

**ADDENDUM TO
CREATIVE CONTRACT (C#235-2019) FOR
LEAF VACUUM COLLECTION ADS AND ASSETS**

Project Goals and Objectives

The leaf vacuum program is a service offered to Fayette County residents with city waste collection once each fall. A primary benefit of this program is diverting leaves from the landfill to the city's mulching program. Communication to folks who benefit about this program, both its timing and purpose, is important to the program's success.

Scope of Work

The selected contractor shall perform the following tasks:

1. Project Management
 - a. The selected contractor shall provide project management services to manage and ensure completion of the project on schedule and within budget. A program manager from the city will be identified, and will serve as the single point of contact for all aspects of the contract.
 - b. The selected contractor shall ensure completion of the project on schedule and within budget with the objective of ensuring the most impact for the dollars spent.
 - c. The selected contractor will meet regularly with the city's point of contact to discuss ideas, needs, timelines, budgets and priorities.
2. Development of Marketing Collateral
 - a. EQPW will set priorities (message topics, audiences and outlets) and the contractor shall develop collateral based on those priorities
 - b. The collateral shall incorporate an integrated approach driven by EQPW defined goals and objectives for target audiences and key messages.
 - c. The collateral for should be cohesive, providing an overall brand for LFUCG's related outreach efforts
 - d. The outreach materials shall be refined through feedback from EQPW provided to the contactor through the city's single point of contact
 - e. The materials must incorporate the city logo that shall be provided by EQPW. The city fonts shall be the default fonts unless the contractor proposes alternate fonts with justification to the city's single point of contact and receives subsequent approval.
 - f. EQPW reserves the right to make the final decision regarding the creative concepts selected for production and the mix of marketing materials produced.
 - g. Deliverables for each message and/audience may include, but is not limited to:
 - i. :30 second video spots
 - ii. :15 second video spots
 - iii. <:15 second video spots
 - iv. :30 second radio spots
 - v. :15 second radio spots
 - vi. GIFs
 - vii. Print ads
 - viii. Web banners
 - ix. App ads
 - x. Billboards

- xi. Bus ads
 - h. The selected contractor will provide all final ads along with a toolkit of assets to EQPW in formats that the city can independently modify and distribute. EQPW will specify the format(s).
- 3. The proposed scope of work is intended to be a general outline and not an all-inclusive description of each element to be included in the contract. The contractor may suggest additions or deletions to the scope to enhance project outcomes and fulfill project goals.

Terms of Agreement

1. The maximum budget for this addendum is \$10,000 in FY21. EQPW reserves the right to spend less than this.
2. EQPW reserves the right to make the final decision regarding creative concepts and deliverables.
3. The contractor shall be paid in accordance with the terms of the original agreement.
4. The contract may be terminated for any reason with 30-day written notice by either party. If the contract is terminated, LFUCG agrees to pay all fees and expenses incurred in relation to the contract.