate leads or sales revenue, SAHA measures success through influence and change in public opinion and perception. Resident participation is also a form of measurement to ensure the agency is adequately reaching residents and communities.

Question 17: In the creative portion of this Scope of Work, does SAHA envision other channels other than print? For example, are we to create video or radio content?

Answer 17: SAHA is seeking creative direction for all platforms, including digital and social.



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Question 18: Does SAHA have a creative agency of record that we have to work with?

Answer 18: Upon SAHA approval, the agency can request more than one agency to work together on a project.

Question 19: Do we have to be part of section 3 program?

Answer 19: Submitting a Section 3 compliance plan is a requirement.

By: Patti Keller

Date: September 21, 2020

Purchasing Agent