

Addendum #2



Project Information

Project Name:	CIS Marketing Campaign
Bid Number:	F24-04-042
Date:	May 28, 2024
Project Manager:	Krystal Dilka

Addendum Questions

Question #1	What languages do you need each of the deliverables stated in the proposed scope of work to be in?
Answer	English, Spanish, Somali, Malay
Question #2	The RFP notes the time commitment for external communications from June 2024 through Nov. 2025 will be sporadic. Can you please provide an estimated weekly or monthly idea of workload or time commitment expected?
Answer	10-15 hours weekly (rough estimate). This work is estimated to be variable throughout this time period: At the beginning the work will be mainly developing a plan, later executing the plan will be the more time consuming portion.
Question #3	What is the budget for the proposed scope of work and has this been fully appropriated for the duration of the scope of work?
Answer	Estimated at \$100,000
Question #4	What (if any) additional deliverables are expected outside of the list on page 4? It lists graphic design - are there design services that may be needed without the production of any deliverables?
Answer	The list on page 4 is not all-inclusive. We expect the development of additional deliverables will result from a more focused communications campaign.
Question #5	How will the selected agency work with the CIS implementation team on the informational campaign and external communications needs referenced?
Answer	The selected vendor will dialogue with key members of the CIS implementation team to understand the activities that are being performed for the CIS project and the material that needs to be communicated with Greeley's utility customers. The material developed will be vetted by those CIS project members and Greeley's Communication and Engagement Department.
Question #6	Who will the selected agency be working with (point person)?
Answer	Alex Adame (Purchasing until awarded), Krystal Dilka (Project Manager), Cory Channell and Kim Greenlee (Communications & Engagement).
Question #7	Can you please describe the decision making process for producing the work described in the RFP (i.e. is there a committee or multi-step approval process)?
Answer	A subset of the CIS project team (3 or 4 members) will give initial approval with final approval from a manager in the Communications and Engagement Department.
Question #8	Could you let us know what the budget is for agency services and for media placements for this work?
Answer	See question #3
Question #9	What would be the term of this engagement?
Answer	Approximately 1.5 years.
Question #10	Could we get a recording of the optional pre-proposal meeting that was held?
Answer	The meeting was not recorded.
Question #11	Considering all our artefacts developed for the City will meet the Mandatory Requirements and we do not have a product per se that will meet the same currently, is it ok to simply state Yes that we will meet those requirements and provide a statement reflecting the same in our proposal?
Answer	That is fine however, we require the products produced be compliant BEFORE we make an award decision. This is a state requirement that the City must ensure compliance so it is a key factor in our evaluation.
Question #12	Do you have an incumbent and would they be participating in this RFP?
Answer	No incumbent.
Question #13	Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?
Answer	We have no local preference.
Question #14	Would it be possible to get a boundary file (kml, tab, or shp file) for the city boundaries to utilize during the bidding process to get a better idea of the customers we would be targeting for this campaign
Answer	Yes, we can provide after RFP is awarded.
Question #15	Once the RFP is awarded will a list of serviceable addresses be provided, along with a customer address list with demographic information as well as customer email
Answer	You would work with our Communication and Engagement Department to execute any email campaigns.
Question #16	Currently are customers able to opt in to receive text communications
Answer	Yes. However 1% of our accounts can receive text communications. We prefer to not use text communications for this reason.
Question #17	What sort of communication will the internal dept already be handling? Will there be advance notification to customers of the changes via email, sms, and or announcements via mobile phone app. Have direct mail or email notices been sent to the customers notifying them of the upcoming change or is this all under the scope of the RFP
Answer	Some advance notification will be provided to the customers of a pending change to the utility billings system. Announcements can occur through ads, direct mail, email notices, etc. The City will handle the printing and mailing of materials and group email engagements.
Question #18	Have direct mail or email notices been sent to the customers notifying them of the upcoming change or is this all under the scope of the RFP
Answer	This is all under the scope of the RFP.
Question #19	Can you provide what type of marketing projects the City of Greeley is currently using in order to avoid overlapping marketing campaigns/channels.

Answer	Given the extensive timeline of this project, it is unclear what marketing projects/campaigns will be active at the time this system launches. Our team communicates internally to avoid overlap.
Question #20	What is the proposed budget range for the project
Answer	See Question #3
Question #21	Can a proposal be submitted jointly by two "lead" firms or does one firm need to be the lead and the other would be the sub? In other words, can two firms be joint proposers? (Hoping you can answer this one fairly quickly as it really shapes our proposal format...)
Answer	One lead firm is desired.
Question #22	In the case of co-proposing firms, do both firms need to carry the insurance requirements? Do all subcontractors also need to carry the insurance requirements?
Answer	Insurance by lead firm.
Question #23	Evaluation Criterion #2, Item 2 states "Brief description of project scope and value"- Is this meant to say "value" or something else? Just want to be sure we are answering the question completely.
Answer	Yes, should say "Brief description of project scope and value".
Question #24	4. I know this came up on the pre-proposal call, but it would really be very helpful to see a budget for this project so we can scale our recommendations (and assess whether or not we are able to assist with this effort). I've been on the other/government side and understand wanting to get the best price from proposers, but now being on the consultant side I don't believe that knowing the budget would change our rates or the value you're receiving; it would just help us make a better-fitting proposal.
Answer	See Question #3
Question #25	Are there existing contractor(s) working with the City of Greeley Water & Sewer Departments for current communications support?
Answer	Yes
Question #26	Do you have an annual budget for both departments' SOW? If so, can you share it? If so, is it broken down by deliverable?
Answer	See Question #3
Question #27	What type of photography/video assets do you already have?
Answer	We anticipate Spry Point will have some pre-recorded items or templates. We have some internal video capabilities with our internal communication team.
Question #28	Would you be able to provide the data at the beginning of the project kickoff? Data on past marketing efforts, audience, etc.
Answer	Any data on past marketing efforts or audience that is pertinent can be shared when the vendor is selected at project kickoff or during the project. We expect this will be a collaborative effort between the selected vendor and our internal communication team.
Question #29	Would you be able to explain the approval process for these projects? How many stakeholders will be involved in the approval process?
Answer	If you are referring to the evaluation process, it is completely internal between Water & Sewer and Communications & Engagement. Project team and Communications will work together to score and approve.
Question #30	In order to anticipate the City of Greeley's needs in a given month or quarter, how much notice will be provided on a given project to ensure project, campaign, creative, and media needs can be accurately scheduled?
Answer	We can work with the recommended timeline needed by the contracted vendor.
Question #31	Do you anticipate any quick turnarounds and deadlines for projects?
Answer	Deadlines and timelines will be determined by Spry Point, Communications, and Project Manager. There may be some quick turnarounds that arise out of need.
Question #32	Can you expand on the City's "Brand", as referenced on the call?
Answer	Communication and Engagement Department will provide a stylesheet with the logo and listing of approved color palette and typefaces.
Question #33	You mentioned the diversity in population, and some of the language requirements. Are there additional points you can share regarding this diversity, including further information on your underserved, underrepresented and marginalized audiences?
Answer	Yes. The City of Greeley is established in Weld County, which was categorized in 2020 at the highest level of Esri's Diversity Index within the state of Colorado, at a measure of 65-79. The City's strong agricultural history and present-day industries serve as magnets for immigrant and refugee workers from Latin America, East Africa, and Southeast Asia- specifically of Somali, Burmese, Arabic and Rohingya speakers. Spanish is the predominant language, reflecting the city's large Hispanic and Latino population. Many refugees and asylum seekers arrive with very limited financial resources. They often need assistance with housing, employment and basic necessities through local organizations (https://www.ircnoco.org/ ; https://lfrsm.org/) As the 11th most populous city in Colorado and one of the fastest-growing cities in the state, Greeley's community composition will continue to add diversity to the state as it expands. While portions of Greeley enjoy relative comfort, there are specific areas of the City which experience one or more Justice40 defined disadvantages, including climate change, housing, legacy pollution, transportation, and workforce. Additionally, the median per capita annual income of Greeley residents in 2021 inflation-adjusted dollars is a mere \$30,195 with an estimated 15.3% of the population living in poverty. Additional resources can be found below on specifications on Greeley.
Question #34	Based on public information I was able to find, the overall budget allocated for the new CIS project is \$2M. My estimations around costs for Spry Point services ranges between \$500k-\$1M...assuming the remaining budget is part of the efforts for communication/marketing. Can you confirm these budget levels?
Answer	See question #3
Question #35	Do you have an incumbent marketing partner?
Answer	See Question #12
Question #36	Has the city of Greeley committed to a budget range for this project?
Answer	See Question #3
Question #37	The RFP speaks to the diversity of the Greeley population and the top languages. For materials, will everything be developed in the top three listed languages? Is this something the city does internally or would want to the partner to support on?
Answer	See Question #1
Question #38	Section II - A: Can you please define your expectation around 'call center management'?
Answer	Assist with a word document containing talking points
Question #39	Section II - A: Do you have an existing call center team or will a new team get onboarded?
Answer	We have a utility billing team that handles these responsibilities.
Question #40	Section II - A: Is the selected agency responsible for ongoing client communication management?
Answer	No, our internal Communications team will take it over at the end of the project.
Question #41	Section II - A: Please define the expectations around deliverables? Quantities of each media type? Frequency of updated/evolution within messaging sequence?
Answer	This should be part of your communication plan and recommendations.
Question #42	Section II - C: Confirming WCAG 2.2 AA standards are the current state requirement?
Answer	We need to comply with the following as directed by HB 21-1110, Colorado Laws for Persons with Disabilities, and SB 23-244, Technology Accessibility Cleanup
Question #43	Section II - C: To what extent is the agency responsible for the 3rd party networks compliance where marketing materials are deployed such as social media platforms, ad-networks etc..?
Answer	The vendor is responsible for making sure any content or ads are compliant with social media platform and ad network standards.