

ADDENDUM NO. 1

Date: **May 10, 2010**

TO THE BIDDING AND CONTRACT DOCUMENTS FOR

THE PROJECT:
ENVIRONMENTAL ACTION ON-CALL MARKETING
PROJECT NO. 12-2010

BID OPENING DATE/LOCATION:
Wednesday, APRIL 21, 2010 - 4:00 PM
CITY OF BOULDER - PURCHASING DIVISION
1777 BROADWAY
BOULDER, CO 80306

THE FOLLOWING shall become as fully a part of the above named Bidding and Contract Documents as if included and shall take full and complete precedence over anything stated or shown to the contrary in them.

ACKNOWLEDGMENT: Each bidder shall indicate in the place provided on the Contractor's Bid Form acknowledgment of receipt of this Addendum.

EACH AND EVERY BIDDER, subcontractor and material supplier shall be responsible for reading each and every item in this Addendum to ascertain the extent and manner it affects the work in which he is interested.

PART II: Required Proposal Response

PROPOSAL MATERIALS (ENVIRONMENTAL PURCHASING POLICY)

For purposes of review and in the interest of the City's Sustainable Paper Use Policy and sustainable business practices in general, the City encourages the use of submittal materials (i.e. paper, dividers, binders, brochures, etc.) that contain post-consumer recycled content and are readily recyclable. The City discourages the use of materials that cannot be readily recycled such as PVC (vinyl) binders, spiral bindings, and plastic or glossy covers or dividers. Firms are encouraged to print/copy on both sides of a single sheet of paper wherever applicable (if sheets are printed on both sides, it is considered to be two pages). Color is acceptable, but content should not be lost by black-and-white printing or copying.

PROPOSAL CONTENT

The proposal must contain all of the following information, in the same sequence as presented below. Each proposal should provide a straightforward and concise presentation adequate to satisfy the requirements of this RFP. Please limit length of proposal sections to the maximum pages noted.

1) **Project Approach**

A concise explanation of the design team's approach to the project is to be given in this section. Please include the following:

- A cover letter stating the name, address, phone, and email of the primary consultant and leader of the consultant team. This letter must bear the signature of the person who has the authority to commit the consultant team to this work.
- Identify the individual(s) who will be involved in this project, their roles, the percent of their time available during the anticipated time frame of the contract, and their hourly rates. Include resumes indicating related work experience and expertise for these individuals.
- Identify what portion and elements of the work, if any, will be subcontracted and the subcontractors who will be employed as part of the consultant team.
- Describe the proposed management structure of the consultant team that would facilitate addressing the topics identified in the scope of work above.
- Description of experience with emphasis on projects of a similar nature.
- Qualifications with respect to developing a consistent marketing campaign for an ongoing program that will be developing and implementing various programs and projects over a period of years.

- Sample portfolio of work with examples from similar projects
- Identify time and cost estimates by task and personnel.
- Three professional references for recent and similar services performed by the consultant lead. Please include a specific contact person with a phone number and email address for each reference.
- Demonstration of ability to complete tasks on budget and within timeline.
- Any reservations, conditions or constraints related to the request for proposals.
- A demonstrated understanding of the goals and objectives of LEAD.
- Approach will also be evaluated based on the compatibility with the City's social mobilization strategy. While the consultant will provide some traditional marketing materials, there will be other opportunities to create products that will be distributed through non-traditional methods such as neighborhood leaders, community groups, and social media. Marketing strategies that provide opportunities for targeting audience needs, addressing barriers, and tracking results will also be favored by the selection committee.
- Form 1.

2) Project Budget and Administration

- The 2010 budget is anticipated to be \$140,000 for agency fees and any material costs. The proposal should include an estimated break down of hours and billing rates, based on overall agency time. The contract duration will span approximately twelve months, but services will be provided on an as-needed basis. Fees will not be the primary consideration in the evaluation of proposals as qualifications; experience and approach will be the determining factors.
- LEAD staff will provide administrative management for the campaign and the City will be the contracting agent for the program. A standard professional services agreement for the City of Boulder is attached.

3) Selection Process and Evaluation Criteria

Agency should provide the City with complete information regarding qualifications. The qualifications should be directed toward development of campaigns that will result in increased awareness and participation in City programs. The ultimate goal is to incite behavior change around energy efficiency, waste reduction and alternative transportation that results in reduced greenhouse gas emissions in the City of Boulder.

Agency should have 3-5 years experience working with public programs. Knowledge in environmental issues is preferred. Agency should have:

- Experience in promoting public interest goals.
- Demonstrated ability to be creative, given budgetary constraints.

- Demonstrated ability to understand and design a workable campaign with the determined goals and objectives of the program.
- Ability to incorporate new trends such as social networking tools and social mobilization techniques to increase effectiveness of campaigns
- Demonstrated ability to communicate a positive, consistent and recognizable message or brand.
- Sensitivity to issues of concern for varied audiences that make up Boulder residents and businesses.
- Graphics/presentation capabilities.

A proposal review committee comprised of representatives from the City of Boulder and others will interview and rate the proposals on the following basis:

Qualification	Measure
Creativity and Approach	Description of approach
Demonstrate qualifications for addressing issues and scope of work	a.) Understanding of project b.) Methodologies for implementation
Qualifications to perform services	Consulting firm attributes
Availability to do work	Compare with time frame of project and workload
Ability to focus on LEAD as a priority client	Motivation
Presentation capabilities	Prior work
Reasonable level of work under proposed budget	References