Addendum 2 June 13, 2025
In response to submitted questions.

1- Q: You list several different marketing arenas that the budget will cover. Are you looking for an agency to handle all of them, or are we allowed to submit a bid/proposal of services for just a few?

A: We are looking for an agency which can manage the entire project, and your proposal may include a plan for use of subcontractors.

2- Q: What are the school toolkits?

A: The concept here is to provide some age appropriate curriculum materials and activities which would be appropriate for teachers to use in educating students about recycling. Burns & McDonnell will have some more guidance, but there is room to develop this concept further prior to execution.

3- Q: Is there an idea of what you all would like to see on the digital advertising side, outside of paid ads, or are you just leaving this open for the agency to provide direction?

A: The City's Marketing & Communications Department will be able to distribute press releases, website content, email marketing, and social media content − but the messaging for such content should be created in consultation with Burns & McDonnell, and creative should come from the marketing firm to be hired.

4- Q: The meetings that we had for the committee were mainly centered around coming up with a plan for a new website. Is that still something that is included in this?

A: No, the website is a separate project with a separate RFP to be released in summer 2025. Content about recycling created under this Marketing and Promotion RFP would also be published on a new page about recycling to be created as part of the larger city website project.