ADDENDUM #1
Public Works – Resource Conservation
Educational Displays Upgrade for the Boulder County Recycling Center
RFP # 7141-20

May 29, 2020

The attached addendum supersedes the original Information and Specifications regarding RFP # 7141-20 where it adds to, deletes from, clarifies or otherwise modifies. All other conditions and any previous addendums shall remain unchanged.

Please note: Due to COVID-19, BIDS will only be accepted electronically by emailing purchasing@bouldercounty.org**.**

Please note: All files and photos regarding this RFP can be found at the following location:

https://www.dropbox.com/sh/iz3rmvhvu7q0rvv/AAD91OLXu8J02v9nMl0k-QPga?dl=0

The Boulder County Style Guide is attached to this document.

1. Question: Can you envision a case where ALL the educational displays are video screens or walls? This allows for flexibility for future iterations of BCRC. It also allows for broadcasting the SAME message to ALL displays if you wanted to hold a large class in the facility so everyone could see the same material at once. If desired, it could also broadcast video to tablets or cell phones.

   ANSWER: The preference is for the vendor to provide a mix of digital video/touch screen features, tactile/interactive displays, and wall displays to accommodate visitors of all ages and ability. Considering COVID-19, the county would be open to the option to have all digital/touch screen features.

2. Question: Can you provide pictures of the exhibit spaces?

ANSWER: Photos of existing educational exhibits are attached and labeled based on exhibit areas and numbered displays in RFP.

3. Question: Can you provide more detailed drawings (showing window locations) of spaces with dimensions?

   ANSWER: Documents showing current display dimensions and floor plans providing square footage of the Boulder County Recycling Center are attached.

4. Question: What can be seen from the overlook area? Please share photos.

   ANSWER: An overlooking view of the Materials Processing Facility where sorting of recyclables can be viewed. See photos 2.5.

5. Question: Are there certain exhibits that you would like to prioritize and potentially enhance with interactive media?

   ANSWER: Any exhibits not listed as "(optional, as funding allows)" in the RFP are priority for 2020. Enhancing with interactive media for all displays is preferred. Wall displays may exist but should include interactive components.

6. Question: On a busy day how many people do you expect?

   ANSWER: Dependent on time of year. August-May are busiest due to school visits. During this time, 3-4 tours could be provided in one day, resulting in 100+ visitors.

7. Question: Could you please describe the functionality expected and the type of content to be incorporated into this kiosk? Will it be only to show videos?

   ANSWER: Assuming this is specific to the only existing video kiosk (i.e. 1.1.1), it will feature the 'Mr. Can Man' educational video. The Resource Conservation Division (RCD) expects that the video kiosk includes push buttons for visitors to start the video and additional buttons to allow visitors to advance through certain sections of the video (see image 1.1.1 of existing kiosk). RCD is also open to including additional content of machinery footage to be displayed on this kiosk.

8. Question: How will each video be started, or is it one video on a loop?

   ANSWER: The video will be started by a push button; it will not play on a loop.

9. Question: Will this kiosk require a content management system in order for BCRC staff to update information/videos?

ANSWER: With the installment of upgraded machinery in the future, yes, a content management system is appropriate. RCD and Information Technology staff can assist depending on requirements of content management.

10. Question: If the kiosk is to be used for showing videos is the expectation that Boulder County will provide all videos? Is there any anticipated need for originally produced videos by the vendor?

    ANSWER: Yes. RCD will provide its 'Mr. Can Man' educational video to be featured at video kiosk 1.1.1.

11. Question: Would you provide any size recommendations for the two touch screens? (Or is size up to the designer?).

    ANSWER: Minimum screen size is 3ft(L) x 2ft(H); larger is preferred due to the abundance of space available along the south-side wall of Area 2.4. Size is ultimately up to the designer. It is preferred that there are 2-3 touch screens to accommodate larger groups taking turns, and to showcase different aspects of sortation equipment in the Material Recovery Facility (MRF).

12. Question: Do you expect these to be single-user or multi-user experiences?

    ANSWER: Single or multi-user should be determined by vendor based on the content featured and what is most appropriate. RCD can assist in determining whether single or multi-user fits best based on content. Please prepare a plan for both.

13. Question: Are these wall-mounted screens or stand along/tabletop units? (Or is that up to the designer?).

    ANSWER: This is dependent on where mentioned screens are located. Screens installed in the second-floor corridor (i.e. 2.4.1) must be wall-mounted due to space limitations. If screens are to be installed throughout Area 1.2, standalone/tabletop units are possible if spacing allows.

14. Question: Do you expect that ALL footage will be provided by Boulder County? Will the vendor be expected to produce any original video for these portals?

    ANSWER: The only video provided by Boulder County is the 'Mr. Can Man' educational video. If necessary, the vendor will be asked to capture footage to feature for displays based on any vendor proposed content that RCD does not

own. RCD will also be asking equipment manufacturers to provide soft videos of their equipment to feature.

15. Question: Does this project need to reach substantial completion prior to the end of 2020? Or, would it be OK if fabrication and installation carried into early 2021 as long as all invoicing was completed by the end of the 2020 calendar year?

    ANSWER: Due to potential delays resulting from COVID-19, RCD understands that fabrication and installation may rollover into early 2021. The remaining budget would carry over into 2021 with a contract extension.

16. Question: On the pre-bid meeting it was mentioned that photos of the existing exhibits as well as overall square footage and/or dimensions of walls spaces would be provided. Is Boulder County still planning on providing this information?

    ANSWER: Yes; documentation is attached.

17. Question: Will BCRC be responsible for all demolish and modifications to electrical, building-attached lighting, data networking?

    ANSWER: Preference is for the selected vendor to provide a turkey project with these costs broken out separately. Boulder County Building Services can assist with demo work. Boulder County I.T. is available to manage electrical and data networking. County will provide all cabling associated with data for digital screens/components.

18. Question: Will the graphics need to match the current graphic approach or is a new graphic style desired (even if it's not directly compatible with the current, aging exhibits)?

    ANSWER: A new graphic style will be considered as long as it follows the Boulder County Style Guide (attached). Must fit the overall theme and colors of the BCRC.

19. For all media systems, do the systems require networking to a control playback or can each media unit be freestanding and independent?

    ANSWER: This is dependent on where the media system is located. If spacing allows, some media systems can be freestanding and independent (i.e. first floor video kiosk); others may require networking to a control playback (i.e. media systems installed in the second-floor tour hallway). The BCRC does not

currently have a networked video system. RCD is open to having a network system, but it is not required.

20. Question: Please confirm if BCRC will be providing all visual assets or if rights purchase or newly created artwork/images will be required by the contractor?

    ANSWER: RCD will provide pre-existing visual assets as requested. Any visual assets requested by the vendor that the county does not have are required to be provided by the vendor. Some visual assets will be provided by manufacturers of machinery in MRF.

21. Question: For all items from 1.0 to 2.5 can BCRC provide wall size and approximate graphic sizes prior to bid?

    ANSWER: Requested documentation attached.

22. Question: Item 1.1 - What size video display is required?

    ANSWER: It is up to the vendor to use their creative expertise to determine appropriate sizing of all video displays. Screen and display size should accommodate group viewing/interaction.

23. Question: Item 1.3.2 - Can you provide details about the size of this display and what the nature is of the raw materials to be displayed (i.e. What is required to display them…are they loose "ingredients" in plexiglass cases? In jars BCRC provides?…)

    ANSWER: Display size is 24"x48". The current raw materials (bauxite ore, fossilized wood, etc.) are drilled into the wall display. See image 1.3.2.

24. Question: Item 1.4 - Many many stair tread graphics and their size? What other graphics are needed (sizes and what are they attaching to)?

    ANSWER: There are 27 stair treads. Only on stair tread graphic reading "Offices/Exhibits currently exists on bottom stair tread. Remaining stair treads are to be designed and installed by the vendor.

25. Question: Items 2.1.2 and 2.3.1 - Are the items to be placed loose on shelves or mounted like museum artifacts?

    ANSWER: The plastic items in Corner Display 2.1.2 are contained in a standalone, locked, glass display case. The north and east facing sides of Corner Area 2.1 (where exhibit 2.1.2 is located) contain floor-to-ceiling windows so mounting objects and/or installing shelving is not likely. Objects in

display case 2.3.1 are also contained in a standalone, locked, glass display case, which contains shelving within. See images 2.1.2 and 2.3.1.

26. Question: Item 2.2.2 - How many overhead banners are required and what are the approximate sizes?

    ANSWER: No overhead mounted banners currently exist throughout the facility. All mentioned overhead banners will be installed as new signage Area 2.0, currently has a stickered sign placed on the wall above the double-door entry into Area 2.1. Signage reads "Visitor and Tour Hallway."

27. Question: Item 2.3.2 - What is the tactile interactive display?

    ANSWER: No tactile, interactive display currently exists in this location. RCD expects the design and installment of this interactive display to be placed along the south-facing wall in area 2.3 with the content described in the RFP.

28. Question: Item 2.4.1 - Are these two touch screens that include both items or separate? Will the contractor need to commission new animations and/or video or will these be provided? If so, can you provide guidance as to what the media is to contain so that contractors can properly estimate the media production needs and costs?

    ANSWER: The expectation is 2-3 separate touch screens mounted to the wall, side-by-side (see images 2.4.1). As mentioned in the RFP, footage of machinery will be provided by the RCD; however, all animated footage of sortation equipment must be commissioned by the vendor. Examples of media footage showing the equipment mentioned in the RFP can be found in our "Mr. Can Man" educational video via this link: https://www.youtube.com/watch?v=uA6Q421kUT0

29. Question: 2.5.1 - Please confirm that the quantity is 10 overhead banners? Are these to be soft banner material or is BCRC seeking them to be rigid?

    A**NSWER: Please disregard the number "10" in the labeling of 2.5.1 overlook signage; this is an error and not meant to represent the number of total banners. Banner count is up to the vendor and based on overall dimensions of Area 2.5. Rigid banner material is preferred.**

30. Question: 2.5.2 - How many panels and what are they to be attached to?

    ANSWER: This is up to the vendor and based on overall dimensions of Area 2.5.

31. Question: Are any of the exhibits to be made to have replaceable components,

graphics, objects, tactiles, media, etc to permit changeability in the future to update to newer recycling technologies as they come online?

ANSWER: Yes; allowing interchangeable components to support future facility upgrades is a must.

32. Question: RFI for dimensioned elevations of each area displayed in Exhibit B.

    ANSWER: Dimensions of exhibits featured in Appendix B are attached.

33. Question: RFI of BCRC's style guide provided for design reference.

    ANSWER: The Boulder County Style Guide is attached for reference.

34. Question: Elaboration of the preferred workflow and BCRC vs Vendor responsibilities for the creation of the new exhibition copy (as briefly described in the mandatory call).

    ANSWER: Please refer to the bid; all designs will be reviewing and approved by the county and the county will oversee the installation. RCD is looking for a vendor to provide turnkey services and to bring their professional recommendations.

35. Question: Prioritization of the "Optional as funding allows" scope elements for those the BCRC finds most important for inclusion into our reduced budget.

    ANSWER: Unclear question. RCD's approach to prioritizing exhibit overhauls is a result of budget availability for 2020.

36. Question: 1.0 - Should this match existing signage such as the "Hazardous Materials Management Facility"? Are there lighting expectations - if so, please elaborate.

    ANSWER: No; it should not match HMMF signage and should be separate with its own style. Lighting requirements are not necessary unless the vendor feels that this type of installation is needed based on design. The BCRC main entrance is west facing and receives plenty of direct, natural lighting. This is an application on a window.

37. Question: 1.1.1 - How will this be interacted with? What size monitor is expected. Looping? Motion sensor? Push button? Etc…?

    ANSWER: Refer to answers to questions 7 and 8. Current monitor size is approximately 2ft(L)x 1.5ft(H).

38. Question: 1.13 - How many free-standing displays are desired in this location?

   ANSWER: One or two freestanding displays exhibiting the operations of the Hazardous Materials Management Facility and containing physical examples of the hazardous waste products accepted at the facility (see photo 1.1.3). Ultimately up to vendors creative direction.

39. Question: 1.2 - Installation expectations or guidelines? Are standoffs or a cleat system acceptable?
   ANSWER: Since Area 1.2 is used as a multi-purpose room, standoffs are preferred and acceptable.

40. Question: 2.1 - Should post-consumer recycled materials be evident in the construction of all display cases?

   ANSWER: Yes.

41. Question: 2.2.2- How many overhead banners are needed in this area?

   ANSWER: Dependent on vendors creative direction. Overhead banners should serve to guide visitor's attention to window overlook areas

42. 2.4.1- How wide is the corridor? Would wall-mounted video displays be desired?

   ANSWER: The corridor is approximately 6 feet wide. Yes; wall-mounted video displays are desired and likely required due to space limitations.

43. Question:
   a. Will the exact content be provided or will we need to copywrite the text for this display? Will there be a representative from the Boulder County Recycling Center that will help with text/information?
   b. Will these be full static displays or can video, sound, and interactives be included for a more experiential exhibit?
   c. Will the facility be allowing guests/tours while the installation is in process? Are there set hours of installation, nights, or weekends?

   ANSWER:
   a. **Unclear what display is being referred to; further information is needed to provide an accurate response for first question. Yes; representatives from RCD and Eco-Cycle will assist with providing text and information featured.**
   b. **Unclear what display is being referred to; further information is needed.**
   c. **This is dependent on the needs for both demolition and installation processes. Assuming these processes occur in phases once installation**

of new exhibits are ready, visitors should be allowed to tour the facility in areas that are not impacted by the demolition and/or installation. We will work to determine the installation schedule with the selected vendor.

44. Question: RFP page 11 and Sample Contract pages 26 -29 regarding insurance requirements: Will the selected contractor be required to carry Pollution Liability coverage? Will the selected contractor be required to carry the following other coverages listed in the Sample Contract:
    - Section 41.a.vii Third Party Commercial Crime Insurance/Third Party Fidelity Bond
    - 41.a.ix. Sexual Abuse and Moelstation Coverage

    ANSWER: Everything referred to in the sample contract is expected to be provided by the vendor.

45. Question: Can you explain in further detail, or provide a more detailed web address to reference, regarding item 12 - "nonresident bidders from a state that provides a percentage bidding preference"? Is this information that is expected to be included in the proposal and called out in the budget?

    ANSWER: Please see additional information regarding Item 12 in the Terms and Condition section of the RFP, from C.R.S. 24-103-908(3), which states:

    (3) (a) The executive director of the department of personnel, or the executive director's designee, shall use a national registry of bidding preferences published by another state or national organization or shall conduct a survey and compile the results into a list of which states provide a bidding preference on public works contracts for their resident bidders. The list must include details on the type of preference provided by each state, the amount of the preference, and how the preference is applied. The executive director shall complete the initial list on or before July 1, 2014, shall update the list periodically as needed but at least on an annual basis, and shall make the list available to the public on the department's website.
    (b) In any bidding process for public works in which a bid is received from a bidder who is not a resident bidder and who is from a state that provides a percentage bidding preference to resident bidders of that state, a comparable percentage disadvantage shall be applied to the bid of that bidder.
    (c) Any request for proposals issued by a state agency or political subdivision of the state must include a notice to nonresident bidders that if the nonresident bidder is from a state that provides a bidding preference to bidders from that state, then a comparable percentage disadvantage will be applied to the bid of that nonresident bidder. The notice must also specify that

the bidder may obtain additional information from the department of personnel's website.

46. Are there language requirements, other than English, for any of the displays?

    ANSWER: Initial development of non-digital displays and exhibits requires English. Incorporating the option for Spanish-translated text for all digital displays is supported by the county.

47. Question: Content - will the BCRC provide all content? Text, images, videos, physical objects?
    Will the videos include captions? Do they require captions?
    Do videos include sound? If so, do you prefer speakers playing audio or handsets for personal listening?

    ANSWER: Refer to Question 14 for answer to first question. Yes; video footage featuring audio require captions to offer an inclusive experience for all visitors of the BCRC. Videos are required to include sound as necessary (i.e. educational videos and demonstrations) with audio provided via internal speakers.

48. Question: Which exhibit in the scope of work includes the block-chain demonstration described on page 6?

    ANSWER: This exhibit does not currently exist. The appropriate location for this exhibit will be determined based on size requirements and space allowance. RCD anticipates the installation of this exhibit to occur within Areas 2.1 or 2.3. RCD will be looking for the vendors recommendation for both layout and location.

49. Question: Are there any specific components of the current exhibits that you want to keep or can be reused/recycled? Cabinets? Display items?

    ANSWER: This is dependent upon what RCD and the vendor believes to be useable material/components based on their own proposed displays. RCD highly encourages reuse and/or recycling of current exhibits whenever possible.

50. Question: Installation - for banners/signage installed over machinery 2.5.1 - will the BCRC provide assistance with accessing that space? What is required to reach the ceiling? Is it possible to bring a lift into the space? Do you already have a lift that can be used for this purpose?

ANSWER: Yes, RCD and Eco-Cycle staff (operators of the MRF) will assist with accessing areas within the MRF for this signage. A forklift/boom lift will be required for areas difficult to reach and can be provided by the Eco-Cycle.

51. Question: Can you elaborate on the requirement for "Support services for digital components of displays"? Are you interested in a separate service agreement or are you looking for the vendor to outline the support procedure they provide?

    ANSWER: The vendor shall provide a detailed outline of the support procedure they provide for these services. A separate service agreement may be applicable depending on the complexity of digital equipment that cannot be serviced by the county's I.T. department.

52. Question: Are there any sample exhibitions or exhibits you've seen that you like and would serve as a good inspiration for this project?

    ANSWER: The SIMS Recycling Education Center in Brooklyn, New York.

53. Question: Are there any accessibility requirements, in particular, that must be included in the exhibits?

    ANSWER: All components/features should be installed where they are reachable for children as young as 3 years old and individuals in wheelchairs. As necessary, digital displays with audio are expected to have subtitles to assist the hearing-impaired. Please include internal speakers.

54. Question: For touchscreens and digital displays - how would you prefer the power to be managed? One central on/off or would staff turn each item on and off each day?

    ANSWER: One central on/off is preferred. RCD expects digital displays to be equipped with settings that allow the option to automatically "sleep" or turn off when not in use. Upon the push of a button or touch of the touch-screens, digital displays should turn on and return to the main preview screen.

55. Question: For digital interactives - would you like to include content management software in the project, or would your IT team be able to handle content updates?

    ANSWER: Dependent on the content management requirements. Boulder County I.T. should be able to handle content updates as needed.

56. Question: Can you provide any approximate sizes for any of these displays?

ANSWER: Documents providing display dimensions are attached.

57. Question: 2.4.1 - The touch screens you describe here - how many users do you want to be able to use these simultaneously? Do you have an approximate size in mind?

    ANSWER: Two people at a time for multi-use screens.

58. Question: Who will form the project team?

    ANSWER: Boulder County and Eco-Cycle staff.

59. Question: Will the design of the exhibits require any community input?

    ANSWER: Exhibits presented in the RFP that do not currently exist were inspired by community feedback recorded from self-guided and guided tourgoers. RCD will also be soliciting feedback from a select group of community users and educators of the facility.

60. Question: Regarding 2.3 Exhibit Area 2 - (2.3.1) Island Exhibit, Display case with 150-200 examples of objects and items that are recyclable or cannot be recycled (a.k.a. Yes/No display case): Can you provide more information about the sizes of these objects or expected dimensions of the case?

    ANSWER: Dimensions of the display case are 11'(L)x 3'8"(W)x 5'(H) (see #24 in 'SECOND FLOOR DISPLAYS WALKWAY 1 RCP 1 20 20' attachment). For visuals of objects within display, please refer to image 2.3.1.

Submittal Instructions:

Submittals are due at the email box <u>only,</u> listed below, for time and date recording on or before **2:00 p.m. Mountain Time on June 5, 2020.**

<u>Please note that email responses to this solicitation are preferred, but are limited to a maximum of 50MB capacity. NO ZIP FILES ALLOWED. Electronic Submittals must be received in the email box listed below. Submittals sent to any other box will NOT be forwarded or accepted. This email box is only accessed on the due date of your questions or proposals. Please use the Delivery Receipt option to verify receipt of your email. It is the sole responsibility of the proposer to ensure their documents are received before the deadline specified above. Boulder County does not accept responsibility under any circumstance for delayed or failed email or mailed submittals.</u>

Email **purchasing@bouldercounty.org**; identified as **RFP # 7141-20** in the subject line.

All proposals must be received and time and date recorded at the purchasing email by the above due date and time. Sole responsibility rests with the Offeror to see that their bid is received on time at the stated location(s). Any bid received after due date and time will be returned to the bidder. No exceptions will be made.

The Board of County Commissioners reserve the right to reject any and all bids, to waive any informalities or irregularities therein, and to accept the bid that, in the opinion of the Board, is in the best interest of the Board and of the County of Boulder, State of Colorado.

RECEIPT OF LETTER
ACKNOWLEDGMENT

May 29, 2020

Dear Vendor:

This is an acknowledgment of receipt of Addendum #1 for RFP #7141-20, Educational Displays Upgrade for the Boulder County Recycling Center.

In an effort to keep you informed, we would appreciate your acknowledgment of receipt of the preceding addendum. Please sign this acknowledgment and email it back to purchasing@bouldercounty.org as soon as possible. If you have any questions, or problems with transmittal, please call us at 303-441-3525. This is also an acknowledgement that the vendor understands that **due to COVID-19, BIDS will only be accepted electronically by emailing purchasing@bouldercounty.org.**

Thank you for your cooperation in this matter. This information is time and date sensitive; an immediate response is requested.

Sincerely,

Boulder County Purchasing

Signed by: _____ Date: _____

Name of Company_____

End of Document

Boulder County Style Guide

2019 EDITION

CONTENTS

1. Writing Standards: Grammar, Punctuation, and Usage

Boulder County follows Associated Press (AP) style in most instances. Instances where we deviate are marked with an asterisk (*)

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A. FORMATTING

Spacing

- Single-spaced, typed.
- Only *one* space after a period at the end of a sentence. (Note: the old standard for typewriters was to put two spaces between sentences; modern software programs calibrate the right spacing between sentences using only ONE space.)

Paragraphs

- Paragraphs start flush left (not indented).
- Separate new paragraphs with two returns.

Text style

The county prefers the following font options:

- Times New Roman or Minion Pro for long paragraphs, full content etc. (serif, for readable content)
- Arial or Calibri or Myriad Pro for headlines and sub-headers (sans serif, not for long content)

  If you do not have these fonts loaded on your computer, IT can upload them if you submit a work request.

B. CAPITALIZATION

County

- Always use **Boulder County** on first reference. Lowercase **county** on subsequent references.

  Example: *Boulder County is adding bike lines along major county roads wherever possible. The county continues to fund road maintenance and repair work on an annual basis.*

- Address and capitalize specific departments when necessary.
  Example: *The Transportation Department is responsible for maintaining roads and bridges within the unincorporated county limits.*

- When referring to Boulder County programs, services, or employees in a descriptive sense, do not capitalize.
  Example: *RTD EcoPasses are made available to county employees at the start of every year.*

  The only exception to these rules is for use within official legal documents.

City

As with the county description above, used caps for the formal name but lower case when referring to the city in general.

Examples:

Boulder County is working with the cities of Longmont and Boulder on the project.

Boulder County is working with the City of Longmont to fix the traffic light at the corner of N. 95th St. and Pike Rd.

Boulder County is working with the city to address the issue.

County Commissioners

- On first reference, always write Boulder County Commissioners

- Capitalize when using the full name of the board (Board of County Commissioners or the Boulder County Commissioners). Do not capitalize when referring simply to "the board" or "the commissioners."

  Example: *The Board of County Commissioners approved a new dog-off-leash ordinance for certain open space properties on Monday, July 15. The board voted unanimously…*

- Capitalize when referring to a specific commissioner. Include the commissioner's first and last name upon first reference, then use Commissioner [Last Name] after that.

  Example: *Commissioner Jane Doe has been appointed to the Governor's Blue Ribbon Committee. Commissioner Doe will begin her appointment on…*

- Because there are three commissioners, use the plural possessive. (Plural Possessive – This is an instance when the word will be plural (commissioners) and will also receive the possessive apostrophe AFTER the plural "s" at the end of the word (commissioners'). This is different from the Singular Possessive which places the apostrophe *before* the "s" (commissioner's).)

  Example: *We need to secure the commissioners' permission before issuing a change to the policy.*

Agency, Committee, Board, Commission

- Capitalize agency, committee, board, etc. when it is part of the title of a specific group. Do not capitalize as a standalone.

  Example**:** *The Historic Preservation Advisory Board met on Monday, July 15. The board will meet again in August.*

Buildings and Meeting Rooms:

- Capitalize formal building names, and meeting room names (as you would if you were writing an address): Downtown County Courthouse, North Broadway Complex, Sundquist Building, Criminal Justice Center, County Jail, Houston Room, Dickie Lee Hullinghorst Room.

Seasons

- Do not capitalize the names os seasons unless they start the beginning of a sentence.

  Example**:** *James Canyon Road will be under construction beginning in spring 2019.*

C. DATES & TIMES

- Order: Day, date, time, location.

  YES: *The seminar will take place., Monday, Aug. 10 from 4-6 p.m*

  NO: *The seminar will take place from 4:00 pm to 6:00 pm.,Monday, Aug. 10, 2013.*

- Include the day of the week for an event or deadline.

- Do not include the year unless it may cause confusion to leave it off.

- Do not include zeros when stating an "o'clock" time.

  YES: *4 p.m.*

  NO: *4:00 p.m.*

- Spell out the day: Monday, not Mon.

- Abbreviate months that are longer than five letters. Do not abbreviate March, April, May, June, or July.

- Use periods in a.m. and p.m.

- When including start/end time, use a.m. or p.m. only once. Separate with a dash. Use noon when referring to 12 p.m.

  YES: *4-6 p.m.*   *9 a.m.-2 p.m.*   *9 a.m.-noon*

  NO: *4 p.m. to 6 p.m.*   *9 to 2 p.m.*   *9AM-12PM*

- In dates, do NOT use ordinals (first, second, third, etc.).

  YES: *The meeting will be held on Jan. 2.*

  NO: *The meeting will be held on Jan. 2nd.*

D. NUMBERS

General:

- Spell out numbers one through nine. Use numerals for all from 10 to 999,999

  Examples**:**

  Boulder County won eight awards for its EnergySmart program.

  There were 20 participants in the competition.

  Boulder County has 1,346 registered American Constitution Party members.

  Approximately 2.5 million people drive alone to work every day.

- Spell out numbers at the beginning of a sentence. (Note: Avoid starting a sentence with a number if possible).

  Example**:** *Twenty counties participated in the competition.*

- Unless citing a specific budget amount or quantity, round off numbers more than one million.

- Use a dollar sign in front of the figure when stating a dollar amount.

  Examples**:**

  The project cost $1.6 million.

  Boulder County's total budget for 2007 is $30,346,958

Over/More, Fewer/Less:

- Use "more than" unless you are describing a height. "Over" is only used to describe something physically above something else.

  YES: *More than 300 employees participated in Bike to Work Day.*

  NO: *Over 300 employees participated in Bike to Work Day.*

- Use "fewer" to describe individuals and "less than" to describe collective/bulk quantities.
  Examples: *Fewer than five people applied.*

  Less than 10 gallons of gas can make a difference.

Ordinals (13th, 2nd, 6th, etc.)

- Do NOT use ordinals in **dates**.

  YES: *The Jan. 2 meeting will be held at the Fairgrounds..*

  NO: *The Jan. 2nd meeting will be held at the Fairgrounds..*

- Spell out first through ninth; use numerals thereafter.

  Examples: *Boulder County won first place.*

  The museum will celebrate its 30th anniversary.

Ages:

- Use numerals. Do not mix numerals and words.
- Use hyphens only when using age as an adjective before a noun, or in the place of a noun.

  YES:

  She is 2 years old.

  The 1-year-old girl is safe.

  The 1-year-old is safe. ("Girl" is implied as noun.)

  Applicants must be 18 or older. (Years is implied.)

  The program is for children ages 5-15. (Years is implied.)

  NO:

  She is 1-year-old.

Distances and Measurements

- When describing a distance or a measurement, use the numeral instead of the words.

  YES: *Parks & Open Space staff just completed a new 4-mile trail.*

  NO: *Parks & Open Space staff just completed a new four-mile trail.*

Decimals:

- Place a 0 before decimals less than 1. (Example: numbers like 0.1 through 0.9)
- In describing quantities in millions, use one decimal place at most.
- In describing billions (one billion being equal to one thousand million), use no more than two decimal places.

  Examples:

  0.27

  $2.7 million

- Use decimals instead of fractions except when you're describing an easily divisible part.
  Example: *The data showed that **three-quarters** of all residential homes increased in value. over the two-year appraisal period.*

Percentages:

- Unless space is a consideration, use a numeral and spell out the word "percent."
  Example: *Participation has increased by 10 percent. They estimate that between 5 and 12 percent of adults are alcoholics.*

E. PUNCTUATION

General Guidelines:

- Avoid exclamation points.
- When used in a list, a comma should be included for the final item in the list.*

  YES: *The fair will include resources, consultations, and presentations.*
  He would nominate Tom, Dick, or Harry.

- 'Which' sets off a non-restrictive clause (not essential to identifying the noun) and is separated with commas.
- 'That' is a restrictive clause that specifically identifies the noun and is not set off by commas.

  YES: *The organization that runs the clinic is a not-for-profit agency.*
  NO: *The organization, that runs the clinic, is a not-for-profit agency.*
  YES: *The law, which was adopted last year, enacted a fire ban.*
  NO: *The law which was adopted last year enacted a fire ban.*

Quotation marks:

- Put punctuation *inside* the quote marks. Do not capitalize "he said" etc. when it follows the quote.
  Example: *"This is a fabulous program," he said.*
  "I'm so proud of our county employees," Boulder County Commissioner Doe said.

Bulleted lists:

- Put periods only at end of full sentences, not list items.* Capitalize the start of each bullet point. List items in parallel construction:
  Examples:
  Tips to improve energy efficiency:
    - *Turn off lights.*
    - *Use Compact Florescent Light bulbs.*
    - *Install EnergyStar appliances.*

  Remember to bring:
    - *Socks*
    - *Jacket*
    - *Flashlight*

Numbered lists:

- Use numbered lists for instructions.
- Numbered lists follow the rules for bulleted lists (outlined under Bulleted Lists section above).

- Bullet points are preferred unless the exact order or ranking of items is significant.

Parentheses:

- Use sparingly.

F. USAGE

Acronyms and Abbreviations

- Limit use of acronyms, and always spell out an acronym on first reference.

    YES: *Staff members from Boulder County Parks & Open Space (POS) will work with the Colorado Water Conservation Board (CWCB) on creek restoration.*

    NO: *Staff members from BCPOS will work with the CWCB on creek restoration.*

- Avoid using "BC" within our agency acronyms. Instead, preface the first reference with "Boulder County" and leave the BC off the acronym.

- An abbreviation for Boulder County (e.g., "BoCo.") can be used in social media with a hashtag in uses where the number of characters is limited, as with Twitter. Use this abbreviation sparingly to condense wording. The abbreviation is not to be used for marketing county programs other than when space to spell out "Boulder County" is at a premium.

    YES: *BoulderOEM is monitoring conditions associated with #BoCoFlood.*

    Don't forget to sign up for this week's Boulder County events.

    NO: *Please register by Wednesday to take part in BoCo events this weekend.*

- To make an acronym plural: add a lower case 's' at the end.

    Example**:** *The five Historic Preservation Advisory Boards (HPABs) will meet Friday.*

- Only use an acronym when there has been a previous first-reference to the full name of the organization, project, department, etc.

Affect/Effect

- Affect is a verb; effect is a noun.

    Example: *You can affect the lives*

of others.

    The program has had an impressive effect on recidivism.

Among/Between

- Between is a relationship with *two* items/people. Among is a relationship with *more than two* items/people.

    Examples:

    The agreement between Boulder County and Louisville stipulates…
    The agreement among all of Boulder County's municipalities stipulates…

Possessive

- Add apostrophe and a small 's' – but avoid making an acronym possessive; instead, use a noun that describes the organization or thing:

    Examples**:** OK: HPAB's *meeting*   Better: *the board's meeting*
    OK: *EAR's finding*   Better: *the report's findings*

Titles

- Do not use Mr., Mrs., Ms., etc. unless addressing a letter.
- Do use political/status titles such as Dr., Commissioner, Senator, etc. Spell out titles except in photograph captions or bulleted lists of speakers/participants.

  YES: *Governor Jared Polis will speak at the forum tomorrow.*

  State Senator Claire Levy will present her findings regarding homelessness.

  NO: *Mr. George Brown will speak at the forum tomorrow.*

Use of Web/Website/Webpage/Email

- 'Website' is one word, and is **not** capitalized as part of a sentence, same with the word "webpage." The word 'internet' should be lowercase.

  Example: The county's website is updated every hour on the hour. We use the internet regularly.

- When using the word 'web' (the shortened proper name of the World Wide Web) either on its own or to emphasize a noun, it should not be capitalized.

  Examples**:** *You can find information about the county's history by searching the web.*
  Please update the webpage to include the most recent information about the meeting.

- The word **email** should not be hyphenated. Do **not** use e-mail or E-mail.

While/Although

- 'While' should be used in sentences to mean "during the time that" or "as long as."

  Example: *While the ordinance is in place, no open fires will be allowed anywhere in the county.*

- 'Although' should be used in sentences to mean "regardless" or "even though."

  Example**:** *Although most caregivers would never dream of hurting their loved ones, some abuse or financially exploit their elders.*

Who/Whom

- 'Who' refers to a person doing the action; 'Whom' refers to a person being acted upon or receiving the action. When in doubt, replace with a pronoun to see whether it would make sense.

  Examples**:**

  *The woman who helped found the program once lived on the streets herself. (**She** helped found the program.)*

  *The woman, who moved here from Ireland, needed a helping hand. (**She** moved here from Ireland.)*

  *The woman whom Social Services helped was nearly destitute. (**Social Services** helped her.)*

2. Style Guide for Webpages / Social Media

Website Style Guide and Usage

Policies, procedures, and proper style for both internal and external county websites are explained in the county's Personnel Policy Manual and under the Web Governance Committee site on inBC.

Social Media

Policies, procedures, and proper style for social media are explained in the county's Personnel Policy Manual, Section II: Conditions of Employment and Code of Conduct, Number 35: Social Media. Always check with your department communications staff if you have questions or concerns.

3. Graphic Standards & Guidelines

A. BRANDING STANDARDS

Tone and image

Materials should reflect a casual, knowledgeable, and responsive presence. They should be professional, personal, and inviting - conveying a welcoming feel and encouraging community involvement. Rely on the county's Guiding Values to set your tone in all communications:

- **Inclusion** – We value, respect, and support all individuals by being an inclusive, culturally responsive county government.
- **Stewardship** – We honor our county's past and work in partnership with our community to ensure a thriving, healthy quality of life for present and future generations.
- **Service** – We work with passion and integrity in a supportive, positive environment to ensure accountability, responsiveness, efficiency, and justice.
- **Engagement** – We listen to and provide opportunities for all community members to actively collaborate and engage with us in order to continually improve our services.
- **Sustainability** – We are committed to environmental, social, and economic sustainability and build partnerships to help make the broader community more sustainable.
- **Innovation** – We are motivated, progressive, and visionary. We continually challenge ourselves to lead with innovation, collaboration, and creativity.
- **Resilience** – We plan for the future and forge strong partnerships that allow us to adapt quickly to challenges and manage community impacts.

B. BROCHURES, BOOKLETS, NEWSLETTERS

- Always include year of publication or most recent update.

- Always include Boulder County logo (as governed by the Boulder County Logo Style Guide, see section on "Use of County Logo") and name of publishing department.

- Follow Boulder County Style Guide for grammar, punctuation, and usage.

- Follow the AP Stylebook for issues not addressed in the Boulder County Style Guide.

- Brochures, booklets, and newsletters have more freedom to use different fonts, but still rely on:
  - Calibri or Arial are preferred fonts for headlines (also, Myriad Pro)
  - Use a serif font (Times New Roman, Minion Pro) for large blocks of body text.
  - Avoid using more than two different fonts in any one publication.

- Publications should use the most sustainable practices possible:
  - Be concise and use the minimum number of pages possible to convey your message.
  - Print only the number of brochures that will be needed; reprints may be ordered later.
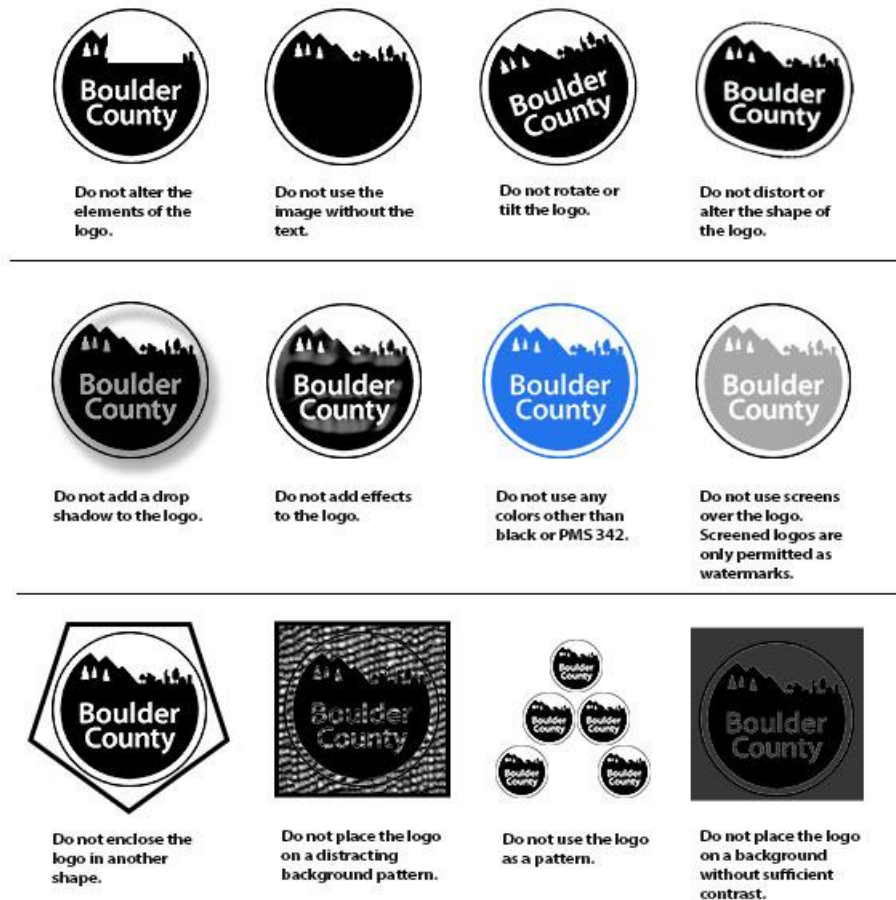
C. USE OF THE COUNTY LOGO

Use only the official Boulder County logo for all printed and web-based applications. Acquire copies of the logo from the Logos Library (search "logos" on inBC) or through a member of the Public Information Group (PIG) (team list available on inBC, search "PIG").

The logo is available in several formats: please take care to use the most appropriate type and resolution of logo for your intended purpose. Not all logo formats are available on inBC. If you need a specific logo format or would like help identifying which logo format best meets the needs of your intended use, please contact one of the following responsible parties:

- Your office, department, or division Public Information Group (PIG) liaison
- Print Shop – x3970
- Public Information Officer, Barb Halpin – x1622

The Boulder County logo must never be altered, redrawn, or reproduced from secondary copies. The logo must always be reproduced from authorized electronic files or authorized reproduction-quality originals. The logo must not be rearranged, rotated, animated, etc. (See bottom image for examples of incorrect uses).

INCORRECT USES OF THE BOULDER COUNTY LOGO

Do not alter the elements of the logo.

Do not use the image without the text.

Do not rotate or tilt the logo.

Do not distort or alter the shape of the logo.

Do not add a drop shadow to the logo.

Do not add effects to the logo.

Do not use any colors other than black or PMS 342.

Do not use screens over the logo. Screened logos are only permitted as watermarks.

Do not enclose the logo in another shape.

Do not place the logo on a distracting background pattern.

Do not use the logo as a pattern.

Do not place the logo on a background without sufficient contrast.

Do not use the county logo - or official paper or envelopes featuring the county logo - for non-county business.

Logo colors – Web or Print

In all printed or web representations, the required colors used for display of the Boulder County logo are black or white (reversed out of a color or acceptable background) or the **official green**:

PMS: 341 | **CMYK**: C=100 M=0 Y=67 K=29 | **RGB**: R=0 G=130 B=101 | **Hex**: 008265

Embroidery and engraving uses of the logo

For non-printed materials such as embroidery or engraving on t-shirts or award figurines, there may be instances where the official logo is difficult to reproduce or use for alternative applications. While this is becoming less and less true due to improvements in technology, in some cases vendors may prefer a less detailed version of the logo. For embroidery purposes (such as clothing apparel), or engraving or decaling of pencils, mugs, awards, etc., it is advised that you check with your vendor to see which version of the logo they would prefer to work with (usually an .eps version will work). Please contact Barb Halpin (x1622) or Poppy Forbes (x3939) for help in these cases.

Logo colors – embroidery or printing on durable goods

When working with vendors of non-printed items, such as clothing, floormats, decals, pens, accessory items, etc., please ask them to use black, white or a green that most closely matches the official green of the county logo. A gray that most closely matches PMS 403 is also an approved embroidery color.

Smallest sizes

Printed materials – the overall width of the logo shall be displayed no less than 5/8 inch on printed materials.

Logo placement

At this time, there are no restrictions on the placement of the logo relative to other words and uses in printed materials, with the exception of the official county letterhead and stationery package. The county letterhead and stationery package is a set style; the placement of the logo should not be altered on any element of the official county stationery package.

Use of icons or customization of the logo

At times, individual programs and projects may want to brand their own individual efforts in conjunction with using the county logo. The use of a customized logo or icon is subject to PIG approval, but in most cases, designs will be approved provided they meet the following criteria:

Department- or Division-Specific Logos

- Individual departments and divisions may personalize the logo by placing the name of their department or division to the right of the logo (for a horizontal orientation) or underneath the logo (for a vertical orientation) in the same color as the logo (i.e., black, green, or inversed to white).
- It is recommended that the word "Department" be dropped from any personalized logo (i.e., Parks & Open Space vs. Parks & Open Space Department).
- Use one of these sans serif fonts: **Arial bold** or **Myriad Pro semi-bold**.
- The words should be displayed in a reasonable ratio to the size of the logo in order to show balance between the logo and the department or division name.
- Discontinue use of all logos that have been altered prior to the establishment of these guidelines (August 2008).

Program Logos and Themes

- Program logos (i.e. complementary symbols and graphics that highlight a particular program or project) may be developed to highlight an individual program or project.
- The logos should be designed using a pallet of colors that complement with the official county

green and is subject to review and final approval by the Public Information Group.

- A program logo should be accompanied by the county logo, with the county logo occupying a visible, primary location in a brochure or printed document. In all cases, the county logo must be used in its exact form with no alterations or changes.

- It is advised that when using a logo to identify a program, that the generic version of the county logo (i.e., not one that is customized to a county Department/Division) is used to accompany the icon.

D. FONT/PAPER USAGE

Typefaces

Typefaces should match the tone of the message:

- Styles of bold, italics, reverse text, shadow, and all caps are difficult to read and should be used minimally

- Word Art and underlining should not be used

Serif typeface should be used:

- If there are more than 30 words of text (body text)

- If the document is more formal, serious

Sans serif typeface should be used:

- When the font will be large (PowerPoint, poster, flyer)

- If the document is informal, modern, bold

- If there are few words

The county prefers the following font options:

- Times New Roman, Calibri or Arial are preferred fonts (also, Myriad Pro and Minion Pro)

- Use a serif font (Times New Roman, Minion Pro) for large blocks of text.

- Avoid using more than two different fonts in any one publication.

Legibility

When designing your materials, consider the legibility of the document. Typographical factors that affect readability are: character of the typeface, size of type, leading, line length, kerning, paragraphing and the relationship between the color of the text and the background. Optimal speed and ease of reading with perfect comprehension of text is most often obtained by using:

- No more than four fonts (two is preferred)

- Size no smaller than 10 point for serif fonts and 9 point for sans serif

- Leading should be approximately 4 points in addition to the font point size

- Black print on white surfaces

Paper

Follow the county policy II.12 Purchasing Policies and Procedures, Office Supplies and Paper

- Neon, fluorescent, Astrobrite and dark-colored paper: These types of paper shall not be purchased except for public safety uses. Kraft/goldenrod (orange) colored interoffice mailing envelopes shall not be purchased.

- Paper for Copying & Printing: All purchases shall be white or pastel-colored and contain 100% post-consumer recycled content. If an office/department encounters printing or copying problems then, 50%

post-consumer content may be used until printing or copying issues have been resolved.

- Other Office Paper Products: (legal pads, notebooks, calendars, file folders, envelopes) shall be purchased with the highest post-consumer recycled content available.
- This policy also applies to outside printing services with the exception of election ballot printing.

Postal Requirements
Please visit the printing and mailing website on inBC or call the mailroom at 303-441-3970.

E. STATIONERY AND LETTERHEAD GUIDELINES

The official Boulder County stationery is, in many cases, the initial contact between the public and Boulder County's identity. For this reason, it is mandatory that everyone follow established guidelines for stationery printed by the print shop. No exceptions will be made as to font, graphics, point size, or included information. This policy will be enforced by the print shop.

The print shop will set up and keep artwork on file for your letterhead and envelopes.

The following style for the stationery package is as follows:
- Colors: PMS 341 (green) and PMS 403 (gray)
- Phone and Fax numbers: Numbers will be separated by hyphens, i.e., 303-441-3500
- Font: Myriad Pro family
- Paper: New Leaf (100% recycled)
- Logo: The official Boulder County logo
- Department Logo: If paired with the standard county logo, a separate department icon or logo may also be used (subject to PIG approval)

Department letterhead will be composed of:
Boulder County logo, horizontal, and vertical lines for design appeal, recycle paper tag line

Top of Page:
- Title of department (21 point Myriad Pro semibold) to appear exactly at 1.5" margin
- Physical address: (9 point Myriad Pro regular) This includes one phone number and one fax number. These elements are separated by bullets.
- Mailing address (9 point Myriad Pro regular) – if applicable
- Web address: Follows the mailing address, www.BoulderCounty.org (no other web address can be used on letterhead)
- One *generic* email address may be used, as long as it includes the @bouldercounty.org extension, i.e., planner@bouldercounty.org.

Bottom of Page:
- The three county commissioners' names at the bottom of the page (if the department falls under the Board of County Commissioners).**Division letterhead for administrative and community services**

All should include Boulder County logo, horizontal, and vertical lines for design appeal, recycle paper tag line.

Top of Page:
- Boulder County logo, horizontal and vertical lines for design appeal, recycle paper tag line

- Title of division (21 point Myriad Pro semibold)
- Name of department (12 point Myriad Pro italic) to appear exactly at 1.5" margin
- Physical address: (9 point Myriad Pro regular) - This includes one phone number and one fax number. These elements are separated by bullets.
- Mailing address (9 point Myriad Pro regular) – if applicable
- Web address: Follow mailing address, www.bouldercounty.org (no other web address can be used on letterhead)
- One generic email address may be used, as long as it includes the @bouldercounty.org extension, i.e., planner@bouldercounty.org.

Bottom of Page:
- The three county commissioners' names at the bottom of the page (if the department falls under the Board of County Commissioners).

Letterhead for elected officials wanting to use county letterhead

Boulder County logo, horizontal, and vertical lines for design appeal, recycle paper tag line

Top of Page:
- Name of office (21 point Myriad Pro semi bold).
- Name(s) of officials (14 point Myriad Pro regular).
- Physical address (9 point Myriad Pro regular). This includes one phone number and one fax number. These elements are separated by bullets.
- Mailing address (9 point Myriad Pro regular).
- Web address: Follows mailing address, www.BoulderCounty.org (EO/Departments have the option of using a specific web address provided that it includes the words Boulder County in the URL).

Letterhead envelopes
- Name of Office/Department/Division (10 point Myriad Pro semi bold).
- Either street address or post office box (8.5 point Myriad Pro regular).
- No other information on envelope.

F. BUSINESS CARDS

Business cards are ordered online through inBC using the templates provided.

Standard Card Example:

12 pt. type
Myriad Pro Semi Bold;
35 characters max.

8 pt. type / 11 pt. leading
Myriad Pro Regular; 5 lines max.

8 pt. type / 11 pt. leading
Myriad Pro Bold; 45
characters max.

Your Name
Job Title
Name of Office or Department

First Information Line (could be your building)
1234 Pearl Street · Boulder, CO 80302
Mailing Address: P.O. Box 471 · Boulder, CO 80306
Tel: 303.441.3500 · Cell: 303.579.0773 (or Fax:)
Email: aaaaaaa@bouldercounty.org
www.bouldercounty.org (can be an approved URL)

Name: 8.5 pt. type
Myriad Pro Semi
Bold; 40 characters
max.

Title: 7.5 pt. type Myriad
Pro Italic 50 characters
max.

Use a small bullet between
street address and city and
phone numbers

Additional Examples

Social Media Card Example:

Your Name
Job Title
Name of Office or Department

First Information Line (can be blank space)
Second Information Line (can be blank space)
Third Information Line (can be blank space)
Facebook.com/BoulderCounty (facebook account)
Twitter.com/BoulderCounty (twitter account)
BoulderCounty.org (can be an approved URL)

Large Type Card Example:

Your Name
Job Title

Name of Office or Dept.
Tel: 303.441.0000
Fax: 303.441.0000
1234 Broadway · Boulder, CO 80301
Email: aaaaaaa@bouldercounty.org
www.bouldercounty.org

Name (38 characters max)
Job Title (40 characters max)

Department Name

Division Name (38 characters max)
First Address or Info Line (50 characters max)
Second Address or Info Line (50 characters max)
Tel: 000.000.0000 · Fax or Cell: 000.000.0000
Email: abcde@bouldercounty.org
Web address (45 characters max)

G. COPYRIGHT & PHOTO RELEASES

To comply with copyright laws, give credit to authors as appropriate. Only republish (this includes using in external **and** internal presentations, brochures, web content, etc.) content from other sources if one of the following criteria is met:

- Specific written permission to republish from the original content provider (author or publisher) has been obtained. This includes content from other government agencies.

- There is a clear written statement from the author or publisher that accompanies the work (photos, written text, graphics, etc.) stating that it is permissible to republish or redistribute the work.

- The excerpt used is unequivocally permissible under the U.S. Copyright Office doctrine of "Fair Use."   See: www.copyright.gov/fls/fl102.html

- The content is unequivocally in the public domain and free of copyrights. To be safe, employees are encouraged to use county-created photos and graphics which can be found by accessing the media management system – MediaValet at www.BoulderCounty.MediaValet.com. Check with your communications specialist if you need access to the system.

Photography

For large public events:

- In most cases, it isn't necessary to get a consent form signed. If the subject matter is controversial, put something in the materials that indicates photos may be taken at the event.

- Always try to judge the comfort level of the audience. If someone expresses their discomfort about being photographed, respect their discomfort and avoid taking photos of that person. Let people know their picture might appear in publications or on the website.

Photographing children:

- When children are present, a photo release must be signed by their parent or guardian if the face of the child will be shown. A signed consent is not necessary, if their face will not be shown.

Photographing small groups:

- Follow the guidelines on the photo consent forms. See page 30 for the Photo Release example.

- When appropriate, give credit to photographers.

H. BOULDER COUNTY WEBSITE ADDRESS

For printed (hard copy) documents:

- For stand-alone use, www.BoulderCounty.org (capitalize B & C). Use capital letters to differentiate words within the URL if it stands off by itself or if it helps to distinguish the project or program in descriptive URL. URLs should be emphasized with underline, bold, or other color text.

  Example: www.BouderCounty.org

- When used in a sentence that includes an extension to the website address, use www.bouldercounty.org/jobs (all lower case).

  Example: A list of current open positions at Boulder County can be found at *www.bouldercounty.org/jobs*.

- For email, use name@bouldercounty.org (all lower case) i.e., abcde@bouldercounty.org

- Do not include the http:// before the web address in print communications or in text on the web (however, if you directly link to a page in an electronic document or online, the link itself will need to include the full website address).

- Use the shortest URL possible – in some cases, directing people to the main site and providing a link off of that landing page will work. **A link shortener (*www.boco.org*) is available for use, check with a member of your department's communication staff for access.*

  Example: *More information about obtaining licensing for restaurant and food vendors can be found at www.boco.org/FoodLicensing*.

- If a vanity URL will assist members of the public to locate the needed information more efficiently than directing them to the county homepage, then a vanity URL may be used. Before purchasing a vanity URL staff must present the recommended URL to the PIG for approval. All vanity URLs must begin with the words "Boulder County" (e.g., www.BoulderCountyHealth.org). In addition, vanity URLs should:

  - Be descriptive of the content (URLs get pasted, shared, emailed, written down, and recognized by engines)

  - Use words instead of numbers

  - Use the .org extension. Please consider a different URL if .org is not available. Choose .com or .net only as a last result.

- Any vanity URL that does not begin with the words "BoulderCounty" and is currently printed on materials should be replaced with an appropriate URL. A redirect message should be added to intercept the previous URL to let visitors know the new URL.

Example:

This website address has changed. The new address is www.BoulderCountySample.org.

- If a department or office uses a vanity URL that does not begin with "BoulderCounty" and would like to continue to use the URL, a representative from the department or office must present the reasons for keeping the address to the PIG.

For digital documents and online communications:

Use same guidelines as above, but use hyperlinks when you don't need a person to actually view the website address; i.e., The latest news and information from Boulder County can be found on the county's homepage (hyperlinked to www.BoulderCounty.org).

I. STANDARDS FOR PHONE NUMBER & EMAIL STYLES

Phone number format

- Use dashes between numbers (303-441-3500). This was adopted as the best universal method for mobile devices and web searches to recognize phone numbers.

Style on Email:

- Use acceptable fonts including Calibri, Myriad, Minion, or Times New Roman.
- Standards in terms of fonts and font colors are important to maintaining a consistent image and meeting accessibility standards.
- No background colors, graphics, or images (interferes with accessibility, shows as an attachment in plain text emails)
- Taglines must be consistent with the county's or a department's vision/mission statement and must be approved by a department head.
- **No personal taglines or quotes**, as they may contradict Boulder County vision/mission.

Email Signature Block

Your signature block should include some, or all, of the following:
1. Your Name
2. Job Title
3. Office/Department/Division
4. Phone Number (use dashes, i.e., 303-441-1111)
5. Email address
6. Website address (optional)
7. Social media sites (Facebook.com/BoulderCounty, @BoulderCounty)
8. Address (mailing and physical)
9. Any logos used (departmental, social, etc.) should be separate from the rest of the signature block information and NOT part of a single graphic. It is important to retain the clickability of phone numbers and URLs.

Basic email example:

Luis Hernandez | *Marketing & Recruitment Specialist*

Boulder County Housing & Human Services
Office: 303-441-5555 | Cell: 303-445-5555
lhernandez@bouldercounty.org
www.BoulderCountyHHS.org

Email with social media links:

Paula Keyes | *Communications Specialist*

Boulder County Parks & Open Space
Office: 303-678-5555
pkeyes@bouldercounty.org
www.BoulderCountyOpenSpace.org

Twitter @BoulderCountyOS
Facebook.com/BoulderCountyOpenSpace
YouTube.com/user/BoulderCounty

Email with address and multiple phone numbers:

Tim Meyers | *Planner*

Boulder County Land Use
Office: 303-441-5555 | Cell: 303-579-5555 | Fax: 303-441-5555
Mailing Address: P.O. Box 471, Boulder CO 80306
Physical Address: Courthouse Annex, 2045 13th St., Boulder CO 80302
tmeyers@bouldercounty.org | **www.BoulderCounty.org**

Signature block with added department logo:

Luis Hernandez | *Marketing & Recruitment Specialist*

Boulder County Housing & Human Services
Office: 303-441-5555 | Cell: 303-445-5555
lhernandez@bouldercounty.org
www.BoulderCountyHHS.org

Out of Office Email

- Give specific details about the dates you will be away and explain if you will be checking emails while away or if you will have no access.
- Provide information about how the writer can get assistance while you're away (your backup person).
- Be sure to check with your backup person to make sure they will be available to take questions during the time you are away, and provide their accurate email address and/or phone number.
- Include your typical signature line to give details about who this emailer has reached.

6. Appendices

I. NEWS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE
Month day, year
Media Contact: Name (linked to email), title, phone number
(*This contact should be the contact **for reporters** to call for more information. If there is a different person or phone number you would like to direct the public to, include that information in the press release text.*)

Headline – use active voice; include subject and verb
Subhead if needed, also in active voice

Boulder County, Colo. – Lead. This paragraph should be one to three sentences maximum and should contain Who, What, Where, When, Why, How. **This can be in broken into bullet form just below this first section.** A catchy intro sentence can work well, but be careful not to be too "cutesy" or exaggerated.

Second paragraph. Include any of the five Ws and H that you couldn't fit into the lead paragraph. Add additional key information about the issue or event and why it is important (RSVP, cost etc.).

"Quote. Insert a colorful or interesting quote from someone with credibility – the program director, a Commissioner, a participant who has been deeply affected, etc.," said name, title. "This should be more interesting and personal, or offer an opinion, rather than just data that could be inserted without quotes."

Background. Provide any history or background that may be helpful to understanding the issue or event. Don't go overboard; if a reporter or member of the public wants more detail, he or she can call.

For more information, contact…list the contact, phone number, email and/or web address that **the public should contact** to find out more.

[Be sure to include a photo or other graphic to be used with the press release and to be used in any other marketing – i.e. social media.]

II. DEPARTMENT LETTERHEAD

Land Use Department

Courthouse Annex · 2045 13th Street · Boulder, Colorado 80302 · Tel: 303.441.3930 · Fax: 303.441.4856
Mailing Address: Post Office Box 471 · Boulder, Colorado 80306 · **www.bouldercounty.org**

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Cindy Domenico *County Commissioner*   **Deb Gardner** *County Commissioner*   **Elise Jones** *County Commissioner*

Area Agency on Aging

A Division of Community Services

Sundquist Building • 3482 N. Broadway • Boulder, Colorado 80304 • Tel: 303.441.3570 • Fax: 303.441.4550
Mailing Address: P.O. Box 471 • Boulder, Colorado 80306 • **www.BoulderCountyAging.org**

Cindy Domenico *County Commissioner*   **Deb Gardner** *County Commissioner*   **Elise Jones** *County Commissioner*

Boulder County

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MEDIA RELEASE FORM

I hereby give my permission and consent for Boulder County to use all photographs, digital media (including video), and any written or verbal interviews of me, and/or a minor for which I am a guardian, obtained on _____ (date) for the following purposes:

a) Publication on Boulder County Government's intranet or external websites and/or social media outlets;

b) Use in videos or digital media produced by or for the benefit of Boulder County Government;

c) Publication and other displays for the purpose of illustrating, promoting, and/or advertising Boulder County Government programs and services.

I understand that no monetary consideration shall be paid for use of my images or comments.

While performing my work, I may also be photographed or interviewed by representatives of newspaper or television media. I release Boulder County from any claims or damages that may arise from such media exposure.

_____

Print Name(s)

_____

Signature (Required): (If under 18 years of age, parental/guardian signature is required.)

☐ This release is for a minor under the age of 18

FOR INTERNAL USE ONLY (include notes/description of photo/event/project):