

## Questions and Responses

### RFP 12-2010 for Environmental Action's On-Call Marketing

1. How would you best like the portfolio submitted? Would it be acceptable to direct the selection committee to our web site, or would you prefer a hard copy or digital portfolio (included flash drive)?

Answer: Please submit the required hard copies. You may reference your website for more information, but please print out the best examples of your portfolio or web screens to give the selection committee examples of your work.

2. What is the budget?

Answer: 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.

3. In Part II under the subhead "Proposal Content" item number two "Project Approach," we would be grateful for any clarification you can provide of the following three bullet points:
  - Describe the team's approach to the public facilitation component of the project. Public review is anticipated to be limited to two public meetings. (Limit pages to the extent possible.)
  - Describe the team's approach to energy efficiencies, water conservation as well as s. the identification and evaluation of sustainable building materials and method (Limit pages to the extent possible.)
  - Describe the products of the schematic design and design development effort. Specifically, what will the city receive to document the process? (One page maximum.)

Specifically:

What type of public facilitation is expected? What will be the purpose of the public meetings? What will be the role of the contractor at the meetings?

Is the RFP asking for our approach to marketing energy efficiencies and water conservation or how we, as a business, conserve energy and water? Also, can you please clarify the role of building materials in this project?

What is the “schematic design” referenced in this bullet and how does it relate to this RFP?

Answer: Unfortunately, the information you reference above was accidentally included and is not relevant. Please refer to Addendum No. 1 which is now posted along with the original RFP on the website. The excerpt below is the accurate information to use that should answer your question:

## **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.

4. I want to make sure that we receive the answers to any questions that were raised. Can you provide guidance on registering on the website?

You do not need to register on the website. By responding to the request for questions, you were added to the contact list to receive this list of questions and responses.