



**ADDENDUM #1**  
**Office of Sustainability, Climate Action & Resilience**  
**Boulder County's Climate Action Plan Visual StoryTelling**  
**RFP # 7384-22**

October 26, 2022

The attached addendum supersedes the original Information and Specifications regarding RFP # 7384-22 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](mailto:purchasing@bouldercounty.org).**

1. Question: Target budget?

**ANSWER:** It depends on what we land on as a product. We are prepared to consider anything in the range of \$30,000 to \$100,000

2. Question: Target timeline (both expected kick-off and expected completion)

**ANSWER:** We would like to kick-off in December 2022. Completion by or before May 2023 (flexible).

3. Question: Is this the Climate Action Plan we are looking to reimagine in website form? <https://boulder.novusagenda.com/agendapublic/AttachmentViewer.ashx?AttachmentID=4165&ItemID=3794>

**ANSWER:** This will be an updated version of this webpage and website: <https://bouldercounty.gov/climate-action-2> and <https://bouldercountysustainability.org/>. We have just finished the updated content (The Environmental Sustainability Plan) and it is currently in design.

4. Question: Can/will Boulder County provide the translation service? (Assuming the website provides a framework for housing bilingual text)

**ANSWER:** If the contractor has translation services in house, we would use that. If not, OSCAR can provide translation services.

5. Question: It sounds like Boulder County has a robust media library - will that be sufficient to work from that library? or will the agency need to create novel media? (new illustrations, new video, new photography, etc)

**ANSWER:** Perhaps a bit of both. We have a robust media library of photo and video content, and depending on what we land on, there may be some video editing, additional photography, and illustration needed from the contractor.

6. Question: Does OSCAR have a preferred hosting platform for the site, such as WordPress or Drupal?

**ANSWER:** We will need to host on WordPress and must use the Unicon theme.

7. Question: How many prototypes and rounds of revisions would OSCAR like to see prior to the development phase?

**ANSWER:** Depending on the process I can see us going through no less than two rounds.

8. Question: In reference to the “creative design firm to produce writing and multimedia to display our work, theory of change, and vision”, what volume and scope of anticipated services is OSCAR requesting?

**ANSWER:** Not sure. It depends on the process of the contractor and the product we land on through that process.

9. Question: Does OSCAR currently have brand standards that will assist in shaping the design of the new site?

**ANSWER:** Yes. As a government entity we have branding guardrails. Additionally, we have a Communications Director and project team that will help describe the brand standards.

10. Question: Does OSCAR currently have a list of requests they would like to see with the new site, including existing features on OSCAR sites, new features, and other requests?

**ANSWER:** Not really. We would like to work with the contractor to develop this. We know it needs to be: updateable, responsive, mobile phone optimized, tell a powerful story about our work, and display data clearly. Otherwise, we would like to develop the design and content with the contractor. Here are two webpages that display some of the information we are looking to curate: <https://bouldercounty.gov/climate-action-2/> and <https://bouldercountysustainability.org/>.

11. Question: Will we need to redesign any previously existing content in order to make it accessible?

**ANSWER:** We will be publishing our latest Environmental Sustainability Plan in the near future. From that document we will redesign content and graphics for this site. [See old plan here](#). Here are two webpages that display some of the information we are looking to update and curate: <https://bouldercounty.gov/climate-action-2/> and <https://bouldercountysustainability.org/>.

12. Question: Does OSCAR have a current budget in mind for this effort?

**ANSWER:** We are prepared to consider anything in the range of \$30,000 to \$100,000

13. Question: In order to achieve WCAG 2.0 AA, there is a strict set of compliance standards, including remediated graphics, images, transcripts, captions, color schemes, etc. Are these requirements inside of the scope that OSCAR has in mind for this effort?

**ANSWER:** Yes, we would like to reach at least AA conformance.

14. Question: Does OSCAR have preferred formatting requirements for page limits, font, margins, etc. within our proposal submission?

**ANSWER:** No, we are open to whatever you present.

15. Question: Will the contractor be responsible for the Spanish translation of the website, or will that be handled by the OSCAR team?

**ANSWER:** OSCAR can take this on, if the contractor does not have in house translators. If the contractor does have in house translation services, Spanish translations will be reviewed by OSCAR's language access specialist.

16. Question: How much concepting will be involved for the written portion of the website? (i.e., is the content/story partially established at this point, or will the

contractor be responsible for writing all content and developing the storytelling?)

**ANSWER:** We have the content established; however, there is a task for the contractor to rewrite, simplify, and build a compelling storyline.

17. Question: Can you elaborate on the type of future update functions you would like to have? For example: Ability to modify/update existing sections text, images, video, ability to add new sections to the existing single page website, etc.

**ANSWER:** We would like to display GHG inventory and climate target numbers visually. These numbers will change over time, and it will be helpful to be able to update the webpage's written content. If there is a way we could add more written content or videography as programs develop, that would be ideal too.

18. Question: Are you looking for the ability to manage the content and updates internally or have the selected vendor perform content and update maintenance to the website?

**ANSWER:** Internally. However, we would like to utilize the contractor's services for periodic and minor troubleshooting, maintenance, and/or updates after delivery.

19. Question: If you are looking for internal management of the website what would be the skillset available in your team? For example: usage of a Content Management System vs web technologies knowledge.

**ANSWER:** Our team has experience with content management, specifically WordPress. We are not, however, able to write or adjust code.

20. Question: Could you please advise what the desired start project and website launch date would be?

**ANSWER:** December 2022. Completion by or before May 2023 (flexible).

21. Question: Is it possible to identify your budget for this project?

**ANSWER:** We are prepared to consider anything in the range of \$30,000 to \$100,000

22. Question: Are you looking for the vendor to provide content writing services or will the content be provided?

**ANSWER:** We have written content to work with that we expect the vendor to simplify, refine, and optimize for compelling digital storytelling.

23. Question: The website is to be available in English and Spanish. Will you provide the Spanish language translations or should that be included in the vendor services?

**ANSWER:** If the vendor has in-house translation, we will use that. Otherwise, OSCAR can take care of translation into Spanish.

24. Question: Are there any existing website hosting requirements that we need to be aware of? For example, does the website need to be hosted to a specific County owned or internal server?

**ANSWER:** We will need to host internally on WordPress and must use the Unicon theme.

25. Question: Do you have a climate action plan for Boulder County? If so, can you please share?

**ANSWER:** Our new action plan is still being designed and not yet available to share. [Here is the old one to give you a sense of what we are looking at.](#)

26. Question: Do you have a proposed budget in mind? \*We have done 1-page sites for \$20k and for \$100k, depending on the complexity of the design and functionality required. We are happy to right-size this engagement to your budget.

**ANSWER:** We are prepared to consider anything in the range of \$30,000 to \$100,000

27. Question: Are you going to provide all of the copywriting for the site?

**ANSWER:** We have written content to work with that we expect the contractor to simplify, refine, and optimize for compelling digital storytelling.

28. Question: What specifically does your content library look like? (text, illustration, motion graphics, photography, video, etc.)

**ANSWER:** OSCAR's internal content library includes text, photography, HD video, and audio.

29. Question: How much new content do you anticipate the agency will be responsible for designing and developing?

**ANSWER:** The need for new content will depend upon the design. We have a robust library of photo and video content to work with, so the contractor would not be starting from scratch.

30. Question: Is a brand book/style guide already established for this initiative?

**ANSWER:** Unicon theme otherwise, no.

31. Question: Does this scope of work include ongoing hosting and management of the site? If so, will there be a separate budget for that work?

**ANSWER:** We will host the site ourselves and we hope that we can set up mechanisms with the contractor so that we can update the site ourselves. We may circle back for specific maintenance, and yes there would be a separate budget for that if needed.

**Submittal Instructions:**

Submittals are due at the email box only, listed below, for time and date recording on or before **2:00 p.m. Mountain Time on November 3, 2022**.

**Please note that email responses to this solicitation are limited to a maximum of 50MB capacity.**

**NO ZIP FILES OR LINKS TO EXTERNAL SITES WILL BE ACCEPTED. THIS INCLUDES GOOGLE DOCS AND SIMILAR SITES. ALL SUBMITTALS MUST BE RECEIVED AS AN ATTACHMENT (E.G. PDF, WORD, EXCEL).**

**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.**

Email [purchasing@bouldercounty.org](mailto:purchasing@bouldercounty.org); identified as **RFP # 7384-22** 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**

October 26, 2022

Dear Vendor:

This is an acknowledgment of receipt of Addendum #1 for RFP #7384-22, Boulder County's Climate Action Plan Visual StoryTelling.

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](mailto: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](mailto: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** \_\_\_\_\_

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