



**CITY OF CLEVELAND**

Mayor Justin M. Bibb

**MAYOR'S OFFICE OF  
SUSTAINABILITY**

75 Erieview Plaza, Suite 115

Cleveland, OH 44114

Phone: 216-664-2455

Email: [Sustainability@clevelandohio.gov](mailto:Sustainability@clevelandohio.gov)

**Date: Friday, August 16, 2024**

## **ADDENDUM No. 1**

### **Request for Proposals for Communications and Design for Cleveland's Climate Action Plans**

**PROPOSALS DUE DATE: 08/23/2024, 5:00PM Local Time**

**The City of Cleveland is issuing Addendum #1 for the following items:**

- Responses to Questions from Proposers
- List of Pre-Proposal Conference Meeting Attendees & Conference Highlights

### **QUESTIONS FROM PROPOSERS (WRITTEN AND ORAL)**

**Question 1:** Are vendors allowed to create a join-proposal and/or bid on a specific objective within the RFP? Will vendors information be shared for collaboration efforts?

Answer: Yes, vendors are encouraged to connect with each other and create a joint-proposal. Vendors are also welcome to bid on specific objectives within the RFP, however the proposal and the submission team will be evaluated for completeness of proposal submission, accordingly. Contact information for vendors who attended the optional pre-proposal meeting are listed at the end of this Addendum.

**Question 2:** Translations:

- Does the city have translation services available? And what documents would you want translated?
- Is the goal to do translations for all of the languages mentioned in the RFP? Is the intention that the partner/consultant will be sourcing and managing the translator(s), or is that something the City of Cleveland will handle?
- Translation Services: Will the City of Cleveland provide translation services for the multilingual content, or is this the responsibility of the design and communications consultant?

Answer: Under objective 3, the expectation is for the consultant to assist and lead in translation efforts. The consultant should include translations for all materials in both Spanish and Chinese (Mandarin) within their proposals. The City's translation services are limited, but we are able to allocate additional funds to support translations beyond those two languages. We would like to have both the Cleveland Climate Action Plan (CAP) and the Municipal Action Plan (MAP) translated, facilitation guide and presentation templates, along with at least one translation of all other materials (social post, flyers, etc.). While we

do not anticipate for all languages mentioned in the RFP to be translated, we are prioritizing Spanish and Chinese (Mandarin), as these are among the most common languages in the region.

**Question 3:** Formatting for plans and/or structure:

- For the final plans, are you imagined a long-form (50-200 pages) or are you imagining a summarized condensed version of the plan?
- How many pages is the narrative CAP and MAP in word document form? This will help us estimate design hours.
- Will the prior consultants be drafting the content and passing it off to the comms consultant to implement into a design?

Answer: At a minimum, we anticipate the final plans to be 50-100 pages in long form. We would also like a condensed or "snapshot" version of each plan that summarizes actions and climate priorities. The other two consultants are providing us with the technical details and community input on climate priorities. Our office will draft the content/report based on this information and package it into a written narrative. We expect the communications consultant to then interpret the written narrative into a visually compelling report.

**Question 4:** For the organization of the proposal, should vendors follow the Proposal Submission Requirements format on page 12 of the RFP or Section 11. Proposal Contents format on pages 33-34 of the RFP? They are slightly different.

Answer: For the organization of the proposal, vendors should follow the **Proposal Submission Requirements format on page 13 (not page 12)** of the RFP. This section outlines a detailed structure and specific requirements that must be included in the proposal. While other section(s) in the RFP may provide additional guidance on content, the **Proposal Submission Requirements** section is the primary structure to follow. This ensures that all necessary components are addressed appropriately and consistently.

**Question 5:** Does the following statement request vendors to describe current work at the City of Cleveland or work with other municipalities? "Identify all City projects currently being worked on and stage of development."

Answer: The statement "Identify all City projects currently being worked on and stage of development" requests vendors to describe their current work with all municipalities, including the City of Cleveland. The intention is to help the City assess the vendor's current capacity and how it might impact their ability to take on new work, as well as their experience working with other municipalities in same or similar scope of work

**Question 6:** How does this consultant work with the City's social media team? Will this consultant be expected to push out the content or is this a design only task?

Answer: The consultant is not expected to manage or work directly with the City's social media team. This RFP is for the design of our plans and communication materials only. Our office will oversee the promotions and strategy.

**Question 7:** Regarding Logo/Branding: Will the chosen partner/consultant be creating a logo for the “Climate Action Plan” or “Municipal Action Plan,” or just extending the look and feel for the existing identity/logo to the new/additional branded elements?

Answer: No, we do not expect for the consultant to create logos or other branding elements. However, we do anticipate the need for new focus area icons ([see this page](#)) within the plans and other materials. We expect both plans and all related materials to utilize the City’s current logos and brand standards.

**Question 8:** Regarding a webpage/landing page: The RFP does not specifically mention needing to have a landing page or small website developed for either the “Climate Action Plan” or “Municipal Action Plan” – is that something that the partner/consultant will need to do (design and develop) as part of the project? If so, who will handle hosting and associated costs?

Answer: No, we do not require the consultant to create a landing page or do website development. Once the plan is finalized and ready for publication, our office will handle this, and it will be hosted on the city’s website.

**Question 9:** Objective 1: Effective Project Management - Meeting Cadence:

- What is the preferred frequency and format of team meetings—will they be virtual, in-person, or a combination of both?

Answer: Weekly meetings are preferred and can be virtual, in-person, or a combination of both, as needed.

- Are there any specific project management tools or software platforms that the Office of Sustainability prefers for tracking progress and collaboration among the consultant teams?

Answer: Our office currently uses Microsoft Teams and Planner but we are open to recommendations and discussions on the best tools to use from the consultant.

- Is there any flexibility in the project timeline, especially in case of unforeseen delays?

Answer: Unfortunately, the timeline is tight, and we must have drafted plans completed by the end of December 2024. However, we encourage vendors to provide their recommended timeline(s), including alternate scheduling pathways to meet the requested project timelines, for the city’s consideration.

**Question 10:** Objective 2: Visual Concept Development and Communication “Sprints” Feedback Process:

- For the purpose of estimating meeting hours, will communication "Sprints" be used for feedback and review from the Office of Sustainability or will there be separate specific review cycles?

Answer: Yes, we anticipate the "sprints" to be used for feedback and review. These sprints are designed to exhibit the consultants ability to quickly produce and refine communication materials. These will be integrated into the overall feedback and review cycles, rather than being separate. This approach allows for ongoing input and adjustments throughout the development process, ensuring that the final materials align with the branding goals and messaging.

- How many rounds of revisions are anticipated? Social Media Coordination: Will the design and communications consultant be responsible for creating, scheduling, and managing the actual posting to various social media accounts or is the consultant only responsible for creating templates and designs which will be used by another party to create and execute actual social media posts.

Answer: 1-2 rounds of revisions are allowed. For social media coordination, the consultant is only responsible for creating the visual templates and designs. Our office will handle the scheduling, promotions, and managing of social media accounts.

- Content Scope: What level of detail is expected in the initial visual concepts—should they be fully developed, or more of a high-level outline to guide further design?

Answer: At a minimum, we expect a high-level outline to guide the design. Once approved, the consultant can then proceed with full development.

- To clarify, is the partner/consultant creating templates and guidelines that the City of Cleveland Team would manage and use after the "sprint" phase (i.e. creating a template), or is the intention that the partner/consulting also *writing and designing the social posts*?

Answer: The consultant is not expected to write and manage social posts. The consultant is only responsible for creating and designing the visual components of social posts.

**Question 11:** Objective 3: Accessibility and Equity Considerations

- Cultural Sensitivity: Are there specific cultural considerations or community groups that the consultant should prioritize when developing accessible and equitable design materials?

Answer: Yes, the consultant should prioritize considerations addressing those with low literacy levels, language barriers, and the needs of seniors to ensure the

materials are inclusive and effective for all community members.

- **Community Engagement:** How will the feedback from diverse communities be gathered and integrated into the final design and communication materials?

Answer: We are currently conducting a public survey on climate actions and hosting a series of community roundtables in low-income and disadvantaged communities throughout August and September 2024. Additionally, we will hold educational opportunities in September and October 2024 to share climate action information with City residents. Feedback from these engagements will be collected, reviewed, and analyzed by City staff and our engagement consultant. The consultant will provide written summaries of this feedback to ensure that the Office of Sustainability has actionable insights to incorporate into the CAP. This feedback will directly inform the final design and communication materials by shaping the focus areas, goals, and actions within the CAP, as well as guiding the evaluation and prioritization of potential climate actions.

- **Equity Metrics:** How will the City of Cleveland measure the effectiveness of the accessibility and equity efforts in the final materials? Are there specific metrics or benchmarks to be met?

Answer: The effectiveness of accessibility and equity efforts will be measured through several metrics and benchmarks, including:

- **Demographic Representation:** Ensuring that more than 50% of roundtable participants are racially and economically diverse and include participants outside the 25-39 age range.
  - **Engagement Metrics:** Tracking participation and engagement levels in the roundtables and educational events, aiming for 20-30 participants per roundtable.
  - **Feedback Integration:** Assessing how well public feedback, particularly from racially and economically diverse groups, is reflected in the final CAP materials.
  - **Language Accessibility:** Identifying and addressing any language gaps during outreach to ensure materials are accessible to non-English-speaking communities.
- **Review Process:** Will there be opportunities for members of the target communities to review and provide feedback on the materials before they are finalized?

Answer: There will be a public comment period once a draft of the report is complete this fall. This will coincide with completion of the required deliverables by the chosen consultant, so any materials that are complete and ready for the inclusion in the draft CAP will be available for public feedback.

**Question 12:** Objective 4: Content Gathering and Draft Design Creation

- **Content Gaps:** Are there any anticipated content gaps that the consultant should

be prepared to address, and if so, how will these gaps be identified?

Answer: No, we do not anticipate content gaps. Over the last year, our office has completed extensive outreach and engagement. However, if gaps arise, we will work together to identify and address them as needed.

- Document Integration: Will the Office of Sustainability prioritize content from the various documents provided?

Answer: Yes, content from these documents will be prioritized.

- Content Sources: Are there specific sources or experts that the consultant should consult to ensure the accuracy and relevance of the content being incorporated?

Answer: The chosen consultant will have the opportunity to consult directly with technical experts in the Mayor's Office of Sustainability, including the Decarbonization Strategist who is overseeing the overall development of the CAP and MAP, as well the Outreach and Education Manager, for literacy and comprehension. In addition, the Office of Sustainability has created a CAP Advisory Council, which includes dozens of stakeholders and technical experts from across the region and across sectors that can provide feedback or information as needed to the chosen consultant. The MOS project manager will facilitate any necessary contacts or conversations between the chosen consultant and these Advisory Council members.

**Question 13:** Objective 5: Creation of Training Materials and Guide

- Training Audience: Who will be the primary audience for the training materials, and what is their expected level of familiarity with the CAP and MAP goals

Answer: The primary audience for the training materials will include City staff, stakeholders, and community members. They are expected to have varying levels of understanding climate language and/or priorities – some may be well-versed in sustainability concepts, while others may have not be familiar.

- Customization of Materials: Will there be a need to customize the presentation and facilitation guides for different stakeholders? If so, how should this be managed?

Answer: We would like a facilitation guide and presentation template for both the CAP, (1) tailored to community members and external stakeholders, (2) and the MAP, tailored to city staff and departments. Our office will manage distribution and/or outreach, the consultant is to only design the template and facilitation guide.

- Feedback on Training Materials: Will there be a process for gathering feedback on the training materials and making adjustments before widespread distribution?

Answer: Yes, there will be a process for gathering feedback. The consultant will



work closely with our staff to ensure that the materials align with the City's branding and accurately reflects other communications materials. This will be a collaborative process and the consultant will have the opportunity to gain feedback from the climate action plan Advisory Council. These council members can provide feedback to the consultant as needed. The MOS project manager will facilitate any necessary contacts or conversations between the consultant and the Advisory Council members, ensuring seamless communication and access to relevant expertise.

- Ongoing Support: Will there be an expectation for the consultant to provide ongoing support or updates to the training materials after the initial distribution?

Answer: No, the consultant is not expected to provide ongoing support or updates to the training materials after the initial (and approved) distribution. We ask that the consultant provides source files so that our office can update and make necessary changes as needed.

**Question 14:** Objective 6: Final Plan Publications & Community Education Toolkit

- Toolkit Distribution: What are the specific expectations for the distribution of the Community Education Toolkit?

Answer: The consultant will provide the toolkit to support the promotion and education of the City's climate action goals. This toolkit will be "public-facing" and should include digitalized versions of the CAP and MAP publications, social media designs, sprints, and all other materials. The toolkit is intended to be distributed to a broad range of stakeholders, community organizations, and city departments to ensure widespread engagement and support.

- Are there particular organizations or groups the City wants to prioritize in the toolkit?

Answer: While the toolkit is to be distributed broadly, we plan to prioritize key stakeholders, community organizations, and city departments to ensure widespread engagement and support for climate action. This may include public sector partners, large employers, colleges and universities, and community-based organizations. The goal is to ensure that the toolkit reaches diverse audiences across the Cleveland community to maximize the impact and accessibility of the climate action plans.

**Question 15:** Our main contact is you at the city, and not the previous consultants, correct?

Answer: The main contact will be with the Mayor's Office of Sustainability staff. The office will facilitate any necessary contacts and/or conversations among other consultants,

advisory council members, or other relevant individuals.

**Question 16:** What’s the opportunity to be able to submit examples of prior work?

Answer: We encourage vendors to submit examples of work samples. These samples will be used to assist in the selection process.

**Question 17:** To what extent are we proposing strategy for communication as opposed to simply presenting communication?

Answer: This RFP is not for strategic communications, however, the consultant is welcome to propose strategic communications approaches if they believe it will enhance the effectiveness of the communication materials. The primary focus for this RFP is the creation, design, and presentation of materials. With that said, innovative strategies that support the successful distribution and impact of these materials will be considered.

**PRE-PROPOSAL MEETING ATTENDEES**

**DATE: 08/12/2024, 11:00 AM ET**

<b>Organization</b>	<b>Attendees</b>	
The City of Cleveland, Mayor’s Office of Sustainability	Brittany Montgomery, Communications & Team Management (Project Lead)	<a href="mailto:BMontgomery@clevelandohio.gov">BMontgomery@clevelandohio.gov</a>
	Tim Kovach, Decarbonization Strategist (Project Strategist)	<a href="mailto:TKovach@clevelandohio.gov">TKovach@clevelandohio.gov</a>
	Tikora Alexander, Fiscal & Grant Administrator (Project Admin)	<a href="mailto:TAlexander2@clevelandohio.gov">TAlexander2@clevelandohio.gov</a>
	Chloe Chen, Communications Intern	<a href="mailto:CChen2@clevelandohio.gov">CChen2@clevelandohio.gov</a> (do not contact)



<b>Organization</b>	<b>Attendees</b>	
Pixel Power CLE	Erica Larson	<a href="mailto:erica@pixelpowercle.com">erica@pixelpowercle.com</a>
DLR Group	Erin Blaskovic	<a href="mailto:eblaskovic@dlrgroup.com">eblaskovic@dlrgroup.com</a>
NOPEC	Aaron Marcovy	<a href="mailto:amarcovy@nopec.org">amarcovy@nopec.org</a>
thunder::tech	Kevin Flors	<a href="mailto:kevin.flors@thundertech.com">kevin.flors@thundertech.com</a>
CT Consultants/Verdantas	Nora Hoxha	<a href="mailto:nhoxha@ctconsultants.com">nhoxha@ctconsultants.com</a>
Lotus Engineering + Sustainability	Brianna Johnson	<a href="mailto:brianna@lotussustainability.com">brianna@lotussustainability.com</a>
DLR Group	Coral Pais	<a href="mailto:cpais@dlrgroup.com">cpais@dlrgroup.com</a>
Community Hub	John Peterson	<a href="mailto:john.petersen@oberlin.edu">john.petersen@oberlin.edu</a>
Community Hub	Madeline Faubert	<a href="mailto:mfaubert@oberlin.edu">mfaubert@oberlin.edu</a>
Dix & Eaton	Gregg LaBar	<a href="mailto:Glabar@dix-eaton.com">Glabar@dix-eaton.com</a>
Power a Clean Future Ohio	N/A - Caller	N/A

### **MAILING DISTRIBUTION LIST**

<b>ORGANIZATION</b>	<b>First Name</b>	<b>Last Name</b>	<b>Email</b>
Baker Tilly	Jacquelyn	McCray	<a href="mailto:Jacquelyn.McCray@bakertilly.com">Jacquelyn.McCray@bakertilly.com</a>
Black Environmental Leaders + Cray Consulting	SeMia	Bray	<a href="mailto:brays@ccgconsultantsinc.com">brays@ccgconsultantsinc.com</a>
Blue CSR Strategies	Andrew	Watterson	<a href="mailto:andew@bluecsr.com">andew@bluecsr.com</a>
Brendle Group	Shelby	Sommer	<a href="mailto:shelby.sommer@brendlegroup.com">shelby.sommer@brendlegroup.com</a>
Case Western Reserve University	Grant	Goodrich	<a href="mailto:grant.goodrich@case.edu">grant.goodrich@case.edu</a> <a href="mailto:KenCairnB@bouldercolorado.gov">KenCairnB@bouldercolorado.gov</a>
Center for Regenerative Solutions	Brett	Kencairn	<a href="mailto:KenCairnB@bouldercolorado.gov">KenCairnB@bouldercolorado.gov</a>
Citadel Impact Consulting	Elena	Stachew	<a href="mailto:elena@citadelglc.com">elena@citadelglc.com</a>
Cleveland State University	Wendy	Kellogg	<a href="mailto:W.KELLOGG@csuohio.edu">W.KELLOGG@csuohio.edu</a>
Climate Advisors	Ben	Simonds	<a href="mailto:simonds@climateadvisers.org">simonds@climateadvisers.org</a>
Collaborative Climate	Tyler	Poulson	<a href="mailto:tyler@collaborativeclimate.com">tyler@collaborativeclimate.com</a>
Dix & Eaton	Gregg	LaBar	<a href="mailto:glabar@dix-eaton.com">glabar@dix-eaton.com</a>

Environmental Health Watch	Kim	Foreman	<a href="mailto:kim.foreman@ehw.org">kim.foreman@ehw.org</a>
Environmental Resources Management	Margie	Flynn	<a href="mailto:margie.flynn@erm.com">margie.flynn@erm.com</a>
EY Consulting	Gabe	Sanders	<a href="mailto:gabe.sanders@ey.com">gabe.sanders@ey.com</a>
Free by Design	Bianca	Butts	<a href="mailto:biancabutts@gmail.com">biancabutts@gmail.com</a>
Fund for our Economic Future	Jeffrey	Sleasman	<a href="mailto:jeffsleasman@gmail.com">jeffsleasman@gmail.com</a>
ICF Consulting & Services	Media	ICF	<a href="mailto:Media@icfnext.com">Media@icfnext.com</a>
ICLEI USA	Carly	Doolittle	<a href="mailto:carly.doolittle@iclei.org">carly.doolittle@iclei.org</a>
John Carrol University	Rebecca	Drenovsky	<a href="mailto:rdrenovsky@jcu.edu">rdrenovsky@jcu.edu</a>
Kent State University - College of Architecture & Environmental Design	Dawn	Mayes	<a href="mailto:dmayes@kent.edu">dmayes@kent.edu</a>
Kent State University - Sustainability	Julie	Morris	<a href="mailto:jmorr123@kent.edu">jmorr123@kent.edu</a>
Kim Lundgren Associates	Kim	Lundgren	<a href="mailto:kim@kimlundgrenassociates.com">kim@kimlundgrenassociates.com</a>
Little Jacket	Roger	Frank	<a href="mailto:roger@little-jacket.com">roger@little-jacket.com</a>
Lotus Engineering and Sustainability	Hillary	Dobos	<a href="mailto:hello@lotussustainability.com">hello@lotussustainability.com</a>
Nick Galler	Nick	Galler	<a href="mailto:Nick.jgaller@gmail.com">Nick.jgaller@gmail.com</a>
Nutter Consulting	Melanie	Nutter	<a href="mailto:melanie@nutterconsulting.net">melanie@nutterconsulting.net</a>
Oberlin College	John	Petersen	<a href="mailto:john.petersen@oberlin.edu">john.petersen@oberlin.edu</a>
Ohio Environmental Council	Brian	Siggers	<a href="mailto:bsiggers@theoec.org">bsiggers@theoec.org</a>
Osborn Engineering	Brian	Kane	<a href="mailto:bkane@osborn-eng.com">bkane@osborn-eng.com</a>
Recess Creative	Chris	Jungjohann	<a href="mailto:chris@recesscreative.com">chris@recesscreative.com</a>
Sierra Club	Chad	Stephens	<a href="mailto:chad.stephens@sierraclub.org">chad.stephens@sierraclub.org</a>
Siler Climate Consulting	Peyton	Siler Jones	<a href="mailto:Peyton.siler.jones@gmail.com">Peyton.siler.jones@gmail.com</a>
Sustainability Solutions Group	Michael	Hoffmann	<a href="mailto:michael@ssg.coop">michael@ssg.coop</a>
Sustainable Economies Consulting	Elizabeth	Schuster	<a href="mailto:efschuster@gmail.com">efschuster@gmail.com</a>
Third Space Action Lab	Evelyn	Burnett	<a href="mailto:evelyn@3rdspaceactionlab.co">evelyn@3rdspaceactionlab.co</a>
thunder::tech	Kelly	Rienzi	<a href="mailto:howdy@thundertech.com">howdy@thundertech.com</a>
Tri-C Department of Sustainability	David	November	<a href="mailto:david.november@tri-c.edu">david.november@tri-c.edu</a>
Trust for Public Land	Sean	Terry	<a href="mailto:sean.terry@tpl.org">sean.terry@tpl.org</a>
Twist Creative	Mike	Ozan	<a href="mailto:info@twistcreative.com">info@twistcreative.com</a>
UN SDSN	Elena	Crete	<a href="mailto:elena.crete@unsdsn.org">elena.crete@unsdsn.org</a>

### Highlights:

- Reviewed RFP Timeline and Administrative components

- Reviewed RFP Technical Components and Proposal Submission Requirements
- Verbally addressed RFP Questions from Attendees; requested written questions be submitted for guaranteed responses.

**Please acknowledge receipt of this Addendum No.1 by signing and including this document with your RFP submission response.**

\_\_\_\_\_  
Signature of Proposer & Name of Company

\_\_\_\_\_  
Today's Date

Thank you



Tikora Alexander

Fiscal & Grant Administrator

Mayor's Office of Sustainability, City of Cleveland