



RFP Title: Design Services for City Newsletter, Citywide Design Templates, AI Library Branding, Launch Marketing, and 65th Anniversary Commemorative Materials

Addendum Date: April 3, 2026

Proposal Due Date: April 28, 2026, 5:00 p.m.

Contact: Amber Servin, Interim Assistant City Manager | amber@hiddenhills.gov

This Addendum responds to all written questions received from prospective proposers regarding the above-referenced Request for Proposals. Questions have been paraphrased and consolidated for clarity. All responses below are official and supersede any conflicting language in the original RFP where noted.

SECTION I - TIMELINE & SCHEDULE

Q1. The RFP lists contract execution for the week of May 11, 2026, and an AI Library production-ready deadline of May 15, 2026. Is May 15 the correct production-ready deadline, or should it read June 15?

Response: This is a correction. The AI Library Design and Launch Marketing Materials production-ready deadline listed in the RFP as May 15, 2026, contains a typographical error. The correct deadline is June 15, 2026. The timeline should read as follows: Design Work Commences - Week of May 11, 2026; AI Library Production-Ready Deadline - June 15, 2026 (firm); AI Library Public Launch - Late June 2026 (Phase 1). This Addendum supersedes the timeline in the original RFP. All proposers should incorporate this corrected date into their submitted schedules.

Q2. Would the City consider allowing design work to commence immediately upon award notification (week of May 4) rather than waiting for full contract execution?

Response: Yes. Upon issuance of a written Notice of Award (anticipated the week of May 4, 2026), the City will authorize the selected firm to commence preliminary discovery and concept development activities prior to full contract execution. No binding design commitments or production expenditures should be made prior to execution of the contract. This allowance is intended solely to preserve a functional review-and-iteration cycle for AI Library deliverables.

Q3. Does the June 2026 AI Library launch have a specific date that would allow proposers to work backward from that milestone?

Response: The City is targeting a late June 2026 public launch for Phase 1 of the AI Library. A specific launch date will be confirmed during onboarding and incorporated into the selected vendor's production schedule. Proposers should design their workflows to ensure all materials are production-ready no later than June 15, 2026.

Q4. What specific deliverables are expected by the (corrected) June 15, 2026, deadline? Must all AI Library design elements be production-ready within the initial design window?

Response: Yes, all of the following AI Library design deliverables are expected to be production-ready by June 15, 2026: (1) AI Library Brand Identity - logo, color palette, and typography system; (2) AI Library Brand Style Guide; (3) Resident Access Card design; (4) Launch Flyer; (5) Tri-fold Brochure; and (6) Email Banner. The City acknowledges this is an accelerated scope and expects proposers to account for sufficient discovery, design, review, and revision cycles within their proposed project schedules.

SECTION II - BUDGET

Q5. Does the City have a total budget or a Not-to-Exceed (NTE) amount for this engagement?

Response: The City does not have a published Not-to-Exceed budget for this engagement. Proposers are invited to develop comprehensive fee proposals reflective of the full scope of work as described in the RFP. The City reserves the right to award the contract in whole, negotiate scope adjustments, or award on a component basis. Proposers are encouraged to present their fee structures transparently, including itemized pricing by deliverable where feasible.

SECTION III - SCOPE OF WORK

Q6. What file types of the current City logo are available for use in this engagement (AI, EPS, PNG, JPEG, etc.)?

Response: The City will provide available logo files to the selected firm upon contract execution. Current assets include PNG and JPEG formats. Proposers should note that vector-format source files (AI or EPS) may be limited; the selected firm may be asked to reproduce or vectorize existing assets as part of their onboarding scope, if needed.

Q7. The AI Library Brand Style Guide appears in both Section 2.2 (Citywide Design Templates) and Section 2.3 (AI Library Design Standards & Launch Marketing). Is the City also seeking a citywide brand style guide, or only an AI Library style guide?

Response: The City is seeking both an AI Library Brand Style Guide and a Citywide Brand Style Guide as part of this engagement. The AI Library Brand Style Guide should be specific to the AI Library initiative, while the Citywide Brand Style Guide should establish a cohesive visual identity framework that the AI Library branding and future City communications can build upon. Both deliverables are within scope.

Q8. Will the selected consultant be responsible for copywriting, or will primary content be provided by the City?

Response: Primary written content for all deliverables will be provided by the City. The selected firm is not expected to serve as the primary copywriter for this engagement. However, proposers with copywriting capabilities who wish to offer light editorial support or marketing copy assistance as part of their proposal are welcome to include that as an optional or value-added service. Any copywriting services should be itemized separately in the fee proposal.

Q9. Is the newsletter scope limited to template creation, or will ongoing monthly layout updates be expected?

Response: This RFP covers only template creation and design. Ongoing monthly layout and production services are not included in the current scope. The City may seek to negotiate a separate ongoing services arrangement with the selected vendor after contract execution, but that is not part of this RFP award.

Q10. Should vendors deliver final editable native files for each template, or only a style guide?

Response: Vendors should deliver final editable native files (e.g., Adobe InDesign, Illustrator, or equivalent) for all template deliverables, in addition to the style guide. Deliverables should be production-ready and usable by City staff or a future vendor without requiring the original firm's involvement.

Q11. Should AI Library branding extend to website integration, or is scope limited to standalone marketing materials?

Response: The scope is primarily focused on standalone marketing materials and brand identity assets. The AI Library will be hosted on the Disco.co platform, and the selected firm should design brand assets that are adaptable for that digital environment. Detailed website development or platform-level integration is outside the scope of this RFP. The City will coordinate separately with the platform vendor to apply approved branding assets.

Q12. For the 65th Anniversary commemorative materials, is one logo/seal sufficient, or should multiple variations be planned?

Response: Proposers should plan for a primary commemorative logo/mark plus up to two approved variations (e.g., horizontal and stacked versions, or color and grayscale). The City is open to reviewing a range of concepts during the discovery phase. Final deliverable quantity may be adjusted by mutual agreement.

Q13. Should vendors include revision rounds in their fee structure? Does the City have a preferred standard?

Response: Yes, proposers should incorporate revision rounds into their fee structure. While the City does not mandate a specific standard, it recommends that vendors plan for a minimum of two (2) rounds of revisions per major deliverable. Additional revision rounds may be included as optional add-ons at a stated hourly or per-round rate.

SECTION IV - EVALUATION & PROCESS

Q14. Is the City open to holding virtual vendor presentations?

Response: Yes. The City is open to conducting vendor presentations via video conference (e.g., Zoom or Google Meet). Proposers should indicate their preferred format in their submitted proposals. In-person presentations at City Hall may also be accommodated upon request.

Q15. Will all shortlisted firms be invited to present, or only finalists following initial scoring?

Response: All firms that advance to the shortlist following initial proposal review and scoring will be invited to present. The City anticipates shortlisting up to three (3) firms for presentations, subject to the volume and quality of proposals received.

Q16. What inspired the City's decision to issue this RFP, and why is it important to improve communications through these four initiatives?

Response: Hidden Hills is a small, close-knit equestrian community with a strong tradition of resident engagement. The City is investing in several milestone initiatives in 2026, including the launch of a first-of-its-kind community AI Digital Library and the celebration of the City's 65th Anniversary, which require cohesive, professional visual identity and communications materials. These four design initiatives were bundled into a single RFP to ensure brand consistency, streamline the vendor relationship, and maximize value for the community.

SECTION V - GENERAL

Q17. Is there an incumbent vendor for this project?

Response: No. There is no incumbent vendor for any component of this engagement. This is an open and competitive procurement.

This Addendum is hereby incorporated into and made a part of the original RFP. All other terms and conditions of the RFP remain in full force and effect. Proposers are responsible for acknowledging receipt of this Addendum in their submitted proposals.

Proposal Submission Deadline: April 28, 2026, 5:00 p.m.

Questions: Amber Servin, Interim Assistant City Manager – amber@hiddenhills.gov – (818) 888-9281