



## Addendum Number 1

### Request for Proposal: #21-80 Consulting Services for the Climate Action Community-Based Social Marketing Plan

Purchasing Division, City of Iowa City, Iowa

Date of Addendum: August 25, 2020

This Addendum to **Request for Proposal: #21-80** is issued to post questions and answers asked of this Request for Proposal document.

Request for Proposal #21-80 is hereby amended as follows:

#### Questions and Answers -

- For the mascot component, where is your team at in the development process? For example, do you already have the mascot name and type developed? Or, are you looking for help on this component from beginning to end of the process?
  - We have a mascot name and type selected and are looking for design assistance and suggestions on deployment.
- For the materials deliverable, are you looking for the design of just the initial templated items? Or, are you looking for full design execution of all recommended marketing materials?
  - We are looking for initial templates, but the firm is welcome to submit supplemental information on proposed services for continued work on full design execution following the close of the initial contract.
- For the behavior change/modification tools, do you have examples of what you consider to be behavior modification tools? Also, are the tools all communication-based versus something like incentive design-based?
  - We are open to any of the multifaceted tools that fall under the framework of Community Based Social Marketing (CBSM). This includes multimedia messaging, financial incentives, peer-to-peer communication, etc. Examples include, but are not limited to, some of the tools described here: <https://toolsofchange.com/en/tools-of-change/>.
- For the evaluation process, what additional information can you provide about the 'Experience' point category? Also, are each of the three sub-bullets weighted equally?
  - Experience includes prior work with branding efforts, marketing plans, mascot development, audience segmentation, barrier/benefit research and targeted outreach efforts. Experience developing campaigns for/with units of local government or non-profit organization is not required but a desirable qualification. The sub-bullets are not weighted categories but offered as a general guideline as to what will be evaluated as experience.
- Additionally, what specifically will you be looking for in the firm's resume?
  - Prior work with branding efforts, marketing plans, mascot development, audience segmentation, barrier/benefit research, targeted outreach efforts, and indicators of the success of these campaigns. Qualifications, diversity, and experience of staff assigned to this project. Experience developing campaigns for/with units of local government is not required but a desirable qualification. Likewise, experience developing campaigns in Iowa is not required but a desirable qualification.

- Lastly, what do you consider a similar project? Do you require prior project work with a climate subject matter expert?
  - Examples of similar projects would include marketing campaigns developed for Sustainable Flagstaff (AZ), Greenovate Boston (MA), and the Go All In campaign for the Waste Commission of Scott County (IA). We do not require prior project work with a climate subject matter expert, but we do expect the winning firm to have a thorough knowledge of Iowa City's existing climate materials, including the Climate Action and Adaptation Plan, at the start of the contract as well as a willingness to work with the subject matter experts employed by the City of Iowa City.
- Has there been any creative or strategic messaging developed to-date for this social marketing effort?
  - Some creative and strategic messaging has been utilized previously, which can be found in some of the materials available on the climate action webpage, <https://www.icgov.org/project/climate-action>.
- Is there an incumbent agency that the City is working with for these types of services?
  - No. Previous work has been done in house by staff who would be involved with the deployment of this plan.
- Will preference be given to a local agency? Iowa-based agency?
  - The contract will be awarded based on the criteria detailed on page 11 of the RFP, which includes experience with similar projects in Iowa and elsewhere.
- We understand that the planning and development process should take no longer than 9 months. Is there a targeted date or timeframe for this campaign to rollout?
  - The target date for rollout will be established at the time of the contract award. Current outreach and communications efforts will continue throughout the plan development.
- Do you expect creative concepts to be included in the proposal response, or after the initial research is done?
  - Ideally, the creative concepts would flow from the initial research, though firms can provide examples from creative concepts applied in similar campaigns in their proposals or draft concepts that might be refined through research efforts.
- Has a budget been established for this initiative? Either in its entirety or by phase?
  - A budget range has been established for the project in its entirety, to be refined based on the successful proposal.
- We understand that you are looking for “comprehensive and detailed listing” of costs and fees. Is there a preferred format that you would like us to use for this listing?
  - A breakdown of proposed costs by phase with line items for each should be sufficient.
- Do you anticipate an ongoing consultancy relationship following completion of the initiative as you have detailed it?
  - That possibility would be based on future budget cycles. Although not part of the scope of this project, firms are welcome to note in their proposal's costs for future consulting work as an option as well as details of what that consulting work would entail.
- Can two firms work together on this initiative?
  - Yes. If more than one firm choose to partner, a single proposal should be submitted that clearly outlines how payment for services would be divided/invoiced.
- Alternately, can one firm take the lead and partner with a different organization?
  - Yes, firms often have a lead consultant with sub-contracted work partners, and we will accept these proposals. Such proposals should detail the division of responsibilities, provide experience and reference materials for the sub-contracting firm, and define how payment for services would be divided/invoiced.
- Are you willing to consider consultants outside of Iowa for this project?
  - Yes

- Is there currently a draft brand / marketing strategy?
  - No, although some creative and strategic marketing has been utilized previously, which can be found in some of the materials available on the climate action webpage, <https://www.icgov.org/project/climate-action>. This would be the first comprehensive brand/marketing strategy for these efforts.
- If so, when / how can that be shared?
  - n/a
- What current direction is this taking?
  - n/a
- What is the anticipated use / role of ‘Climate Action mascot’?
  - The mascot is to be used as a vehicle for climate action messaging similar to the use of Albert the Squirrel by the Flagstaff, AZ Sustainability Division or Birdie by the GreeNYC initiative.
- What other marketing strategies / tactics that have already been identified / prioritized?
  - None. This would be the first comprehensive marketing strategy for these initiatives.
- RFP references current communication and outreach efforts, including the Sustainability Newsletter, Climate Fest, Climate Ambassador program, Climate Action at Work, and the implementation of Iowa City Transit Study recommendations with the brand strategy outlined in the plan. Where and how can the strategy / samples of these be viewed?
  - Materials related to these efforts can be found on city webpages, including (click on each for the link) the [Sustainability Newsletter](#), [Climate Fest](#), [Climate Action at Work](#), [Climate Action Toolkit](#), and the [Iowa City Transit Study](#). Materials related to the Climate Ambassador program are currently in development and will be available during the contract period.
- What is the anticipated budget range for each phase of brand / strategy development, testing and implementation?
  - A per-phase budget range has not been determined in order to allow firms to suggest how much time is appropriate to spend on each phase and outline the related costs accordingly.
- Given COVID-19, can the interviews be conducted virtually?
  - Yes
- Correspondingly, what media / production / execution budget has been earmarked?
  - It is anticipated that much of the media/production/and execution of the marketing strategy will be done by City staff following the guidance of the marketing plan. No budget has been finalized for this work although the City regularly anticipates funding needed for planned marketing objectives during its annual budget process. Firms may include proposed costs for consulting services and related costs to implement the plan following the close of the contract as an addendum to the project proposal if desired.
- Please define what is meant by “Performance of Services” in scoring of the proposal.
  - Scoring elements within the “Performance of Services” category may include but are not limited to considerations such as approach to facilitation and communication, creativity, and observed proven standards or predictive outcomes.
- When conducting any necessary in-person pilot testing, can the staff be utilized to do any in-person testing deemed necessary (as public health circumstances allow)?
  - Staff can provide assistance in setting up meetings with stakeholders and focus groups, but it is anticipated the proposing firm will be the party primarily responsible for conducting any such meetings.

- When looking at “target behavior changes” and “methods for tracking/measuring baseline and post pilot behavior data,” what benchmark analytics will we have access to before and after launch of marketing efforts?
  - Data used to calculate the city's annual greenhouse gas inventory can be made available as well as survey results collected during the development of the Iowa City Climate Action and Adaptation Plan. Firms may propose other survey work to establish baseline data as part of the project.
- Is there any preference given towards local or non-local firms (outside of Iowa)?
  - Experience developing campaigns in Iowa is not required but a desirable qualification, as is experience developing campaigns for Midwestern audiences.
- Can you provide us with resources prior to our preparation of the proposal submission? (brand guide, resources from climate action and outreach staff, city resources relevant to the project)
  - There is no existing brand guide. Relevant resources and materials can be found on the city's climate action webpage, [icgov.org/climate-action](http://icgov.org/climate-action).
- Is there any budget guidance provided for each phase of this RFP?
  - A per-phase budget range has not been determined in order to allow firms to suggest how much time is appropriate to spend on each phase and outline the related costs accordingly.
- Is there a timeline provided for campaign/project launch and completion?
  - Development of the marketing plan is to be completed with 9 months of the project start. Marketing efforts will be ongoing after that.
- What previous marketing channels have been utilized?
  - Marketing channels utilized by the city include those outlined on page 7 of the RFP (city website, GovDelivery, City Channel 4, and social media accounts) as well as utility inserts, transit wrapping, event tabling, and peer-to-peer programming.
- Have there been any previous community campaigns for climate action and outreach?
  - Previous efforts have included outreach related to (click on each for a link) the [Climate Action Pledge](#) and [Climate Action Toolkit](#), and features within the monthly [Sustainability Newsletter](#), but this would be the first comprehensive campaign focused on advancing key goals within the Climate Action and Adaptation Plan.
- Is there a current vendor that you are working with that will also be applying for this RFP?
  - No, past climate action marketing and communications have been developed and implemented by staff.

Addendum Number 1 is hereby incorporated and made a part of Request for Proposal #21-80, Consulting Services for the Climate Action Community-Based Social Marketing Plan.

**Vendors must fill out the addendum section in Section Eight of the RFP document to acknowledge receipt of this addendum. Failure to complete the addendum section acknowledging receipt with the submitted proposal may constitute grounds for rejection of the vendor’s proposal.**

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Buyer II