

AlexRenew

1800 Limerick Street
Alexandria, VA 22314
alexrenew.com

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Request for Proposals for:

Community Outreach and Communications Services

RFP-25-024

April 1, 2025

Proposals shall only be submitted electronically via e-mail to Igor Scherbakov, Procurement Manager, at **communications-25-024@alexrenew.com** on or before 2:00 PM ET, May 13, 2025. Paper copies will not be accepted. AlexRenew will conduct a Preproposal Meeting for this solicitation on April 10, 2025 from 11:00 AM to 12:00 PM ET at AlexRenew's Environmental Center (1800 Limerick St., Alexandria, VA 22314), Conference Room 600.

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- ATTACHMENT B. RFP-25-024 COVER SHEET
- ATTACHMENT C. RFP-25-024 CHECKLIST
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1 INTRODUCTION

The City of Alexandria, Virginia Sanitation Authority d/b/a AlexRenew submits this Request for Proposals (RFP) to solicit Proposals from those entities (Respondents) interested in providing outreach planning, material production, content creation, website redesign, and other communications services for AlexRenew. It is anticipated that the successful Respondent will enter into a non-professional services contract (Contract) with AlexRenew. This solicitation is being conducted as a competitive negotiation for non-professional services, in accordance with Virginia Code § 2.2-4302.2.

A Respondent's Proposal must meet all requirements established by this RFP. Requirements of this RFP generally will use the words "shall", "will", or "must" (or equivalent terms) to identify a required item that must be submitted with a Respondent's Proposal. Failure to meet any RFP requirement may render a Respondent's Proposal non-responsive. The extent to which a Respondent meets or exceeds evaluation factors will be rated by AlexRenew and be reflective of AlexRenew's scoring (in its sole discretion) of a Respondent's Proposal.

1.1 Definitions

General and specific terms of reference used in this RFP include, but are not limited to:

- A. **Business Day:** Any day on which the Owner is open for business.
- B. **Contract:** The contract resulting from this solicitation.
- C. **Contractor:** The successful Respondent selected to perform the services associated with this solicitation.
- D. **Key Personnel:** For the purposes of this RFP, those individuals identified by a Respondent under Section 3.4.
- E. **Procurement:** The process for selecting the Contractor to provide services.
- F. **Proposal:** The document submitted by a Respondent in response to this RFP, including any completed forms, attachments, appendices, and exhibits.
- G. **Respondent:** The entity that submits a Proposal in response to this RFP.
- H. **Request for Proposals (RFP):** This Procurement document.

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2 BACKGROUND INFORMATION

2.1 Overview of AlexRenew

Established in 1952 by the Alexandria City Council, AlexRenew's mission is to clean wastewater to protect public health and Alexandria's waterways. AlexRenew is governed by an Alexandria City Council-appointed five-member citizen Board of Directors (Board) and is a political subdivision of the Commonwealth of Virginia created under the Virginia Water and Waste Authorities Act. AlexRenew is an independent, special-purpose government unit with administrative and fiscal independence from the City of Alexandria. AlexRenew serves more than 300,000 people in Alexandria and parts of Fairfax County, Virginia. It currently maintains capital assets valued at approximately \$1.2 billion and treats approximately 38 million gallons per day (MGD) (up to 116 MGD during wet weather) of wastewater at its wastewater treatment facility known as the Water Resource Recovery Facility (WRRF), located in Alexandria, Virginia.

2.2 AlexRenew's Strategic Plan 2024-2029

In January 2024, AlexRenew's Board refreshed the vision, mission, and strategic goals for the organization. This refresh culminated in a new strategic plan for 2024-2029 developed by staff. The strategic goals are integrated into AlexRenew's daily operations, challenging the team to build a more resilient, sustainable, and equitable organization. AlexRenew's vision is "Every drop of water contributes to a thriving community and healthy environment for all." Its mission is to "Treat wastewater to protect public health and the waterways that connect us." Its refreshed strategic goals are:

- **Operational Excellence.** Taking proactive steps to meet current and future challenges
- **Thriving Workforce.** Investing in our staff and fostering a culture of belonging
- **Strategic Partnerships.** Promoting watershed-level thinking through collaboration and advocacy
- **Environmental Sustainability.** Being good stewards of our resources to minimize our impact on the environment
- **Commitment to the Community.** Strengthening connections with the public and providing affordable service

The strategic plan is available on AlexRenew's website at: <https://alexrenew.com/our-strategic-plan>.

2.3 Overview of AlexRenew's Communications and Outreach Program

AlexRenew uses a variety of communications channels and strategies to communicate with its various stakeholders, including its approximate 26,000 customers, the residents in Alexandria, internal staff, and other community members and elected officials. AlexRenew's currently maintains two websites, its main website – [AlexRenew.com](https://alexrenew.com) and a project-specific website - [RiverRenew.com](https://riverrenew.com). It shares information via its social media profiles on Facebook, Twitter, LinkedIn, Instagram, Threads, YouTube, NextDoor, and Google. It leverages these websites and social media accounts to share content that supports its mission, increases awareness around operations, highlights staff activities, and works to build relationships within the community. To communicate with its 26,000 customers, AlexRenew distributes information through regular email blasts and monthly bill inserts. AlexRenew also engages with members of the local media and leverages digital advertising to bolster its communication efforts.

In addition to traditional and digital communications activities, staff attend and host a wide variety of community-focused outreach events, including AlexRenew's annual Open House. During these events, AlexRenew features innovative displays, shares STEM-related materials and activities, and interacts with community members.

AlexRenew's administrative building (located at 1800 Limerick St., Alexandria, VA 22314) connects AlexRenew directly with the community through several public spaces, including its 6th floor space that is used to host meetings and events for industry and community partners, and its educational lobby that provides learning opportunities for schools and children. AlexRenew has also developed a series of children's books and characters it leverages to share its story in a meaningful way with children and parents.

2.4 Proposed Scope of Services

AlexRenew is seeking proposals from qualified vendors to provide general communications and community outreach services. The anticipated scope includes:

1. Communications and outreach strategy and planning and brand management support.
2. Material production such as PowerPoints, flyers, reports, signage, exhibits, infographics, children's books, and handouts. An recent example of an AlexRenew annual report is available here: [AlexRenew 2024 Annual Report](#).
3. Content planning and creation, including social media, press releases, website, and print materials.
4. Website redesign and maintenance.
5. Graphic design, including Illustration and animation, support.
6. Photography and videography.
7. Event planning, including coverage and assistance. Events may require evening and weekend hours.
8. Translation services for outreach materials in Spanish, Arabic, and Amharic.
9. Other general communications and outreach activities as needed.

The selected Respondent must have the capacity to execute the outlined services efficiently, meeting deadlines, and maintaining high-quality standards across all deliverables.

2.5 Anticipated Contract Terms and Conditions

A draft agreement is provided as Attachment A.

2.6 Procurement Schedule

AlexRenew anticipates conducting the Procurement in accordance with the list of milestones outlined in Table 2.1. These milestones are subject to revision, and AlexRenew, at their sole discretion, reserves the right to modify the milestones as it finds necessary.

AlexRenew will conduct a non-mandatory Preproposal Meeting at AlexRenew's Environmental Center (1800 Limerick St., Alexandria, VA 22314) in Conference Room 600 (Ed Semonian Board Room) at the date and time indicated in table 2.1.

Table 2.1. Procurement Schedule

Date	Activity
April 1, 2025	Issue RFP
April 10, 2025	Preproposal Meeting 11:00 AM to 12:00 PM Local Time
April 15, 2025	Last Date to Submit Questions Regarding RFP; 2:00 PM Local Time
May 6, 2025	Last Day for AlexRenew to Issue Addenda
May 13, 2025	Proposals Due; 2:00 PM Local Time
June 9-11, 2025	Interviews, if needed
June 19, 2025	Notifications to Respondents of Shortlist
July 15, 2025	Contract Approval by AlexRenew Board
July 2025	Anticipated Notice to Proceed for Contract

2.7 Point of Contact

The sole point of contact (POC) for matters related to Procurement shall be Igor Scherbakov at AlexRenew. The POC is the only individual authorized to discuss this Procurement with any interested parties, including Respondents. All communications outside of the Preproposal Meeting and with the POC about this Procurement shall be in writing, as required by applicable provisions of this RFP.

Igor Scherbakov

AlexRenew

Procurement Manager

communications-25-024@alexrenew.com

Prior to the award of the Contract resulting from this solicitation, Respondents are prohibited from contacting AlexRenew's staff other than the POC identified above. Respondents are also prohibited from contacting any member of AlexRenew's Board and any other staff or entities contributing to the development of the Procurement. Any such contact may result in disqualification from participating in this Procurement.

AlexRenew disclaims the accuracy of information derived from any source other than the POC, and the use of any such information is at the sole risk of the Respondent.

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3 PROPOSAL CONTENTS

Respondents are advised that the Proposal shall include specific information that will demonstrate the qualifications and experience required by this RFP. The Proposal shall consist of all information required under this Section 3, in the order and format specified in Section 5.

Respondents are advised that AlexRenew reserves the right to conduct an independent investigation of any information, including prior experience and performance, identified in the Proposal by contacting project references, accessing public information, contacting independent parties, or any other means. AlexRenew further reserves the right to request additional information from a Respondent during the evaluation of that Respondent's Proposal. If the Respondent has concerns about information included in its Proposal that may be deemed confidential, the Respondent shall adhere to the requirements set forth by Section 8.6.

3.1 Cover Page

Include a cover page that contains the following title "Proposal for Contract 25-024: Community Outreach and Communications Support." The cover shall also include the name of the Respondent. The cover may contain other items (photos, logos, etc.) at the discretion of the Respondent.

3.2 Table of Contents

Include a Table of Contents outlining the contents of the Proposal that allows for at least three (3) levels of content to address the level of detail provided in the document.

3.3 Submittal Letter

Each Respondent shall provide a Submittal Letter on the Respondent's letterhead that formally conveys the Proposal. The letter must be signed by the Respondent's authorized representative who is empowered to sign such material and to commit the Respondent to the representations and obligations contained in the Proposal. If the Respondent is a corporation, an authorized officer shall sign his/her name and indicate his/her title beneath the full corporate name.

3.4 Respondent Organization and Key Personnel

The Respondent shall provide sufficient information to enable AlexRenew to understand and evaluate the Respondent's organization and commitment. The Respondent shall provide:

- A. A brief overview of the Respondent's corporate organization, including number of staff and office locations.
- B. A one-page organizational chart illustrating the Respondent's proposed overall structure for the anticipated scope and information on the entities comprising the Respondent. Include a narrative describing the chart's structure and how it demonstrates the Respondent's ability and capacity to provide the services described in Section 2.5.
- C. The Respondent shall include Key Personnel for their proposed staffing as follows, with demonstrated experience in their proposed roles:
 1. **Project Manager.** Individual to serve as the day-to-day point of contact for AlexRenew on all matters associated with this Contract. This individual shall be an experienced hands-on communications and/or marketing professional with strong technical and management

skills. This individual shall be responsible for team coordination, delivery of quality communications materials, management of timelines and budget, and team coordination. They should also possess strong communications and marketing experience, with the ability to contribute to deliverable development.

2. **Website Developer.** A qualified individual who will provide website design knowledge and expertise. This person must have extensive experience designing and launching websites and possess in-depth knowledge of the latest design trends and best practices for content management systems.
3. **Graphic Designer.** A qualified individual who will develop visual content for branding, marketing materials, social media, and print. They should be proficient in design software like Adobe Photoshop, Illustrator, and InDesign, with an eye for aesthetics and composition.
4. **Digital Content Creator.** A qualified individual who specializes in producing engaging digital content, including social media posts, videos, and photos. They should also have a strong understanding of content trends, audience engagement, and digital platforms.
5. **Other Team Members.**
 - a. **Events Coordinator.** A detail-oriented planner who manages planning, logistics, vendors, and event execution to create seamless experiences.
 - b. **Copy Writer.** A skilled writer who produces engaging copy, website content, and brand messaging, and is able to adapt styles depending on the audience.
 - c. **Illustrator.** A visual artist who creates custom drawings or digital illustrations for branding, books, advertisements, and media.
 - d. **Animator.** A motion artist who develops animated visuals for video, advertisements, social media, or entertainment.
- D. Provide full resumes (up to two (2) pages maximum each) for Key Personnel in Appendix A of the proposal. The resumes should highlight experience in the proposed or similar role.
- E. Provide information that summarizes the experience of the proposed Key Personnel, as well as Key Personnel reference projects and references as described in 1-6 below. Preference is for reference projects that demonstrate experience with utilities, infrastructure projects, are in the local region, and/or included creation of water or wastewater-focused content. Information should be provided in the table format shown in Table 3.1.
 1. Role;
 2. Name;
 3. Total years of experience;
 4. Years with current entity;
 5. Reference Projects. Two (2) reference projects with emphasis on project(s) completed while employed with the current entity; and
 6. References. Two (2) project references; one reference tied to each reference project.

Table 3.1. Summary of Key Personnel Experience

Key Personnel Role	Name	Years of Experience	Years with Entity	Reference Project(s)	Reference(s)
Project Manager	Firm/Staff name	Total years of experience	# years with entity	<ul style="list-style-type: none"> Project Name Proj. Owner Proj. Location Role on project One (1) sentence description of work performed 	<ul style="list-style-type: none"> Name Title Address Phone Email
				<ul style="list-style-type: none"> Project Name Proj. Owner Proj. Location Role on project One (1) sentence description of work performed 	<ul style="list-style-type: none"> Name Title Address Phone Email
Website Developer	“ ”	“ ”	“ ”	“ ”	“ ”
Graphic Designer	“ ”	“ ”	“ ”	“ ”	“ ”
Digital Content Creator	“ ”	“ ”	“ ”	“ ”	“ ”
Events Coordinator	“ ”	“ ”	“ ”	“ ”	“ ”
Copy Writer	“ ”	“ ”	“ ”	“ ”	“ ”
Illustrator	“ ”	“ ”	“ ”	“ ”	“ ”
Animator	“ ”	“ ”	“ ”	“ ”	“ ”

F. Provide the following examples as Appendix B of the Proposal. The examples may but do not need to be associated with the reference projects above.

1. Up to two (2) links to examples of websites that have either been designed or redesigned by the Website Developer.
2. Up to three (3) examples of reports, flyers, signage, or other print materials for the Graphic Designer.
3. Up to three (3) examples of social media posts, photos or video content, or other digital content. for the Digital Content Creator.
4. Up to two (3) examples of writing samples for the Copy Writer (e.g. article, news release, or report).
5. Up to one (1) example of an illustration for the Illustrator.
6. Up to one (1) example of an animation for the Animator.

3.5 Related Experience and Proposed Approach

Provide brief narratives demonstrating the Respondent’s understanding of the services of this Contract including a description of tasks and duties required to implement the potential scope of work based on the Respondent’s understanding. For each approach, provide example projects that demonstrate the Respondent’s ability to perform the proposed approach.

- A. **Approach to Delivering Communications and Outreach Planning Support.** The selected Respondent may provide support to AlexRenew for strategic communications and outreach planning, including but not limited assessing current channels and strategies and making recommendations for improvements and additions to the overall communications and outreach program. This support may include brand management, advertising efforts, and public relations initiatives. Using the template provided as Table 3.2, provide two (2) example projects demonstrating the Respondent's experience in providing these services.
- B. **Approach to Delivering Content Creation and Material Production.** The selected Respondent will support AlexRenew by producing creative content for social media, advertising efforts, websites, and print materials. The Respondent will work with AlexRenew to develop initial concepts and timelines, fine-tune designs and copy, and deliver high-quality graphics and materials ready for publication by a desired date. The selected Respondent must demonstrate strong communication skills and an agile approach to developing materials, ensuring client buy-in while effectively meeting tight deadlines. Using the template provided as Table 3.2, provide two (2) example projects demonstrating the Respondent's experience in providing these services. For each project, provide one (1) example of materials created, i.e. graphics, branded materials, reports, etc.in Appendix B.
- C. **Approach to Delivering Website Design.** The selected Respondent will support AlexRenew in redesigning AlexRenew.com to be modern, user-friendly, device-responsive, and accessible. The new design should enhance user engagement and support organizational objectives, by leveraging the latest in digital trends. The site should also be able to integrate necessary third-party services (i.e. google analytics, google tag manager, digital ad tracking, GIS mapping applications, etc.)). The selected Respondent must demonstrate strong knowledge of design trends and techniques, and be able to deliver a quality content management system and professional support that allows AlexRenew to quickly and effectively make changes to its websites. Using the template provided as Table 3.2, provide two (2) example projects demonstrating the Respondent's experience in providing these services. For each project, provide the website link.

The referenced projects must have been performed within the ten (10) years prior to the issuance date for this RFP. Complete Table 3.2 and include Items A-G below, in the table or similar structure to encompass the required content. Preference is for reference projects that demonstrate experience with utilities or infrastructure projects, are in the local region, and/or included creation of water or wastewater-focused content. The table may be broken out for each project (for example, one project per page).

- A. The name, location, description, and total contract value of the project.
- B. The name of the client/owner and contact information including the name, address, phone number, and email for a person representing the client/owner who was in responsible charge of the project and knowledgeable of the Respondent's role and work.
- C. The date the project started and the actual project completion date.
- D. The Respondent's role and scope performed on the project.
- E. Roles and responsibilities of Key Personnel.
- F. Summarize the relevant technical scope elements (see Section 2.5) similar to the Project.
- G. Describe how the project is applicable to the services in this Contract.

Table 3.2. Related Project Experience Summary

Project Name:			
Location:			
Project Description		Total Contract Value	
		Notice to Proceed Date	
		Actual Completion Date	
		Owner/Client Reference	
		Organization	
		Name	
		Role	
		Phone	
		E-mail	
Respondent's Role and Scope			
Relevant Technical Scope Elements			
Applicability to this Contract's Scope of Services			

3.6 Key Personnel involvement on Reference Projects

Provide a table of Key Personnel and the reference projects to illustrate the involvement of the Key Personnel in the reference projects provided in response to Section 3.5. Include the specific role that the Key Personnel performed for each reference project.

Table 3.3. Key Personnel involvement on Reference Projects

Reference Project Name	Key Personnel	Role
Reference Project Name		

3.7 Other Forms and Required Documents

- A. **RFP 25-024 Cover Sheet.** Complete the RFP-25-024 Cover Sheet included as Attachment B and include it as the first page of the Proposal.
- B. **RFP 25-024 Checklist.** Respondents shall complete the RFP-25-024 Checklist provided as Attachment C and include it in the Proposal. The purpose of the RFP Checklist is to aid the Respondent in ensuring all submittal requirements have been included and to provide a page reference indicating the location of each submittal requirement in the Respondent's Proposal. The RFP Checklist is provided to assist the Respondent in preparing its Proposal as a guide only – it does not absolve the Respondent from meeting all requirements of the RFP.
- C. **SCC Registration.** Any Respondent organized as a stock or non-stock corporation, limited liability company, business trust, or limited partnership or registered as a limited liability partnership shall be authorized to transact business in the Commonwealth of Virginia as a domestic or foreign business entity if so required by Title 13.1 or Title 50 of the Code of Virginia, or as otherwise required by law. The proper and full legal name of the firm or entity and the identification number issued to the Respondent by the Virginia State Corporation Commission must be written in the space provided on the State Corporation Commission (SCC) Form provided as Attachment D. Any Respondent that is not required to be authorized to transact business in the Commonwealth shall include in its proposal a statement describing why the Respondent is not required to be authorized.

Execute and return the SCC Registration Form for each Respondent business entity. Provide the name, registration number, type of corporation, and status.

4 EVALUATION OF PROPOSALS

AlexRenew will review the Proposals for responsiveness to the requirements of this RFP and evaluate all responsive Proposals according to factors and weightings outlined in Table 4.1.

Table 4.1. Evaluation Factors and Weighting

Evaluation Factor	Weighting (percentage)
Respondent Organization and Key Personnel	45
Related Experience and Proposed Approach	45
Key Personnel Involvement on Reference Projects	10

Each evaluation factor has an assigned maximum weight as indicated above. The Submittal Letter and all additional requirements and submittals from Section 3.7 are considered pass/fail submissions.

AlexRenew may identify two (2) or more proposals deemed fully qualified, responsible, and suitable. These Respondents may be invited to individual discussions to demonstrate their ability to provide the services required under this Contract. Respondents selected for individual discussions will be encouraged to elaborate on their approach, Key Personnel, experience, and qualifications. Details will be provided when individual discussions are scheduled.

At the conclusion of the individual discussions, AlexRenew may enter into negotiations with two or more highest ranked Respondents. The parties may negotiate changes in the Proposal if deemed in the best interest of AlexRenew. Negotiations may include, but are not limited to:

- A. Contract Terms
- B. Contract start dates and durations
- C. Contract scope of work and deliverables
- D. Staffing levels and hours
- E. Proposed personnel
- F. Contract pricing

Should AlexRenew determine, at its sole discretion, that only one Respondent is fully qualified, or that one Respondent is clearly more highly qualified and suitable than the others under consideration following receipt and evaluations of proposals, a contract may be negotiated and awarded to that Respondent without creating a Shortlist or having further individual discussions.

When AlexRenew has decided to award the Contract and successfully completed negotiation of the Contract with such Respondent, the result of such decision will be posted on the AlexRenew website.

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5 PROPOSAL SUBMITTAL REQUIREMENTS

5.1 Format

This Section describes the submittal and format requirements that all Respondents must satisfy in submitting a Proposal. Failure of any Respondent to submit its Proposal in accordance with this RFP may result in rejection.

Proposals shall be organized as outlined in Table 5.1.

Table 5.1. Proposal Outline

Proposal Section	Contents	Page Limit
--	Cover Page	N/A
--	RFP-25-024 Cover Sheet	N/A
--	Table of Contents	N/A
1	Submittal Letter	1
2	Respondent Organization and Key Personnel	10
3	Related Experience and Proposed Approach	10
4	Approach to Managing Competing Deadlines	1
Appendix A	Resumes	2 pages per resume
Appendix B	Examples of produced materials	N/A
Appendix C	RFP 25-024 Checklist	N/A
Appendix D	SCC Registration Form	N/A

Pages shall be 8.5-inch by 11-inch with minimum of 0.5-inch margins. Minimum font size shall be 11 point. Figures and tables may use a minimum font size of 9 point. All content shall be in English.

Any 11-inch by 17-inch pages will count as two (2) page-equivalents and shall be formatted to print single-sided.

Unnecessarily elaborate materials beyond that sufficient to present a complete and effective Proposal are not desired.

5.2 Submission

Proposals must be delivered electronically VIA EMAIL ONLY to the following contact, marked with the Respondent's name no later than the time and date deadline specified in this RFP:

Igor Scherbakov
Procurement Manager
communications-25-024@alexrenew.com

E-Mail Subject for Proposal Submission: RFP 25-024 [RESPONDENT'S NAME]

Proposals received after the submission date and time prescribed herein will not be considered and will be returned to the Respondent. If confirmation of Proposal receipt is needed, please use the "Request Delivery Receipt" or similar email option when submitting the Proposal. Paper copies of Proposals will not be accepted.

6 QUESTIONS AND ADDENDA

6.1 Questions and Clarifications

All questions and requests for clarification regarding this Procurement shall be submitted to the POC via e-mail only. No requests for additional information, clarification, or any other communication should be directed to any other individual. NO ORAL REQUESTS FOR INFORMATION WILL RECEIVE A RESPONSE.

All e-mail communications from Respondents shall specifically reference the correspondence as being associated with “Community Outreach and Communications Services RFP-25-024.”

All questions or requests for clarification must be submitted by the due date and time set forth in Section 2.7. Questions or clarifications requested after such date and time will not be answered, unless AlexRenew elects, in their sole discretion, to do so.

6.2 Addenda

Changes to the Procurement, in the form of addenda, may be issued between the release and submission dates. Receipt and incorporation of all addenda into the Proposal must be acknowledged in the RFP-25-024 Checklist. Notice of addenda will be posted on eVA at <http://www.eva.virginia.gov> and the AlexRenew website <http://alexrenew.com>. All potential Respondents are encouraged to monitor these web pages for the most current addenda.

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7 RIGHTS AND RESERVATIONS

In connection with this Procurement, AlexRenew reserve all rights (which rights shall be exercisable by the AlexRenew at their sole discretion) available to it under applicable law, including without limitation, the following, with or without cause and with or without notice:

- A. The right to cancel, withdraw, postpone, or extend this RFP in whole or in part at any time prior to the execution by AlexRenew of a contract, without incurring any obligations or liabilities.
- B. The right to issue a new RFP.
- C. The right to reject any and all submittals, responses, and Proposals received at any time.
- D. The right to modify any or all dates set or projected in this RFP.
- E. The right to terminate evaluations of responses received at any time.
- F. The right to suspend and terminate the Procurement process for this Contract, at any time.
- G. The right to revise and modify, at any time prior to the Proposal submittal date, factors it will consider in evaluating responses to this RFP and to otherwise revise its evaluation methodology. Should any modifications occur, Respondents will be notified.
- H. The right to waive or permit corrections to data submitted with any response to this RFP until such time as AlexRenew declares in writing that a particular stage or phase of its review of the responses to this RFP has been completed and closed.
- I. The right to issue addenda, supplements, and modifications to this RFP, including but not limited to modifications of evaluation factors or methodology and weighting of evaluation factors.
- J. The right to permit submittal of addenda and supplements to data previously provided with any response to this RFP until such time AlexRenew declares in writing that a particular stage or phase of its review of the responses to this RFP has been completed and closed.
- K. The right to hold meetings and conduct discussions and correspondence with one or more of the Respondents responding to this RFP to seek an improved understanding and evaluation of the responses to this RFP.
- L. The right to seek or obtain data from any source that has the potential to improve the understanding and evaluation of the responses to the RFP, including the right to seek clarifications from Respondents.
- M. The right to permit Respondents to add or delete entities and/or Key Personnel until such time as AlexRenew declares in writing that a particular stage or phase of its review has been completed and closed.
- N. The right to add or delete Respondent responsibilities from the information contained in this RFP.
- O. The right to appoint and change appointees of any members of AlexRenew's evaluation team.
- P. The right to use assistance of technical and legal experts and consultants in the evaluation process.
- Q. The right to waive deficiencies, informalities and irregularities in a Proposal, accept and review a non-conforming Proposal, or seek clarifications or supplements to a Proposal.
- R. The right to disqualify any Respondent that changes its submittal without AlexRenew approval.

- S. The right to respond to all, some, or none of the inquiries, questions and/or requests for clarification received relative to the RFP.

8 MISCELLANEOUS

8.1 Remedies

Respondents may refer to Sections 2.2-4357 through 2.2-4366 of the Code of Virginia to determine their remedies concerning this competitive process.

8.2 No Obligations for Proposal Costs

AlexRenew assumes no obligations, responsibilities, nor liabilities, fiscal or otherwise, to reimburse all or part of the costs incurred or alleged to have been incurred by parties considering a response to and/or responding to this Procurement. All such costs shall be borne solely by each Respondent.

8.3 Obligation to Keep the Team Intact

The team proposed by Respondent, including but not limited to the Respondent's organizational structure and other individuals identified pursuant to Sections 3.4 and 3.5, shall remain intact for the duration of the Procurement and, if the Respondent is awarded the Contract, the duration of the Contract. The Respondent shall not change or substitute any Key Personnel except due to voluntary or involuntary termination of employment, retirement, death, disability, incapacity, or as otherwise approved by AlexRenew. Any proposed change of Key Personnel must be submitted in writing to the POC, who, in his/her sole discretion, will determine whether to authorize a change. Unauthorized changes to the Respondent's organizational structure and/or Key Personnel at any time during Procurement may result in the elimination of the Respondent from further consideration. Job duties and responsibilities of Key Personnel shall not be delegated to others for the duration of the Contract.

8.4 Conflict of Interest

Each Respondent shall require its proposed team members to identify potential conflicts of interest or a real or perceived competitive advantage relative to this Procurement. Respondents are notified that prior or existing contractual obligations between a company and a federal or state agency relative to the Project may present a conflict of interest or a competitive advantage. If a potential conflict of interest or competitive advantage is identified, the Respondent shall provide the pertinent information in a separate letter addressed to the POC along with its Proposal.

AlexRenew, in its sole discretion, will make a determination relative to potential organizational conflicts of interest or a real or perceived competitive advantage, and its ability to mitigate such a conflict. An organization determined to have a conflict of interest or competitive advantage relative to this Procurement that cannot be mitigated, shall not be allowed to participate in this Procurement. Failure to abide by AlexRenew's determination in this matter may result in a Proposal being declared non-responsive.

8.5 Ethics in Public Contracting Act

AlexRenew may, in its sole discretion, disqualify the Respondent from further consideration for the award of the Contract if it is found after due notice and examination by AlexRenew that there is a violation of the Ethics in Public Contracting Act, § 2.2-4367 et seq. of the Virginia Code, or any similar statute involving the Respondent in the procurement of the Contract.

8.6 Virginia Freedom of Information Act

All Proposals submitted to AlexRenew become the property of AlexRenew and are subject to the disclosure requirements of § 2.2-4342 of the Virginia Public Procurement Act and the Virginia Freedom of Information Act (FOIA) (§ 2.2—3700 et seq. of the Code of Virginia). Respondents are advised to familiarize themselves with the provisions of each Act referenced herein to ensure that documents identified as confidential will not be subject to disclosure under FOIA. In no event shall AlexRenew be liable to a Respondent for the disclosure of all or a portion of a Proposal submitted pursuant to this request not properly identified as confidential.

If a Respondent has special concerns about information which it desires to make available to AlexRenew but which it believes constitutes a trade secret, proprietary information, or other confidential information exempted from disclosure, such Respondent should specifically and conspicuously designate that information as such in its Proposal and state in writing why protection of that information is needed. The Respondent should make a written request to AlexRenew's POC. The written request shall:

- A. Invoke such exemption upon the submission of the materials for which protection is sought;
- B. Identify the specific data or other materials for which the protection is sought;
- C. State the reasons why the protection is necessary; and
- D. Failure to take such precautions prior to submission of a Proposal may subject confidential information to disclosure under the Virginia FOIA.

Respondents shall not designate as trade secrets or proprietary information (a) the Respondent's entire Proposal OR (B) any portion of the Proposal that does not contain trade secrets or proprietary information.

Nothing contained in this provision shall modify or amend requirements and obligations imposed on AlexRenew by applicable law, and the applicable law(s) shall control in the event of a conflict between the procedures described above and any applicable law(s).

In the event AlexRenew receives a request for public disclosure of all or any portion of a Proposal identified as confidential, AlexRenew will attempt to notify the Respondent of the request, providing an opportunity for such Respondent to assert, in writing, claimed exemptions under the FOIA or other Virginia law. AlexRenew will come to its own determination whether or not the requested materials are exempt from disclosure. In the event AlexRenew elects to disclose the requested materials, it will provide the Respondent with advance notice of its intent.

8.7 Compliance with the Law in Virginia

Failure to comply with the law regarding those legal requirements in Virginia (whether federal or state) about a Respondent's ability to lawfully offer and perform any services proposed or related to the Project may result in AlexRenew determining that the Respondent is non-responsible, and/or that the Respondent should be disqualified from participation in the Procurement.

8.8 Debarment and Other Adverse Contract Actions

If any Respondent entity or individual serving as an officer, director, owner, project manager, procurement manager or chief financial officer of the Respondent entity has experienced one or more

of the following incidences over the past five (5) years, the Respondent shall provide a narrative (3 pages or less) to describe and/or explain the circumstances associated with such incidence:

- A. Any contract has been terminated due to its default.
- B. Any criminal conviction, and any violation of any federal, state, or local statute or regulation, or of any court order addressing or governing antitrust, public contracting, employment discrimination, false claims, or prevailing wages.
- C. Any debarment, or any consideration for debarment, on public contracts by any federal, state, or local government, or by any agency of such government.

8.9 Non-Discrimination

AlexRenew does not discriminate against faith-based organizations in accordance with the Code of Virginia, § 2.2-4343.1 or against a Respondent because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment in the performance of its procurement activity.

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ATTACHMENT A

Draft Non-Professional Services Agreement

To be provided via addendum.

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ATTACHMENT B
RFP-25-024 Cover Sheet

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RFP-25-024 Cover Sheet

Issue Date: April 1, 2025
RFP Number: 25-024
Proposals submitted to AlexRenew: No later than 2:00 PM ET, May 13, 2025
Location of Submission: Electronically via e-mail
Contract Administrator: Igor Scherbakov
Procurement Manager
communications-25-024@alexrenew.com

Proposal Submitted by:

Name: _____

Address: _____

Telephone: _____

Email: _____

TIN or SSN: _____

Alexandria Professional & Occupational License Tax #: _____

License # and Specialty: _____

Business Classification (check all that apply):

- | | | | |
|---|--------------------------------------|--|---|
| <input type="checkbox"/> Minority Owned | <input type="checkbox"/> Woman Owned | <input type="checkbox"/> Veteran Owned | <input type="checkbox"/> Disability |
| <input type="checkbox"/> Individual | <input type="checkbox"/> Partnership | <input type="checkbox"/> Corporation | <input type="checkbox"/> State Incorporated |
| <input type="checkbox"/> Small | <input type="checkbox"/> Large | | |

Attestation:

The undersigned offers and agrees that the terms, conditions and detailed information provided herein, including all appendices attached hereto, will serve as the basis for a non-professional services contract, if awarded thereto.

Name and Title (Respondent's authorized representative)

Authorized Signature

Date

SUBMIT THIS FORM WITH YOUR PROPOSAL

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ATTACHMENT C

RFP-25-024 Checklist

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RFP-25-024 Checklist

Respondent Name: _____

The purpose of the RFP Checklist is to aid the Respondent to ensure all submittal requirements have been included in the Respondent's Proposal and to provide a page reference indicating the location of each submittal requirement in the Proposal.

Contents	Checklist	Proposal Page Reference
Cover Page	<input type="checkbox"/>	
Cover Sheet	<input type="checkbox"/>	
This Checklist	<input type="checkbox"/>	
Table of Contents	<input type="checkbox"/>	
Submittal Letter	<input type="checkbox"/>	
Respondent Organization and Key Personnel	<input type="checkbox"/>	
Related Experience and Proposed Approach	<input type="checkbox"/>	
Key Personnel Involvement on Reference Projects	<input type="checkbox"/>	
Resumes	<input checked="" type="checkbox"/>	
Examples of produced materials	<input type="checkbox"/>	
SCC Registration Form	<input type="checkbox"/>	

ADDENDA ACKNOWLEDGEMENT. Your signature below serves as your acknowledgment that all addenda have been received and incorporated into the Proposal submission. Check all that apply.

- ☐ Addendum No. 1 ☐ Addendum No. 2 ☐ Addendum No. 3 ☐ Addendum No. 4
- ☐ Addendum No. 5 ☐ Addendum No. 6 ☐ Addendum No. 7 ☐ Addendum No. 8

Name and Title (Respondent's authorized representative)

Authorized Signature

Date

RETURN THIS FORM WITH YOUR PROPOSAL

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Attachment D
SCC Registration Form

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Compliance with Virginia Law for Transacting Business in Virginia

The undersigned hereby agrees that, if AlexRenew accepts your Proposal for services in conjunction with this RFP, you meet the requirements of Virginia Code § 2.2-4311.2.

Please complete the following by checking the appropriate line that applies and providing the requested information:

- A. ☐ Respondent is a Virginia business entity organized and authorized to transact business in Virginia by the SCC and such Respondent's Identification Number issued to it by the SCC is [Click or tap here to enter text.](#) (The SCC number is NOT your federal ID number).
- B. ☐ Respondent is an out-of-state (foreign) business entity that is authorized to transact business in Virginia by the SCC and such Respondent's Identification Number issued to it by the SCC is [Click or tap here to enter text.](#)
- C. ☐ Respondent does not have an Identification Number issued to it by the SCC and such Respondent does not require authorization to transact business in Virginia by the SCC for the following reason or reasons. (Please add additional pages if necessary).

Legal Name of Company (as listed on W-9)

Name and Title (Respondent's authorized representative)

Authorized Signature

Date

RETURN THIS FORM WITH YOUR PROPOSAL

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