



AlexRenew

COMMUNITY OUTREACH AND COMMUNICATION SERVICES RFP-25-024

PREPROPOSAL MEETING | APRIL 10, 2025

RENEWING OUR RESOURCES

Here at Alexandria Renew Enterprises, we transform dirty water into useful resources through our water resource recovery process. Not only do we clean over **13 billion gallons** of water each year, we extract valuable materials and find ways to reuse them throughout the community and to power our facilities.

treat **54 million gallons** of dirty water every day. That's enough to fill the Reflecting Pool in Washington, DC eight times!

Resource Recovery Exhibit
Sponsored by
Surgigro Technologies, Inc.

TODAY'S PRESENTERS



Communications Manager
Bethany Latham



Procurement Manager
Igor Scherbakov



Director of Communications
Matt Robertson



OUTLINE

- 01 AlexRenew Overview**
General, service area, and strategic goals
- 02 Community Outreach and Communication Services**
Overview and examples of work
- 03 Procurement**
Evaluation criteria and timeline
- 04 Next Steps**

AlexRenew OVERVIEW

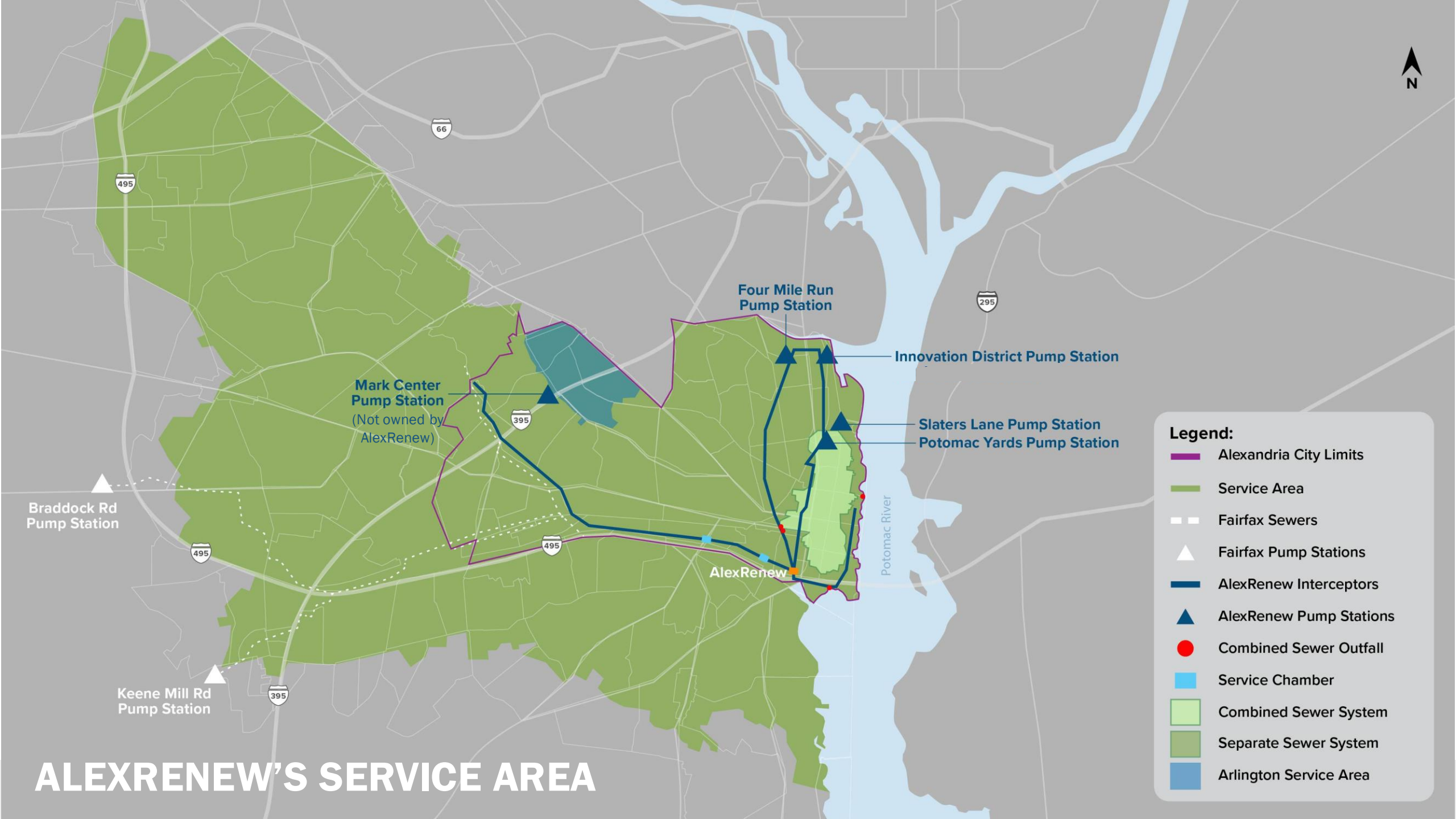
Purifies 13 billion gallons of wastewater each year

Serves a population of about 300,000 people in Alexandria and portions of Fairfax County

Established in 1952 as an independent authority

Governed by a 5-member citizen Board





66

495

295

395

495

395

Four Mile Run Pump Station

Innovation District Pump Station

Slaters Lane Pump Station
Potomac Yards Pump Station

Mark Center Pump Station
(Not owned by AlexRenew)

Braddock Rd Pump Station

Keene Mill Rd Pump Station

AlexRenew

Potomac River

Legend:

- Alexandria City Limits
- Service Area
- Fairfax Sewers
- Fairfax Pump Stations
- AlexRenew Interceptors
- AlexRenew Pump Stations
- Combined Sewer Outfall
- Service Chamber
- Combined Sewer System
- Separate Sewer System
- Arlington Service Area

ALEXRENEW'S SERVICE AREA

AlexRenew

STRATEGIC PLAN

MISSION

Treat wastewater to protect public health and the waterways that connect us.

VISION

Every drop of water contributes to a thriving community and healthy environment for all.

STRATEGIC GOALS

Operational Excellence

Taking proactive steps to meet current and future challenges

Thriving Workforce

Investing in our staff and fostering a culture of belonging

Environmental Sustainability

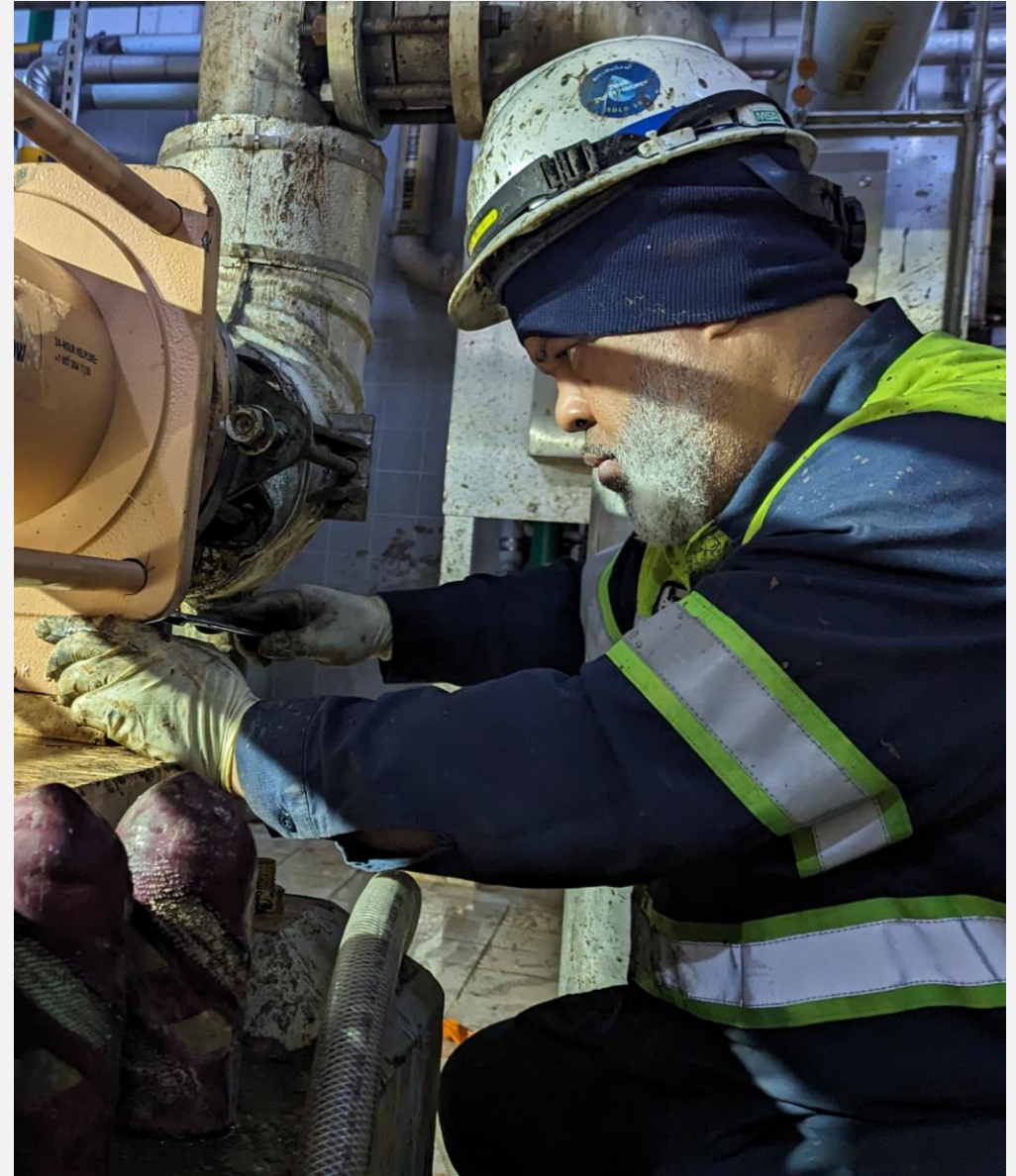
Being good stewards of our resources to minimize our impact on the environment

Commitment to Community

Strengthening connections with the public and providing affordable service

Strategic Partnerships

Promoting watershed-level thinking through collaboration and advocacy



AlexRenew

COMMUNITY OUTREACH AND COMMUNICATIONS SERVICES OVERVIEW



Types of Communications and Outreach Work

- / Redesign of AlexRenew.com
- / Provide web content management system, hosting, and support
- / Communications and outreach planning and brand support
- / Material production for:
 - Handouts and flyers
 - Reports
 - Signage
 - Infographics
 - STEM learning materials
 - PowerPoints
- / Graphic design services, including illustration and animation
- / Photography and videography
- / Translation services in Spanish, Arabic, and Amharic
- / Event planning, including coverage and assistance – events may require evening and weekend hours
- / Temporary part-time in-person staff augmentation (communications and outreach support)

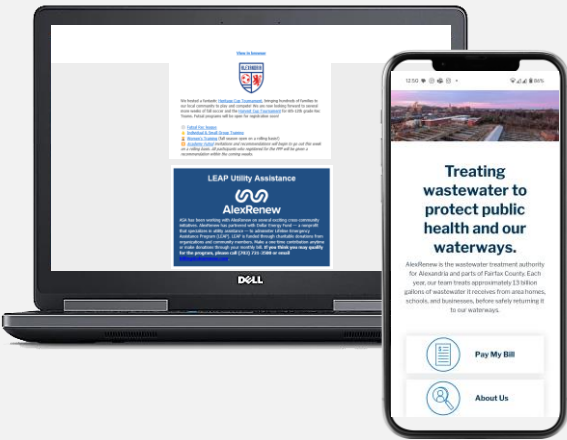
RECENT COMMUNICATIONS AND OUTREACH ACTIVITIES

- / Visual Reports: Strategic Plan, Annual Report, Operating Budget, etc.
- / STEM learning events and support materials, stickers, books, etc.
- / Social media graphics and animations
- / Educational banners and signage
- / Video content creation
- / Hosted 2,000 community members for Hazel Day Celebration
- / Community Listening Sessions

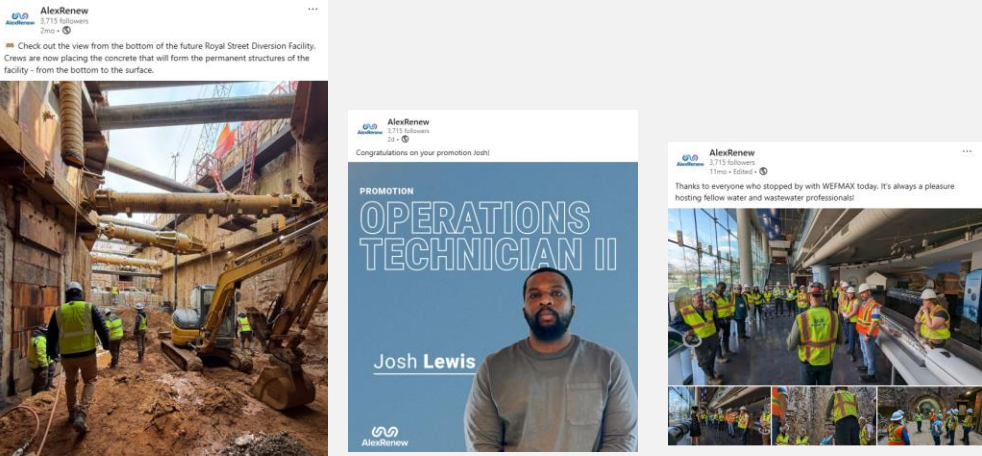


COMMUNICATION EFFORTS

Monthly Customer
Emails and Web
Content



Social Media
Content



Stem Materials



Visual Reports



Bill Inserts





UPCOMING COMMUNICATIONS AND OUTREACH ACTIVITIES

- / Redesign of AlexRenew.com
- / 2026 Annual Report
- / Green Bond Report
- / Social Media content support
- / Signage for lobby refresh
- / Materials, signage, and promotion for AlexRenew's open house and events
- / Temporary staff augmentation
- / Content creation and support for Plant upgrades (\$300M project)



RFP-25-024 EVALUATION FACTORS AND WEIGHTING

TEAM ORGANIZATION AND KEY PERSONNEL

- / **Organizational Structure**
- / **Narrative on Ability and Capacity to Perform the Work**
- / **Key Personnel and Experience**
- / **Work Samples**

45 points

RELATED EXPERIENCE

- / **Approach to delivering:**
 - Communications and Outreach Support
 - Content Creation and Material Production
 - Website Design
- / **Work Samples**

45 points

KEY PERSONNEL INVOLVEMENT ON REFERENCE PROJECTS

- / **Reference Projects**
- / **Key Personnel Roles**
- / **References**

10 points

RFP-25-024 EVALUATION FACTORS AND WEIGHTING

KEY PERSONNEL

WORK SAMPLES

Project Manager
Website Developer
Graphic Designer
Digital Content Creator
Others: Events Coordinator, Copy
Writer, Illustrator, Animator

Websites
Reports, flyers, signage
Social media posts
Writing samples
Illustrations, animations

APPROACH TO DELIVERING:

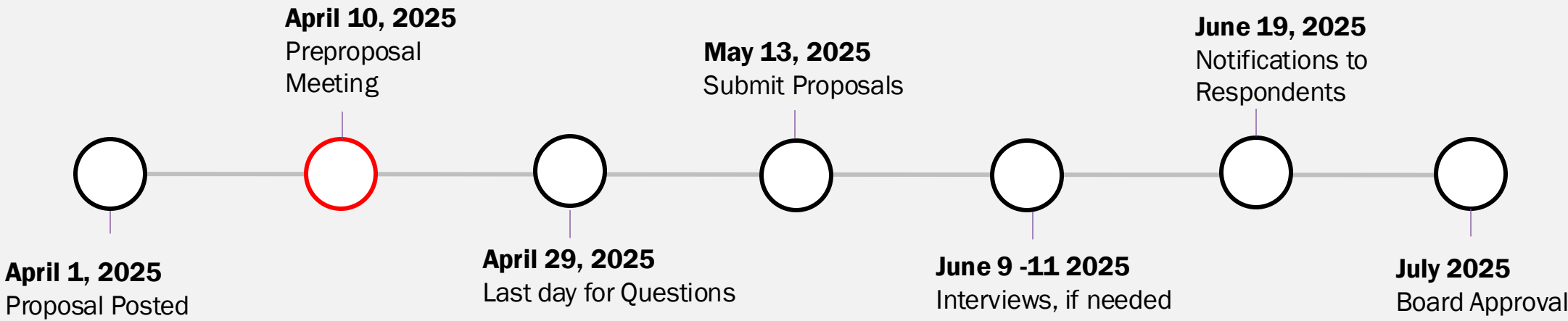
Communications and Outreach Support
/ Brand Management
/ Advertising Efforts
/ Public Relations Initiatives

Content Creation and Material Production
/ Social Media
/ Advertising Efforts
/ Websites
/ Print Materials

Website Design
/ Modern
/ User-Friendly
/ Device-responsive
/ Accessible

REFERENCED PROJECTS, KEY PERSONNEL AND ROLES

PROCUREMENT TIMELINE



NEXT STEPS

April 29, 2025

Last Day for Questions

May 13, 2025

Submit Proposals



ALEXRENEW POINT OF CONTACT

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Procurement Manager

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