



Procurement #: 54149>

CITY OF PROVIDENCE, RHODE ISLAND

Department: Housing & Human Services

**RFP Title: Design and Social Media Content Development Services, One-Year Contract with
Three One-Year Options for Renewal**

Opening Date: 24 Aug 2026

Addendum #: 1

Issuing Date: 11 Aug 2026

The purpose of this addendum is:

This addendum includes answers to questions submitted from vendors as of the question deadline of August 7.

Providence City Hall
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Providence, RI 02903

Q&A Addendum #1

PVD26-86-HHS-RFP-Design-and-Social-Media-Content-Development-Services-MT-54149

Q1. Is the \$20,000 estimate the value for one year, or the total across the full four-year term (base plus three options)?

A1. That is the estimate value for one year. The amount will renew each option year pending budget approvals.

Q2. Should pricing cover all four years now, and are those rates locked for the full term?

A2. The pricing covers the first contract year only.

Q3. Is there a required Excel budget worksheet template, or should we create our own?

A3. There is no required template.

Q4. Can you share the expected volume of work roughly how many design pieces and social posts per month/year?

A4. We anticipate weekly to biweekly social media posts and around 20-25 unique design pieces per contract year depending on project needs.

Q5. Please confirm whether the \$20,000 estimate is the annual amount for the base year, and whether each renewal option carries a similar annual amount, or whether \$20,000 covers the full initial term.

A5. \$20,000 is the estimated amount for the base year. Option years will carry a similar annual amount pending budget approvals.

Q6. Please clarify the preferred pricing structure: a fixed annual fee, an hourly not-to-exceed amount, or per-deliverable rates. On Bid Form 1, should the total amount reflect the base-year annual figure, with each contract year listed separately?

A6. On Bid Form 1, the total amount should reflect the base-year annual figure only. For the budget worksheet and narrative, bidders are encouraged to use an hourly not-to-exceed amount or per-deliverable rates.

Q7. The Notice to Vendors references award to the lowest qualified bidder, and the specifications describe a 100-point best-value evaluation. Please confirm which basis governs, and how proposed cost factors into selection alongside the 100 technical points.

A7. The City of Providence will award the lowest, qualified bidder. Applicants receiving a minimum score of 70 points overall, including at least 35 points in the Qualifications & Experience category, will be considered technically qualified. Among technically qualified applicants, the City will consider proposed costs and make an award based on the proposal determined to provide the best overall value to the City.

Q8. Please share the recent or anticipated volume of work, such as graphic design projects and social media posts per month, so proposers size the level of service consistently.

A8. Based on the past year, we projected around 106 hours for design and social media posts.

Q9. Please confirm whether a current vendor provides these services, and whether the incumbent is eligible to propose.

A9. A vendor has provided these services this past year. They are eligible to propose.

Q10. Will the selected contractor receive the City of Providence branding guidelines, logo files, fonts, and existing templates at contract start?

A10. Yes.

Q11. Will the contractor post approved content directly to City-owned social media accounts, or hand finished content to the City Communications team for posting?

A11. It varies per project, but the contractor will have access to certain City-owned social media accounts to post weekly/bi-weekly posts.

Q12. Which languages does HHS require for translated materials, and does the contractor produce translations or work from City-provided translations?

A12. We translate most materials to Spanish; other languages may be requested based on the project. The City can provide translation services as needed.

Q13. What review and approval turnaround does HHS expect from HHS and City Communications, so proposers set realistic timelines for time-sensitive work?

A13. Review and approval timelines vary depending on the scope and complexity of the project. In general, HHS and City Communications provide feedback within 2–5 business days for routine deliverables. More complex or high-profile projects may require up to one week or longer, particularly if multiple rounds of review are needed. HHS plans ahead for larger initiatives and encourages proposers to build reasonable review time into project schedules for time-sensitive work.

Q14. Does HHS use a preferred social media scheduling and analytics platform and a project management tool, or does the contractor supply these?

A14. HHS does not require the use of a specific social media scheduling, analytics, or project management platform. The contractor may propose the tools they typically use, or mutually agreed-upon platforms can be established at the start of the contract. HHS generally posts on social media weekly to bi-weekly, with posting frequency increasing as needed to support campaigns, events, and health awareness initiatives (e.g., Substance Use Prevention Month).

Q15. Are the monthly project management meetings held in person in Providence or virtually?

A15. They are typically virtual, but can be held in person as requested or preferred.

Q16. Please confirm out-of-state firms are eligible, and confirm the timing for Rhode Island business registration, the Certificate of Good Standing, and the local agent for service of process: at bid submission or before award.

A16. Out-of-state firms are eligible. The registration can happen before award.

Q17. If the City makes partial or multiple awards by task, should proposers price the full scope, and how should the budget worksheet reflect individual tasks?

A17. HHS anticipates awarding a single contract. If partial or multiple awards are made, the City will negotiate the final scopes, deliverables, and budgets prior to contract execution.

Q18. For the Qualifications category, please confirm whether references and portfolio examples must come from public health, government, or nonprofit clients, or whether comparable commercial work is accepted.

A18. Comparable commercial work is accepted.

Q19. Is there an official RFP package or checklist of all required forms and attachments that must be included with the proposal?

A19. The checklist is on page 3 of the RFP.

Q20. Are proposals required to be submitted only as hard copies to the Department of the City Clerk, or is electronic submission also permitted?

A20. Proposals must be submitted as hard copies in a sealed envelope to the address listed on page 2 of the RFP.

Q21. How many copies of the proposal are required?

A21. Two copies.

Q22. Are there any required certifications, affidavits, or acknowledgments that must be completed and submitted with the proposal?

A22. These requirements are listed on page 3 of the RFP.

Q23. Are there any forms related to Minority Business Enterprises (MBE), Small Business, or Equal Opportunity participation that should be included?

A23. These forms are listed on page 3 of the RFP.

Q24. Is there an anticipated budget or not-to-exceed amount for this one-year contract?

A24. The anticipated budget is \$20,000 for the first year. Pending available funding and at the discretion of Housing & Human Services, this contract may be renewed annually through three one-year extension options.

Q25. Are there any additional documents or requirements that proposers commonly overlook that you would recommend reviewing before submission?

A25. All documents and requirements are listed in the RFP that HHS recommends reviewing before submission.

Q26. Is there a set amount of assets the Board is looking to have created?

A26. The amount will be determined at the start of contract, previous years average 20-30 unique creatives.

Q27. Is there any "negotiating" if what the vendor proposes is more/less than what the Board is looking for? For instance, if the Board thinks that someone is the right vendor but they want more or less than what we proposed? Or is this an "as is" type scenario?

A27. It is an "as is" scenario.

Q28. Is this a monthly workload and not done in larger batches? Or is that completely dependent on the vendor's process and how the vendor chooses to handle it?

A28. Work is completed monthly, but it also varies on projects as they arise based on grant deliverables and additional HHS needs.

Q29. For payment terms: does the invoicing occur in at the end of the agreed period or is it done on a monthly batch basis?

A29. Payment structure is proposed during the bid submission and mutually agreed upon at the start of contract.

Q30. For samples: How many printed examples does the Board want to review? Can a handful of examples be printed and then a QR code be included in the proposal or will the Board only review what is printed?

A30. HHS would like to view at least three pieces comparable work demonstrating print and digital communications, social media content, or public education campaigns. QR codes would not be counted as one of the three submitted pieces.