Addendum 3 June 16, 2025
In response to submitted questions.

1- **Page 3, Background**

Q: On page 3, the first paragraph under Background references it as a 3-year campaign. However the second paragraph under **Purpose** (still on page 3) says that the timeline for services will be approximately 20 months, including design, development and implementation. We want to verify the length of the actual media campaign as that will affect the monthly budget for media.

A: The grant award is three years, and already underway. The marketing and promotion effort will be approximately 20 months, which is the remainder of the grant period. Any reference to three years is the initial grant award timeframe for the city.

Page 4, Marketing Budget

Q: There is $50,000 budgeted for website redesign/update. Can I please get the URL to the site this is referencing?

A: The website development will be handled internally and not part of this RFP request for services.

Page 8, Scope of Service, first 2 bullets

Q: Can we please get a copy of the REO Grant Award and objectives?
Can we please get a copy of the Burns and McDonnell findings on the City recycling program?

A: REO GRANT Award Description

This agreement provides funding from the Infrastructure Investment and Jobs Act (IIJA). EPA's Consumer Recycling Education and Outreach (REO) Grant Program will fund a range of projects that will increase waste prevention activities, increase the collection of recyclable materials and program participation rates, and decrease contamination of the recycling stream, fund projects that focus on commonly recycled materials such as municipal solid waste (e.g., plastics, aluminum, paper, glass, etc.), including food waste and organics, and/or fund projects and provide tools and

technical assistance that will lead to long-term, sustained change, benefits, and support beyond the life of the grant.

The purpose of this award is to enhance the City of Joplin's efforts to meet the REO grants elements.

Joplin will do a three-year campaign focused on further expanding recycling awareness and encouraging behavioral changes through educational programs.

Joplin will perform the following five campaign activities:

1. Innovative Training to Divert Waste

2. Innovative Training about Proper Recycling

3. Climate Crisis and How We Can Win Training

4. Composting Training for Individuals and Families

5. Reduction of Recycling Contamination

Each campaign, event and elementary school project will be summarized as well as quantified and will be measured through the disposal rate per capita or employee disposal quantities and the participation rate such as how often a resident or business recycles over a defined time period. The results from this project will stimulate a growth in recycling practices - which will allow for more collection of recyclable materials - prompting a more optimized end-to-end materials management process for production - which will allow an improvement of markets for recycled commodities.

The goal of this program is to provide adequate education, guidance and resources to increase recycling efforts by enabling and changing the societal norms associated with local recycling behavior. The three-year campaign in Joplin will ultimately focus on all materials but will focus on the following individual materials throughout the campaign: aluminum and steel containers, glass, cardboard paper and plastics, food, organics (yard and tree trimmings, wood, etc.), textiles, and batteries and electronics. These efforts will help the citizens of Joplin to ensure increased recycling participation and improve waste diversion through the city.

Page 9, Deliverables, 4th bullet

Q: What will be the geo-target for the campaign? Will it be focused on just Joplin or will some tactics be targeted to other smaller surrounding communities?

A: The grant is awarded to the City of Joplin. We recognize surrounding communities may utilize the Joplin Recycling Center, or recycle in their own communities. Marketing will largely target audiences inside the Joplin city limits, and some aspects of the campaign may also be relevant to residents of areas immediately surrounding Joplin within Jasper and Newton Counties. No aspect of this campaign would be relevant to audiences outside of the two counties where Joplin is located.

Page 9, Timeliness, first bullet

Want to verify – ALL tactics should be designed and developed in the first two months? Even if we are recommending refreshed tactics to be used each year? And does that include the website redesign/updates included in the marketing budget breakdown on page 4?

A: Initial marketing and promotion efforts will be developed and forecast to the best of the firm's ability. The two-month timeframe is generally for development of materials, and there may be adjustments. However all materials and promotions must be developed in a timely enough manner to execute and spend down the grant resources before grant end. Going forward, the messaging developed may be refreshed over time through normal course of business of the City Marketing and Communications Department.