

Addendum #1



Project Information

Project Name:	Professional Polling/ Public Opinion Research and Public Outreach Consultant Services - KGM
Bid Number:	RFP #FD20-11-153
Date:	November 20, 2020
Project Manager:	Kelli Johnson

Addendum Items

Item 1	Due to the corona-virus, the City is requiring the following for submitting proposals: see attached instructions for submittal of RFP responses
Item 2	<p>In the general Scope of Work section, it includes Communications, Public Outreach and Education to provide communications, public outreach and education support and guidance relative to the tax renewal initiative and any other potential ballot initiative(s), slated to occur before and during the election. In the submittal format, there is no mention of how you want this to be addressed in the response, but refers to a Phase II communications strategy, post-election, can you please clarify?</p> <p>The phase II communication strategy is not intended to be post-election, rather post polling. Ideally, we envision the selected consultant will conduct the polling, and based on those findings and the information gathered, the consultant will create a communication strategy that further assists the City in informing, educating and influencing the public.</p>
Item 3	<p>What other potential ballot initiatives are being considered at this point?</p> <p>Staff are currently unaware of other ballot initiatives at this time.</p>
Item 4	<p>Section III 4b: We do have our own source for Spanish interpretation and fluency for polling. Do you also want Spanish speaking materials for ballot measure education and communication? Do you have a resource you currently use for this and is there a preference for using that resource? If you have that resource, can we get contact information to request a bid for our cost estimate?</p> <p>The City will expect certain communication to be bilingual Spanish. The City has two sources for Spanish translation that have been vetted:</p> <p>Suah Ledesma suahll@yahoo.com</p> <p>Curtis Cox (EC Translations) curtisacox@yahoo.com</p>
Item 5	<p>Criteria Rating Sheet, IIb - Can you please clarify "Consultant philosophy as a fit to Arvin". Is Arvin a name or a particular philosophic system the City has adopted? Can you please provide more information on the referenced philosophy? If that is a typo, what was intended, and can you share the philosophy that we are being evaluated against? How will you measure our response to determine this?</p> <p>That appears to be a typo and should read "consultant's philosophy/approach for achieving the defined scope of work."</p>
Item 6	<p>Could you direct us to results/presentations of previous surveys conducted by the City? It appears there have been previous work on other ballot questions.</p> <p>There were two survey/ polling results related to the potential November 2020 ballot initiatives that were presented to City Council. They are listed below and are available at the City's website link provided:</p> <p>https://greeleygov.com/government/council June 23, 2020 Work Session, Item #6 August 25, 2020 Work Session, Item #5</p>

**ONLY ELECTRONIC RFP RESPONSES WILL BE ACCEPTED DURING THE
COVID-19 EVENT**

Instructions for electronic submittal.

Email your RFP Response to purchasing@greeleygov.com. Submit your RFP response to this email only – please do not email to multiple people. Only email's sent to purchasing@greeleygov.com will be considered as responsive to the request for proposals. Emails sent to other City emails may be considered as non-responsive and may not be reviewed.

Proposals shall be submitted in a single Microsoft Word or PDF file under 20MB

The RFP number and Project name **must be noted** in the subject line, otherwise the proposal may be considered as non-responsive to the RFP.

Electronic submittals will be held, un-opened, until the time and date noted in the RFP documents or posted addenda.