



**Boulder County Purchasing
1325 Pearl Street
Boulder, CO 80302**

SUBMISSION INSTRUCTIONS

Reference Number: RFP-027-24

Project Name: Marketing and Education for Transportation and Building Electrification

Background:

Boulder County is seeking an agency to create a compelling and clear public awareness campaign. This campaign will focus on educating the public about building and transportation electrification and mobilizing community members to electrify their own lives. We're looking for an organization with a proven track record in shifting public perception and behavior, preferably with experience in transportation and building electrification, ready to create a dynamic, multi-platform, and results-focused campaign with the long-term goal of building a regional electrification movement.

Instructions:

Boulder County uses a Bonfire portal <https://bouldercounty.bonfirehub.com/> for accepting and evaluating proposals digitally:

- To post the Proposal
- To receive any questions or inquiries
- To issue any associated addenda
- To post award notices

Proposals must be submitted electronically on or before the Close Date at <https://bouldercounty.bonfirehub.com/>. **Submissions will not be accepted by email, fax or hand-delivery; unless otherwise noted.**

Documents should not be embedded within uploaded files, as the embedded files will not be accessible or evaluated.

Contact:

To contact Boulder County Purchasing or ask questions in relation to this proposal, respondents must register on <https://bouldercounty.bonfirehub.com/> and initiate the communication electronically through the **Vendor Discussions** or the **Ask a Question** feature.

All questions must be received on or before the Deadline for Submission of Clarifications, as specified in the Schedule of Events. Boulder County will not accept any respondent's communications by any other means, except as specifically stated in this proposal.

Addendum:

At any time prior to the Close Date, Boulder County may alter, clarify, amend, delete or add to, in whole or in part, any terms or provisions of this proposal.

In order to afford the Bidders a reasonable time for taking into account a material amendment (the materiality of which Boulder County in its own discretion may determine) or for any other reason, Boulder County may, at its own discretion, extend the Close Date.

For the most up-to-date project information refer to our Bonfire portal.

All vendor submissions may be amended, but only before the Close Date on <https://bouldercounty.bonfirehub.com/>.

Need Help:

To assist with registration and submission of responses, learn how to get started with Bonfire, watch this [5 minute training video](#). For questions or support when using the platform, [access the Bonfire online knowledge base](#), search the FAQ or contact the Bonfire support team at support@gobonfire.com.

Americans with Disabilities Act (ADA): Americans with Disabilities Act: If you need special services provided for under the Americans with Disabilities Act (ADA), please contact the Boulder County ADA Coordinator or Human Resources office at (303) 441-3525 as soon as possible to allow sufficient time for service delivery ahead of applicable due dates.