Addendum 1 June 12, 2025
In response to submitted questions.

RFP Cover Page & General Information

1. **RFP Number Confirmation**
   Reference: Cover Page / Throughout Document
   The RFP corrects blank space and references "RFP #2025-RFP-20".

2. **Final Question Deadline**
   Reference: Page 4, "Timeline of Proposal" vs. Page 7, "Addenda and Revisions"
   Q: The timeline states the question deadline is July 3, 2025, while the Addenda section references June 21, 2024. Can you confirm that June 27, 2025, is the correct and final deadline?
   A: Corrected, June 27 is last questions allowed for city response prior to close.

3. **Sub-Consultant Approval Process**
   Reference: Page 7, "Contract and Insurance Requirements"
   Q: If our team includes sub-consultants, is a formal vetting or approval process required for their participation?
   A: The city does not approve or disapprove sub-consultants and scoring is based on the overall response per the RFP and weighted categories.

Section II: Scope of Work (Pages 8 –11)

1. **Burns & McDonnell Involvement**
   Reference: Page 8, "Background and Purpose"
   Will Burns & McDonnell be involved in approval of creative assets, messaging, or media planning? What is their role in day-to-day execution versus strategic oversight?
   A: Burns & McDonnell will not be approving creative assets or media planning, but will advise on messaging, as a collaborative advisor along with the City's Marketing & Communications Department. Final approval of messaging, creative assets, and media plans will come from the Director of Marketing & Communications and/or Assistant City Manager and staff. Burns & McDonnell will provide strategic oversight and research upon which the marketing plan should be based, they will not have a role in day-to-day execution and may review and provide recommendations to the City.

2. **Access to Outreach Plan and Concepts**
   Reference: Page 8, Paragraph 3

Q: When will the City provide the Recycling Education and Outreach Plan, including concepts and strategies developed by Burns & McDonnell?
A: A draft plan will be provided prior to July 3rd and will be added to the Joplin Bid Center as an addendum. In addition, a project update will be presented to city council on July 7 and can be viewed: https://www.joplinmo.org/182/Video-Multimedia

3. **Budget Allocation Flexibility – Strategic Reallocation**
   Reference: Page 9, Section 3, "Proposed Work Plan"
   Q: The proposed budget allocates approximately 70% of total funds to TV and radio. Would the City be open to proposals that strategically reallocate budget toward direct community engagement (e.g. filmed resident waste audits with $500-$1000 incentives) and digital-first engagement (e.g. quizzes, SMS/email follow-up, video content), while staying within the total budget?
   A: Yes, an example grant budget spend is included in the RFP, however the RFP requests respondents to submit a proposal based on capacity and experience in developing, planning, and distributing the marketing and promotion materials, which will be developed from an agreed upon plan and spend. The selected marketing firm will develop and present a strategic marketing plan, to include any proposed reallocation of the funds for the marketing campaign for review and approval.

4. **Targeted Communities – Cultural and Logistical Considerations**
   Reference: Page 8, Paragraph 4
   Q: Are there existing insights on the five disadvantaged census tracts that would help guide culturally appropriate outreach? Have past campaigns revealed effective communication channels or community barriers?
   A: The Plan will include an analysis of the census tracts.

Section III: Proposal Content (Pages 12 –14)

1. **Campaign Tone and Style Preferences**
   Reference: Page 13, "Work Plan and Timelines"
   Q: What is the preferred tone for campaign materials (e.g., serious, playful, empowering)? Are there examples of prior city communications to align with?
   A: We are comfortable with tone variation based on the creative asset being developed. One target audience strategy may call for a serious tone, while another target audience may respond better to playful or empowering tones. A print piece may be empowering, a social media post may be playful, and content for broadcast may be serious. We seek to strike the right tone for the moment.

2. **Visual Identity**
   Reference: Page 13, "Creative and Messaging Development"
   Q: Should the campaign branding align with the City of Joplin brand, or can it stand alone as a separate identity?

A: We have discussed the possibility of creating a “Joplin Recycles” brand, which should be a sub-brand of the City. We are open to recommendations.

3. **Technology and Digital Tools**
   Reference: Page 13, "Digital and Social Media"
   Q: Does the City have preferred tools or existing systems for:
   - Email marketing: Yes, Constant Contact.
   - Social media scheduling: Yes, native to each platform and Meltwater.
   - Contact management or CRM: No, though we have some capability to manage contacts in Constant Contact.
   - Analytics and reporting: Are we expected to integrate with City platforms or propose new tools?
     A: The City does not yet have any systems for marketing analytics and reporting. We do use Meltwater for social media monitoring and media monitoring. We typically track performance data using spreadsheets where data available through each digital platform dashboard can be compiled. We are open to the proposal of new tools which we may consider.

4. **Past Effectiveness by Channel**
   Reference: Page 13, "Media Buying and Placement"
   Q: Has the City evaluated prior campaign effectiveness by media channel (e.g., TV, radio, digital)? Are there metrics on ROI, impressions, or behavioral impact?
   A: Our Marketing and Communications Department has not performed such analysis since our inception in 2024. While our CVB may have conducted such analysis regarding their prior marketing spends outside the Joplin market for tourism promotion, I suspect any such data would not be relevant to this campaign. We would certainly like to gain such understanding of the effectiveness of this campaign and ROI of the different placements, to inform future marketing efforts.

5. **Channel-Specific Tracking**
   Reference: Page 13, "Media Buying and Placement"
   Q: Do you use distinct tracking mechanisms per media channel (e.g., unique URLs, QR codes, phone numbers) to measure channel-specific conversions?
   A: Not currently, but we are open to recommendations. Again, this is the first major marketing campaign to be overseen by our new communications department.

Section IV: Implementation and Reporting (Pages 15 –16)

1. **On-Site Presence Expectations**
   Reference: Page 15, "Key Implementation Duties"

Q: Can you clarify expectations for on-site presence? If we are not local, is it acceptable to send traveling staff or hire local subcontractors for execution?
A: Local subcontractors would make sense for photography and video production. Traveling staff would be acceptable if/when on-site presence is required, but meetings may be held virtually using Teams or Zoom.

2. **Expense Documentation Format**
   Reference: Page 15, "Expense Reimbursement"
   Q: Could you provide examples or templates of acceptable documentation formats for expense reimbursement, as required by EPA?
   A: Standard invoice showing detailed expense tracking, media placements, date, time, audience reach estimates, for each placement.

3. **Behavioral Change Metrics and Waste Audits**
   Reference: Page 15, "Evaluation and Reporting"
   Q: Will the City fund or execute waste audits to verify behavioral change? If not, how does the City plan to measure success? Will changes in contamination rate, bin participation, or other specific KPIs be tracked?
   A: Waste audits are included. KPIs will include: participation count in curbside recycling program which is tracked and reported by the hauling company; quantities of materials managed at the recycling center; number of materials distributed (print, digital, TV, radio, etc)

4. **Data from Transfer or Sorting Stations**
   Reference: Page 15, "Evaluation and Reporting"
   Q: Are there existing measurement systems in place (e.g., audits at transfer stations or MRFs) that track contamination rates or quantities of diverted materials?
   A: See Queston 3 answer above. Contamination tracking is not part of this effort, nor do we have access to bulk collected qualities by hauler.

Q: Can the budget spend be modified among target medias?

A: A general example budget is included, and any resulting advertising spend will be rooted in a strategic marketing plan presented by the respondent. Any proposed budget modifications will require city and/or grantor approval.