

Addendum #1



Project Information

Project Name:	CIS Marketing Campaign
Bid Number:	F24-04-042
Date:	May 21, 2024
Project Manager:	Krystal Dilka

Addendum Clarifications

1	Include insight on how you would communicate with the diverse audience to meet the needs of Greeley's under-served, under-represented, marginalized population and/or residents with a language barrier.
2	<p>The selected consultant will propose and develop a comprehensive marketing plan and an integrated strategic approach that resonates with and adapts to meet Greeley's diverse community. The marketing plan will be developed with two goals in mind:</p> <ol style="list-style-type: none">1. Increase public awareness of the new water utility customer platform being implemented and coming soon, and2. Generate action for Greeley water customers to sign up for their new customer portal.
3	The selected consultant must work alongside the City of Greeley's Communication & Engagement team for approvals of communication and marketing assets to ensure consistency and alignment with the city's brand. The project is scoped as a collaborative planning process with the city providing outreach and engagement opportunities to all Greeley residents to learn more about the new utility tool and sign up.

<p>4</p>	<p>Clarification on scope includes: Develop and execute a comprehensive marketing campaign for the launch of the new utility tool that aims to reach the diverse Greeley water utility customers.</p> <p>As part of the strategy, create compelling messaging and content, as well as engagement/education opportunities, to drive action from residents to sign up.</p> <p>Coordinate with the city’s water core team and communication and engagement team on the marketing campaign and outreach to ensure that organic efforts done by the city are not conflicting with the paid or organic marketing efforts.</p> <p>Aim to achieve full participation from diverse audiences and identify segments that have not yet been engaged to adapt and develop new targeted strategies to ensure comprehensive involvement.</p> <p>Coordinate with local businesses and community organizations to leverage collaborative marketing initiatives and outreach opportunities to reach audiences.</p> <p>Create compelling and engaging creative content for various marketing channels, including but not limited to, websites, social media platforms, email newsletters, print materials, and advertising campaigns that engage various target audiences while collaborating with the communication and engagement team on approvals before launch of materials to public to ensure brand alignment.</p> <p>Implement paid digital and traditional marketing strategies, including local media, radio, social media, digital ads, email marketing, print materials, mailings, and targeted ads to enhance online presence and reach various target audiences.</p> <p>Coordinate call center management and scripting for specific audiences.</p> <p>Measure and analyze the effectiveness of marketing campaigns, providing regular reporting on key</p>
<p>5</p>	<p>Provide public marketing outreach materials in English, Spanish, and Somali. The city’s Communication & Engagement Department will review materials to ensure they meet city standards and branding before distribution.</p>
<p>6</p>	<p>Colorado has a new house bill effective July 2024; therefore, in accordance with HB21-1110, the accessibility law for Colorado state and local government, all generated PDFs and documents must be designed to meet state digital accessibility compliance standards to ensure they are legible, scannable and searchable to all readers.</p>