



SUBJECT: Request for Proposals (RFP) for Agency of Record Services **RFP 2026-022**, Scheduled to Open: **July 30, 2026**; Date of Issue: **June 26, 2026**

FROM: Adam Velez
Sr. Director, Compliance and Systems Support

DATE: July 21, 2026

THIS NOTICE SHALL SERVE AS ADDENDUM NO. I - TO THE ABOVE REFERENCED REQUEST FOR PROPOSALS

CHANGE: RFP 2026-022, Section 007 – Pre-Submittal Conference, paragraph no. 5, is hereby amended to read: “RESPONDENTS may submit their questions pertaining to this RFP to Adam Velez, Sr. Director of Compliance & Systems Support, by email to AVelez@chcsbc.org, please carbon copy Contracts@chcsbc.org, before July 13, 2026, at 12:00 P.M. Central Standard Time (CST). Please refrain from contacting the CENTER’S Board of Trustees members during the search process and direct all inquiries to the contact person listed above. Only those written questions received prior to July 13, 2026, at 12:00 P.M. Central Standard Time (CST) deadline will be addressed.”

QUESTIONS SUBMITTED IN ACCORDANCE WITH RFP SECTION 010 – RESTRICTIONS ON COMMUNICATION

1. For the proposed plan, are we needing to provide a media buy or just the plan?

Response: A written plan is the only required piece.

2. Will we get a list of all those that participated on the call today?

Response: Yes, those that email avelez@chcsbc.org have been sent the sign in sheet. If you haven’t done so yet and would like the sign in sheet, please email avelez@chcsbc.org.

3. Will the questions be sent to us?

Response: No, all questions and answers received per the RFP instructions will be posted to our website. Please ensure periodic checks of the website for latest RFP document and/or addendum.

4. Have you had an Agency of Record in the past and if so, who?

Response: Yes, KGBTexas Communications, Inc.

5. Are there any specific clients we need to be aware of regarding the Conflicts of Interest?

Response: Please read through Conflicts of Interest Form and ascertain all information is accurate.

6. As far as the budget is concerned, is it divided amongst the two by a percentage?

Response: No.

7. Is there a set number of pages required for the response?

Response: There is no specific number but request for all responses to be clear and concise.

8. Is this including media and production as well?

Response: Yes.

9. What does a successful partnership look like?

Response: A successful partnership enables The Center for Health Care Services to expand its impact by combining the strategic leadership provided by the Center with the specialized expertise, capacity, and innovation of the Agency of Record. The Agency of Record will need to understand our mission, services, audiences, core divisions, our role as the Local Mental Health Authority of Bexar County and proactively seek out opportunities in the community.

10. Do you function as a safety net, or do you accept insurance?

Response: The Center for Health Care Services is Bexar County's Local Mental Health Authority and is the funder of last resort for the under or uninsured. The Center also operates CenterCare Health and Wellness for individuals with private insurance.

11. Are you consumer focused?

Response: Yes.

12. Would the Foundation's portion mostly focus on donor support?

Response: Yes; the mission of The Center for Health Care Services Foundation is to improve the lives of children and adults with behavioral health challenges or intellectual disabilities by securing resources that create awareness and advance the goals of The Center for Health Care Services.

13. What has been your total spend for the past couple of years?

Response: The Center's total spend the last three years has been between \$350,000 - \$396,600.

14. Considering your different locations, is your campaign more centralized or decentralized per the different locations?

Response: The previous campaigns have focused on overall awareness and not on a specific clinic or location.

15. Any procurement obstacles?

Response: No, this RFP is all inclusive of all media buys and the plan for any type of buys should be reflected in your response.

16. Any sensitivity rules/guidelines?

Response: All communications developed for The Center are approached through a trauma-informed lens. As a Certified Community Behavioral Health Clinic, we utilize person-centered, respectful and non-stigmatizing language to provide comprehensive mental health and substance use services to all individuals regardless of ability to pay.

17. Does the total RFP amount include opportunities for both The Center and Foundation? Is there a specific breakdown?

Response: Yes, the total dollar amount includes both The Center and Foundation and there is not a specific breakdown.

18. Are the campaigns currently one large campaign or more so, clinic based?

Response: Please see response to Question No. 14.

19. What do you consider success and how are you measuring outcomes?

Response: From a performance perspective, we look for measurable results that demonstrate our campaigns are effectively reaching and engaging our audiences. This includes but is not limited to: meeting or exceeding industry benchmarks for digital campaign performance, maintaining strong impressions and click-through rates, increasing landing page traffic, and using data to continuously optimize campaign performance. Success means strengthening The Center's position as the Local Mental Health Authority for Bexar County. We measure this through increased earned media opportunities, stronger relationships with local media, growth in strategic community partnerships and referral sources, and improved public awareness and recognition of The Center's brand and the services we provide.

20. Will we have access to include trackers and pixels that can be added to the website?

Response: Yes, pending approval from the Center's IT Department and based on the need, pixels and trackers may potentially be added to the website.

21. Does Center currently do any Spanish communications? If so, what percentage of campaigns are bilingual or solely in Spanish?

Response: Most of the Center's communications and paid campaigns are in English but some printed material is in Spanish. The Center has not had a Spanish campaign in the past.

22. Do you currently have a Crisis Communication & Preparedness Plan in place or is this something that historically hasn't been needed?

Response: The Center has a required Crisis Communications Plan currently.

23. What do you feel is the biggest opportunity area for Center in terms of awareness and/or marketing efforts?

Response: This will vary throughout the year(s) but as the Local Mental Health Authority of Bexar County, exposure of Behavioral Health services available to the community is the main priority for the Center.

24. Should respondents include photography and video production within the proposed budget, or will these services be provided by the Center?

Response: Yes, photography and video production should be included in the proposed budget.

25. Can the Center share the approximate paid media expenditures for FY2025 and FY2026, or the anticipated media allocation within the FY2027 budget?

Response: Historically, the Center has paid media expenditures near \$140,000 annually.

26. Can the Center provide additional information regarding the primary target audiences?

Response: The primary target audiences for our services are residents of Bexar County in need of Behavioral Health services (Adult and Children), substance use recovery, and adults with intellectual or developmental disabilities. Past paid campaigns have focused on brand awareness among these groups, their families and caregivers, and local stakeholders along with community partners.

27. Will the selected respondent be provided with access to the Center's website and content management system for the development of campaign landing pages and other campaign-related web content, or will those requests be managed separately?

Response: The selected vendor will work in tandem with the Center's Marketing & Communication division regarding web hosting for the development of campaign-related content.

28. Is crisis communications support expected to be included as part of the base scope of services? If so, what level of availability or response time is anticipated?

Response: While we do not anticipate 24/7 on-call support, there may be a need to provide crisis communication operating procedure should it be needed.

29. Should respondents assume that campaign strategy, creative development, and media assets will be developed in both English and Spanish as part of the base scope?

Response: No, it can be assumed that these elements will be developed in English.

30. Can the Center provide an estimate of the anticipated annual volume of work (e.g., number of campaigns, public relations requests, media buys, major events, creative projects, or other deliverables) so respondents can prepare comparable pricing?

Response: One annual paid awareness campaign (to include creative development), up to nine public relations requests per quarter and any other initiatives outside of this should be minimal and subject to change.

31. What is the frequency of PR support for press releases, events, etc.?

Response: Please see response to question no. 30.

32. Is Media Tracking for earned media requested? Or do you track internally?

Response: Yes, earned media tracking should be included in the proposal.

33. What is the frequency of marketing meetings with the team?

Response: A weekly cadence is preferred to stay abreast of projects specifically related to public relations. In addition, a monthly strategy meeting with the Marketing and Communications with frequent participation from President and CEO.

34. Section 007 references a written question deadline of May 20, 2026, which predates the RFP release; please confirm July 13, 2026, governs.

Response: Please see revised RFP posted 7/20/2026.

35. Is there an incumbent agency of record, and is the incumbent eligible to respond?

Response: Yes, there is an incumbent agency of record, and they are eligible to respond.

36. Are every one of the services listed in the Scope of Services expected to happen within the first year?

Response: The Scope of Services includes a list of services that fall under the general umbrella of a paid awareness campaign and Public Relations/Media efforts expected in the first year of the contract.

37. Has the CENTER recently conducted any research among key stakeholders and audiences?

Response: Yes, focus groups and learning sessions were held in 2023, ahead of our brand refresh which took place in March 2025

38. The FY2027 budget is \$350,000. We understand that the budget must include all agency fees. Does this figure include working media spend (placements) and does it include Hard costs for production? Additionally, is there an anticipated allocation among paid media, production, strategic/ creative services, and PR/earned media services?

Response: Yes, the annual budget includes all media expenditures and includes all costs associated with Scope of Services within RFP.

39. What portion of the budget is designated for the Foundation?

Response: The allocation for CHCS Foundation public relations efforts will be on an as-needed basis.

40. Can the CENTER share historical media mix, prior campaign examples, or performance benchmarks from previous AOR work?

Response: We are unable to share materials or results from previous agency engagements

41. What billing structure does the CENTER prefer — monthly retainer, project-based, or hybrid — and how should any media commissions or markups be treated in the Price Schedule?

Response: A monthly retainer is preferred with a breakdown of the services rendered during the month.

42. Does the CENTER want to see hourly rates beyond the public relations rates mentioned on Attachment B – Price schedule?

Response: At this time, respondents should prepare budgets based on the scope and requirements identified in the solicitation.

43. What are expectations for after-hours and crisis availability — is a 24/7 on-call component anticipated within the base scope?

Response: Please see response to question no. 28.

44. Are Spanish-language and bilingual campaign deliverables expected, and should pricing reflect translation/transcreation?

Response: Spanish-language, bilingual campaigns are not expected.

45. Approximately how many distinct campaigns or priority initiatives does the CENTER anticipate annually?

Response: Historically, The Center focuses on one paid awareness campaign per fiscal year. Public Relation efforts are focused year-round based on CEO priorities, including at least two large project initiatives.

46. Will finalist presentations or interviews be part of the evaluation, and if so, when?

Response: Yes, and the dates and times are yet to be determined.

47. Do the three references need to come solely from the prime, or may team submissions include subcontractor references?

Response: References should be solely from the prime contractor, unless subcontractor is identified as part of the proposed team and that references are relevant to the services the subcontractor will perform under contract. Please note: Subcontractors are subject to Center approval.

48. Regarding the proposed plan, which accounts for 40 points is the expectation that it be a written plan only or include creative communication and visuals?

Response: please refer to RFP Attachment A, Part Three – Proposed Plan as the evaluation will be based on the requirements and deliverables identified in the solicitation.

49. Would incremental media funding be considered if the agency provides a compelling rational demonstration of the need for additional investment?

Response: At this time, respondents should prepare and submit proposals based on the scope, budget and requirements identified in the solicitation. Any future funding opportunities or modifications to the scope of service, if applicable, would be subject to procurement and contracting requirements. No guarantee or commitment regarding additional or incremental funding is being made through this solicitation.

50. Can CHCS provide a high-level breakdown of the anticipated FY27 media budget (excluding agency fees and production)? Additionally, if available, can you share the approximate allocation between CHCS and the CHCS Foundation?

Response: Respondents should develop and submit their recommended media mix and budget allocation based on the objectives, scope of services and requirements outlined in the solicitation. The allocation for CHCS Foundation will be on an as-needed basis.

51. Can CHCS provide a high-level overview of its historical media mix (e.g., digital, television, radio, outdoor, print, social, search, etc.) and any key learnings from previous campaigns?

Response: Our historical media mix has included paid digital, Connected TV, outdoor, Online Video (OLV) and social media. Previous campaigns have highlighted how consumers fare well within the community and we consistently keep a CTR above industry standard and continue exceeding our benchmark average. Campaigns have been positive and left memorable impressions in the community and on consumers.

52. Are there any specific services, programs, or strategic initiatives that should receive greater emphasis during the first year of the contract?

Response: These discussions will be held with vendor selected for award.

53. Are there priority geographic areas or populations within Bexar County that should receive greater marketing investment or focus?

Response: The Center serves all of Bexar County and further discussion will be held with the selected vendor.

54. Are there existing community partners, media partnerships, or preferred vendors that the selected agency should be aware of or anticipate working with?

Response: No.

55. Are there any specific HIPAA, privacy, or compliance requirements that should be considered when recommending audience targeting, optimization strategies, or campaign measurement beyond what was discussed during the pre-submittal conference?

Response: Yes, these discussions will be held with vendor selected for award.

56. Will CHCS provide the selected agency with access to any existing audience research, prior campaign performance reports, brand studies, or other strategic insights to help inform campaign planning?

Response: Yes.

57. What website analytics, call tracking, CRM, or campaign performance data will be available to the selected agency, and what access or reporting limitations should we account for under The Center's privacy and compliance policies?

Response: General website and landing page analytics, campaign performance data, including impressions, clicks and CTR will be available.

58. Are there any restrictions on tracking pixels, conversion tags, third-party analytics tools, or media platform tags on The Center's existing website?

Response: We have not encountered any restrictions.

59. Are there existing campaign benchmarks, prior media results, website analytics, or engagement metrics that could help inform performance expectations?

Response: Yes, this information will be provided to vendor selected for award.

60. How does The Center define "measurable engagement" and "meaningful community impact" for this work?

Response: At a minimum, the Center defines measurable engagement as the quantifiable level of interaction, participation, awareness, or response generated among the intended target audience as a result of the agency of record's communication, marketing, outreach, or public education efforts. At a minimum, the Center defines meaningful community impact as the positive effect of an agency of record's efforts on improving community awareness, access to care, and utilization of services aligned with the Center's strategic goal.

All other RFP conditions remain unchanged.

RFP documents may be downloaded from <http://www.chcsbc.org/contracting-opportunities/>