Addendum 6 June 20, 2025

1. Page 8, Section III - Scope of Services, under **Program Planning**, the document states: *"The elements of this project to be developed include but are not limited to: a) public service announcements;* ***b) door-to-door education and outreach campaign materials;*** *c) social media and digital outreach graphics, videos, and ad materials;"*

   Q. Please confirm that the selected contractor is not required to conduct door-to-door outreach, only develop the materials that will be distributed.

   A: Contractor will only develop these materials as requested.

2. Page 18. Section: AGREEMENT EXAMPLE FOR MARKETING AND PROMOTION SERVICES
   Q. Will the City clarify the level of effort required by the selected vendor to support installation of the designed materials in Joplin?

   A: "Installation" is imprecise language and is in reference to placing media in various outlets. The City has no expectation that selected vendor will have to physically install anything.

Cost Proposal, Scope of Work and Payment

1. Page 18, 1c.

Q. For consistent structuring and comparison of cost proposals, will the City please clarify the desired format of the cost proposal? For example, would the City like to see a total budget breakdown including estimated labor hours for the development of campaign assets along with costs for media planning and buying to add up to the provided budget totaling 1,550,000?

A: Yes, we are interested in seeing proposed project budget, with understanding that after a vendor is selected, there will be additional discovery and discussion which will likely further revise the project budget. Keep in mind, final project budget will be subject to granting agency approval.

2. Would the City be willing to provide a cost proposal template and/or deliverable quantities to guide a standardized pricing structure?

A: We don't have any estimate of deliverable quantities and will need the marketing vendor to make recommendations regarding quantities. We don't have a cost proposal template for marketing campaigns.

3. Does the City prefer an excel file or is there another desired format for the cost proposal?

A: Excel file is sufficient but a PDF is also acceptable.

Addendum 3, Response to Submitted Questions

3rd Question, REO Grant Description

Q: The response to this question listed five campaign activities (e.g., "Climate Crisis and How We Can Win Training") that indicate a need to develop robust training materials, while the RFP focuses on materials for paid media planning and placement.

A: Content messages for any new training materials will be developed or provided by Burns & McDonnell, while the marketing firm will be responsible for design and production of such training materials. Videos, print products, promotional items, etc. may all be considered training materials. The City does not yet have a clear understanding of whether or to what degree some training materials may already be available through the federal, state or non-government agencies, or through Republic Services (the curbside recycling provider in our area), which could be leveraged as part of our trainings and community outreach. Burns & McDonnell should conduct this research and gather existing materials to be included in training efforts prior to developing any new materials in partnership with the marketing firm to be selected.

Q. For budgeting and staffing purposes, can the City clarify the extent to which assets created in the 2-month development period will be used for in-person trainings versus paid placements?

A: While a 2-month development period may be sufficient for some materials (such as graphics, photography, flyers, and ads), the City expects other materials may take longer to develop (such as video products, brochures, training booklets, etc.) It seems reasonable to expect that paid ad placements may be prepared and placed more quickly than in-person training materials such as school curriculum kits. We will work with existing curriculum and may have recommendations to those school materials.

1. Will preference be given to agencies based in or with a presence in the Joplin area or surrounding region?

   A: The city has a local preference in our purchasing policy.

2. Are virtual options available for the required meetings with Burns & McDonnell and City staff, or is in-person attendance expected?

   A: Virtual is available. Teams or Zoom calls are both accommodated regularly. Respondent must be able to attend some anticipated on-site meetings, council presentations, or other needs. It is anticipated remote participation may be used for routine checkins or updates.

3. While the media buy budgets are clearly outlined, is there an anticipated or recommended range for agency fees related to creative development, project management, and media placement support?

A: We don't really have experience managing such large budgets for marketing projects, so we don't have a sense of what would be reasonable range for agency fees. This is why we let this out as an RFP, to see what various proposals and qualifications are, to enable the City to select the best proposal and lowest bidder in regards to agency fees.

4. On page 4, could you clarify which website is referenced in the $50,000 budget line? If it is part of joplinmo.org, which section(s) are in scope? Additionally, are you seeking a partner to implement the updates, or would the selected agency provide design assets for a separate team to execute? If implementation is expected, could you share relevant platforms, CMS, or technical specs?

   A: The website is addressed in previous addendum and is not part of this request. The City's Marketing & Communications Department is in process of design and build of a new website to replace the current, meaning assets and content to be developed as part of this campaign will be placed on the current and/or new city website by the City Marketing & Communications Department.

5. On page 6, the RFP mentions checking the City website for addenda at https://www.joplinmo.org, but we have not been able to locate an RFP-specific page or update. Could you please direct us to the correct location?

   A: https://www.joplinmo.org/bids.aspx?bidID=870 Please scroll to bottom to see addendums.

6. On page 8 you mention digital and social media ad assets. Are there specific platforms you plan to target? And are you open to recommendations for additional channels that may help broaden reach or improve engagement?

   A: We plan to use the City's existing Facebook page(s). The City has a LinkedIn profile. The City also has YouTube and Vimeo accounts where video products would be posted. The City is considering the possibility of launching an Instagram account and a Nextdoor account. We are open to recommendations for additional channels and can discuss ongoing social media strategy, but have resource limitations and concerns about launching any new channels for which we do not have the capacity to maintain appropriate content calendars.

7. **pg. 3, Executive Summary, Background, question 1:** Could you clarify expectations around the contract duration and campaign timeframe? Are agency services to plan, develop, and implement the campaign expected to be 20 months to then turn everything over to the City to own and manage without the agency for the 3-year campaign?

   A: The grant is three years and already underway. The anticipated remaining 20 months will be for marketing development and ad placements. The city will take over the program at the end of the remaining 20 months.

8. **pg. 4, Marketing Budget, question 2**: We understand the advertising budget is $1.55 million for the duration of the campaign. Is there a known or estimated budget for services to plan, develop, and implement the campaign?

   A: Please see previous addendums for both estimated budget and also the campaign plan.

9. **pg. 8, General Statement, question 3:** Are you open to a remote-only or out-of-state agency partnership, or are on-site capabilities a must?

   A: Respondent must be able to attend some anticipated on-site meetings, council presentations, or other needs. It is anticipated remote participation may be used for routine check-ins or updates.

10. **General, question 4:** Does the city have an incumbent agency or an agency you've worked with in the past on similar campaigns?

    A: The City has recently created a Marketing and Communications Department and has not done a campaign of this size or magnitude before. We have smaller marketing needs with other agencies for routine city business needs.

11. **General, question 5:** How have you measured success for similar campaigns in the past, and did those campaigns reach the desired results and success metrics?

    A: We have not been engaged in an effort like this before. Please see previous addendums for related answers.

12. **RFP page 4, Section I subsection "Marketing Budget":** If the marketing budget as outlined on page 4 of the RFP is the general breakdown of what the City wants, and my math is correct in that that list is $50,000 over budget, does the City have a priority of what would come off that list first OR which tactic(s) budget should decrease first to meet the $1,550,000 budget?

    A: The website development will be handled internally and is not part of this RFP and is highlighted in a previous addendum.

13. **RFP page 13, Section V General Information and Requirements subsection "Stylistic Considerations":** is the City requesting that proposal submissions be written in the Tahoma font or is that just for our future reference should we be selected to work with the City? I've seen more and more font requirements in proposals recently so I wanted to confirm.

    A: Proposals are preferred in city font.

14. **RFP pages 17 - 22, "Agreement Examples For Marketing And Promotion Services":** Would you like the "Agreement Examples For Marketing And Promotion Services" signed and returned with the submission? Or was that just included as an example? I've seen this done before in other RFPs as an example as well as a submission requirement, so I just wanted to confirm.

    A: The agreement is an example only.