

April 23, 2025

RFP-25-024: Community Outreach and Communications Services

Addendum No. 2

Respondents shall acknowledge receipt of this Addendum on the RFP Proposal Form in Attachment B of the Request for Proposals (RFP) with submittal of the Proposal. Failure to do so may result in the rejection of the Proposal.

Addendum No. 2 to RFP-25-024 consists of the following:

- Sixteen (16) pages of text, including Responses to Respondent Questions.
- Attachment A. Sample Non-Professional Services Agreement

Respondents shall make the following changes to all pertinent sheets, pages, and paragraphs of RFP-25-024. Additions and modifications have been marked with an underline and deletions have been marked with a strikethrough.

- A. **Replace** Attachment A in its entirety with the attached Attachment A. Sample Non-Professional Services Agreement
- B. **Amend** Table 2.1 as follows:

Date	Activity
April 1, 2025	Issue RFP
April 10, 2025	Preproposal Meeting 11:00 AM to 12:00 PM Local Time
April 15-29 <u>May 20,</u> 2025	Last Date to Submit Questions Regarding RFP; 2:00 PM Local Time
May 6 <u>May 27,</u> 2025	Last Day for AlexRenew to Issue Addenda
May 13 <u>June 3,</u> 2025	Proposals Due; 2:00 PM Local Time
June 9-11 <u>July 28-30,</u> 2025	Interviews, if needed
June 19 <u>August 5,</u> 2025	Notifications to Respondents of Shortlist
July 15 <u>September</u> <u>16,</u> 2025	Contract Approval by AlexRenew Board
July <u>September</u> 2025	Anticipated Notice to Proceed for Contract

C. **Amend** Table 5.1 as follows:

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 13
3	Related Experience and Proposed Approach	10 13
4	Approach to Managing Competing Deadlines <u>Key Personnel Involvement on Reference Projects</u>	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

D. **Amend** Section 3.2 as follows:

- A. 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.~~

E. **Amend** Section 3.4,F.4 as follows:

- a. Up to two (~~3~~ 2) examples of writing samples for the Copy Writer (e.g. article, news release, or report).

Response to Respondent's Questions

Q1: How do you currently measure effectiveness of community outreach efforts?

A1: AlexRenew measures digital and social media engagement, event attendance, enrollment in customer programs, etc. to measure effectiveness of our community outreach.

Q2: What is the scope of the website redesign? Are you looking to redo the Information Architecture, User Experience and Design across the entire site? Are you looking for an entirely new tech stack? Are you looking to move to a new CMS/platform?

A2: AlexRenew would like a vendor to redesign and host AlexRenew.com, improving upon the existing architecture, and providing a new content management system that allows staff to make day-to-day updates. Please see Attachment A, Exhibit A for anticipated scope.

Q3: What is the scope of the website maintenance? How much monthly support are you expecting? Does it include content updates? Or just keeping the platform/plugins up to date?

A3: After AlexRenew.com is redesigned and launched, we would expect a vendor to implement security best practices to protect user data, perform routine testing, apply regular updates, and back up files. Staff will manage the day-to-day content updates using the newly implemented CMS, and rely on the vendor for any updates that require a developer. Please see Attachment A, Exhibit A for anticipated scope.

Q4: How many video productions and photo productions are estimated to be needed annually?

A4: Please see Attachment A, Exhibit A for anticipated scope.

Q5: How many events do you plan to have a presence at annually? What has been the scale and scope of AlexRenew's presence at these in the past?

A5: One open house and several smaller community events. Support would primarily involve producing support materials and advertising. Please see Attachment A, Exhibit A for anticipated scope.

Q6: How frequently are you looking for the content creator to be capturing/posting content? Does it include community management (responding to comments, engaging with other channels, reposting, etc.)?

A6: AlexRenew anticipates the selected vendor will assist with several pieces of content per month. Community management support is not part of the anticipated scope – it is managed internally. Please see Attachment A, Exhibit A for anticipated scope.

Q7: What are the strengths and weaknesses of the current and recent community outreach and communication services for AlexRenew?

A7: Strengths:

- Well-recognized in the community for our outreach and community/customer engagement.
- Attends many local events and frequently hosts tours and conferences at our headquarters.
- Produces most social media content in-house and communicates with customers and community members through monthly emails, bill inserts, and several websites.

Weaknesses:

- Relatively small team (four people).
- Limited in-house graphic design/animation support.
- Multiple large construction projects occurring simultaneously can limit staff availability for initiatives and material support.

Q8: Does AlexRenew have a preference for a content management system (CMS) for AlexRenew.com and RiverRenew.com?

A8: AlexRenew does not have a preferred CMS.

Q9: What are the strengths and weaknesses of the current CMS being utilized by AlexRenew.com and RiverRenew.com?

A9: The current CMS for AlexRenew.com is relatively user-friendly and staff can manage basic updates. However, we're looking for a CMS with greater flexibility and additional template designs. The CMS for RiverRenew.com is managed by a third-party.

Q10: Who is the internal team the awarded Respondent will be working with at AlexRenew and RiverRenew? What are their roles and responsibilities?

A10: The selected Respondent will primarily work with AlexRenew's four-person communications team that includes a Director of Communications, Communications and Outreach Manager, Strategic Communications Specialist, and Communications and Outreach Assistant. The team is responsible for managing internal and external communications. There are no services needed for RiverRenew.

Q11: Will you be sharing the answered questions from other interested Respondents?

A11: All questions and responses are shared via addenda.

Q12: Is there a budget for the Community Outreach and Communications Services RFP?

A12: See response to Question 2 in Addendum No. 1.

Q13: Is there an incumbent performing this work currently?

A13: See response to Question 3 in Addendum No. 1. To clarify, there are entities providing services for AlexRenew, but there is not an incumbent providing the entirety of the services as described in Attachment A, Exhibit A.

Q14: What is the anticipated duration for the Contract?

A14: The Contract duration is up to six years. Please see Attachment A for further detail.

Q15: Is there an estimated number of weekly hours or tasks for each work area outlined? Any guidance as to the overall size and capacity needed would be helpful for planning purposes.?

A15: There is not an estimated number of hours as the level of effort is anticipated to vary throughout the year. Please see Attachment A, Exhibit A for anticipated scope, which provides some indication of anticipated levels of tasks.

Q16: Do you anticipate this contract will be a time and materials that varies based on hours worked or a retainer model?

A16: The Contract is anticipated to be based on time and materials. Please see the agreement in Attachment A for further detail.

Q17: For social media, are you looking for content development or community management?

A17: See response to Question 6 in this Addendum.

Q18: The solicitation lists four key personnel: Project Manager, Website Developer, Graphic Designer, and Digital Content Creator. Can you confirm that only one individual is required

per role? Are these positions expected to be Full-Time (FTE) or Part-Time? What is the estimated Level of Effort (LOE) (e.g., hours/person-months) for each?

A18: Only one individual is requested per role. These positions are not anticipated to be full-time, but portions of the scope (i.e. website development) may require higher levels of hours for temporary periods of time. Please see Attachment A, Exhibit A for anticipated scope.

Q19: Are the following roles considered non-key personnel, and thus no resume submission is required? 1. Events Coordinator; 2. Copywriter; 3. Illustrator; 4. Animator

A19: Events Coordinator, Copywriter, Illustrator, and Animator are all key personnel. A resume is required for each.

Q20: Can you confirm that only one individual is required per role for non-key personnel? Are these positions expected to be Full-Time (FTE) or Part-Time? What is the estimated Level of Effort (LOE) (e.g., hours/person-months) for each?

A20: See response to Question 19 in this Addendum. Only one individual is required per role for all key personnel. These positions are not anticipated to be full-time. Please see Attachment A, Exhibit A for anticipated scope.

Q21: Where will the primary work be performed (on-site, remote, hybrid, etc.) for all the personnel?

A21: The work can primarily be performed remotely, assuming the selected firm is available for on-site quarterly visits.

Q22: Project Examples & Past Experience: For Website Developer examples, should links be live/publicly accessible, or are screenshots/PDFs acceptable if sites are under NDA/no longer active?

A22: AlexRenew prefers links are live/publicly accessible, but screenshots/PDFs are acceptable.

Q23: The RFP requests example projects for each of the three proposed approaches (five total examples). Can these examples be from either: The key personnel's past work, or The firm's collective experience?

A23: Yes, the examples can be from either source.

Q24: Does the agency require additional experience documentation from our entity (the respondent's firm) beyond the examples provided for key personnel?

A24: No additional experience documentation beyond what is requested in the RFP is requested.

Q25: Kindly provide the number of incumbents that have supported the departments and their details.

A25: See response provided to Question 13 in this Addendum.

Q26: Could you provide the anticipated ceiling dollar value for this requirement?

A26: See response to Question 2 in Addendum No. 1.

Q27: Would AlexRenew permit subcontracting for this effort? If so, are there any specific conditions or approvals required?

A27: AlexRenew permits subcontracting. There are no specific conditions or approvals.

Q28: During the pre-proposal meeting, it was mentioned that the website development effort would be segregated from the overall project. Has a final decision been made regarding this segregation?

A28: Addendum No. 1 modified the RFP to allow multiple contracts to be executed.

Q29: Personnel Roles & Technical Requirements: Could you kindly provide: 1) Detailed descriptions or functional responsibilities of all key personnel involved in the project. 2) The specific tools, technologies, and frameworks (e.g., CMS platforms, programming languages, DevOps tools) that team members are expected to be proficient in.

A29: The scope provided as Attachment A, Exhibit A provides further detail on the anticipated responsibilities for the selected Respondent. We expect that the Respondent will help us select the technology approach by showcasing the tools, technologies, and frameworks they have successfully used in the past, and demonstrate their staff's experience in the tools, technologies, and frameworks being proposed.

Q30: What payment methods (e.g., ACH, invoices, credit card) does AlexRenew accept during contract execution? Are there any invoicing or payment schedule requirements?

A30: AlexRenew pays Contractors via ACH and checks depending on Contractor preference. Please see Attachment A for further detail regarding invoicing and payment schedule requirements.

Q31: Do tables such as those requested in Table 3.1 and Table 3.2 count against the 10-page limit for Sections 2 and 3?

A31: Yes, the tables requested in Table 3.1 and 3.2 count against the page limits shown in Table 5.1. The page limits have been amended in this Addendum to provide additional pages.

Q32: Can the organizational chart and narrative be included in an appendix, or should they be part of the 10-page "Respondent Organization and Key Personnel" section?

A32: The organizational chart and narrative should be included as part of the Respondent Organization and Key Personnel section. The page limits have been amended in this Addendum to provide additional pages.

Q33: Will visuals (graphics or charts) included in narrative sections count toward the page limit?

A33: Yes, visuals included in the narrative sections count toward the page limit. The page limits have been amended in this Addendum to provide additional pages.

Q34: Is there a maximum allowable file size or preferred file format (PDF, Word, etc.) for email submission?

A34: Our e-mail server allows for individual attachments no larger than 20MB. There is no cumulative size maximum per e-mail for multiple attachments. PDF is preferred for email submission. Large samples of work can be included in your proposal as links to externally hosted files.

Q35: Will receipt confirmations be sent upon submission, or should we use our email client's "Request Delivery Receipt" function?

A35: The "Request Delivery Receipt" function may be used. Confirmations will also be sent.

Q36: Does the scope for website redesign include both AlexRenew.com and RiverRenew.com, or just AlexRenew.com?

A36: AlexRenew.com will be redesigned. RiverRenew.com will not be redesigned – it is intended to be sunset after the project is completed, over the next year. Select content from RiverRenew.com will be integrated into AlexRenew.com.

Q37: What is the current CMS used for the AlexRenew website, and are there platform preferences for the redesign?

A37: AlexRenew.com uses Drupal. See response to Question 8 in this Addendum.

Q38: Will the selected contractor be responsible for permits, venue booking, and insurance for events, or will these be handled by AlexRenew?

A38: It is anticipated that AlexRenew (or the entity hosting the event) will be responsible for permits, venue booking, and insurance for events.

Q39: Will evening and weekend hours for events be reimbursed as additional labor or included in the base contract?

A39: See response to Question 16 of this Addendum. Hours worked can be charged/reimbursed.

Q40: Are certified translations required, or are general outreach-quality translations sufficient for Spanish, Arabic, and Amharic materials?

A40: AlexRenew requires professional translation services for all Spanish, Arabic, and Amharic translations.

Q41: Can one individual fulfill more than one Key Personnel role if highly qualified (e.g., Copywriter and Digital Content Creator)?

A41: Yes.

Q42: May subcontractors fulfill Key Personnel roles, and should their corporate profiles be included?

A42: Subcontractors may fulfill Key Personnel roles. Please include their corporate profiles.

Q43: May we use reference projects from team members' prior firms, if their roles are clearly defined?

A43: See response to Question 23 in this Addendum.

Q44: Will utility-sector projects that are not water/wastewater-specific still be considered relevant?

A44: Yes, AlexRenew's preference includes reference projects that demonstrate experience with utilities.

Q45: Will the draft Non-Professional Services Agreement (Attachment A) be released prior to the proposal deadline?

A45: It is included in this Addendum.

Q46: Are there specific insurance requirements or minimum coverage limits vendors should plan for?

A46: AlexRenew will issue insurance requirements in an upcoming addendum.

Q47: Is SCC registration required for subcontractors, or is a written justification sufficient at the time of submission?

A47: SCC registration is only required from the Respondent prior to award. Subcontractors are not required to be registered with the SCC.

Q48: If no addenda are issued, should we still include Attachment C (Checklist) with the proposal?

A48: Two addenda (inclusive of this Addendum) have been issued. Please include the Checklist.

Q49: Will shortlisted respondents be allowed to revise or supplement their proposals (e.g., team composition, work samples) prior to the interview phase?

A49: No shortlisted respondents will not be allowed to revise or supplement their proposals prior to the interview phase.

Q50: Section 2.3, Page 3-Do you anticipate RiverRenew.com to be integrated into AlexRenew outreach materials?

A50: See response to Question 36 in this Addendum.

Q51: Section 2.4 Page 4-What is the level of effort dedicated currently to these activities, can you quantify the amount of assets that it will be required to full fill the contract requirement? Section 2.4 Page 4

A51: Please see Attachment A, Exhibit A, which provides additional detail on estimated amounts of assets.

Q52: Section 2.4 Page 4-Please provide additional context around the video and animated content - what types of video production or animated products are expected?

A52: AlexRenew regularly leverages animated cartoon characters and visually appealing videos to highlight ongoing initiatives and projects. Examples can be found on AlexRenew's social media channels and its websites.

Q53: Section 3.2 Page 7-What do you mean by the following - "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."

A53: Please include a table of contents for your Proposal. Section has been amended as indicated in this Addendum.

Q54: Section 3.4, Page 7-8-Can the references be shared among the Key Personnel who worked on the same projects?

A54: Yes, references can be shared among Key Personnel.

Q55: Section 3.5, Page 10-What access will the contractor have to AlexRenew's social media channels? In other words, will the contractor have access to real time social media metrics or have access to prior outreach performance data to inform strategy development?

A55: AlexRenew will provide the selected firm access to its social media channels and metrics.

Q56: Section 3.5, Page 10-What is the expectation around the frequency and scope of website maintenance after the redesign?

A56: Please see Attachment A, Exhibit A for further detail.

Q57: What is the term/length of engagement?

A57: See response to Question 14 in this Addendum.

Q58: Do you have an annual or engagement budget in mind?

A58: See response to Question 2 in Addendum No. 1.

Q59: Is there an incumbent contractor supporting these activities? If so, what's the name of the contractor and the contract reference number?

A59: See response provided to Question 13 in this Addendum.

Q60: Is there a budget for paid media or will you rely solely on organic?

A60: AlexRenew pays for social media advertising on select posts and campaigns.

Q61: Can AlexRenew specify the type of contract that will be awarded?

A61: Please see Attachment A. The contract pricing will be based on time and materials, based on fully loaded rates with a yearly not-to-exceed amount.

Q62: Can AlexRenew please confirm if there is an incumbent performing the work?

A62: See response provided to Question 13 in this Addendum.

Q63: Once this contract is awarded, how does AlexRenew intend to issue work? Will AlexRenew issue a separate request for quote each time it wants the contractor to begin a new project for one of the services identified in Article 2.4? Will AlexRenew then issue a Task Order or Purchase Order for each service?

A63: AlexRenew anticipates developing a yearly scope and budget that is included as part of the Contract for the first year and executing an amendment to the Contract by July 1 of each year to authorize yearly scopes and budget for the remainder of the Contract. Please see Attachment A for further detail.

Q64: Attachment A (Draft Non-Professional Services Agreement) is blank and says, “to be provided via addendum.” Could AlexRenew please provide a copy of that document as soon as possible?

A64: It is included in this Addendum.

Q65: Will travel be required under this contract to support events?

A65: All events will be held in Alexandria or the surrounding area.

Q66: Can AlexRenew clarify whether the scope includes redesign and maintenance of only the main AlexRenew.com website, or also extends to the RiverRenew.com project site?

A66: See response to Question 36 in this Addendum.

Q67: Will vendors be granted access to the CMS for content management, or will changes be submitted for approval and published by Government staff?

A67: AlexRenew will manage day-to-day basic content changes using a CMS, and leverage the selected firm for changes requiring development.

Q68: Can AlexRenew confirm if the scope includes infrastructure management support, or just application development?

A68: Please see Attachment A, Exhibit A for further detail

Q69: Is there a preferred platform that the website should be redesigned in?

A69: See response to Question 8 in this Addendum.

Q70: Is AlexRenew anticipating translation for Arabic and Amharic on the website as well as in the outreach materials? It’s noted in the RFP that translation services for outreach materials are needed in Spanish, Arabic, and Amharic and the website currently offers translation in Spanish, German, Italian, and French.

A70: AlexRenew will likely leverage translation website plug-ins for its website.

Q71: Is there a preference for specific tools, platforms, or software that AlexRenew would like to be used for content creation, communication, or delivery?

A71: Generally, any tools within the Adobe creative suite would be preferred, but not essential.

Q72: What is the expected frequency and volume of photography and videography work?

A72: Please see Attachment A, Exhibit A for further detail.

Q73: What is the expected frequency and volume of content creation (e.g., number of social media posts, press releases, website updates)?

A73: Please see Attachment A, Exhibit A for further detail.

Q74: Are key personnel expected to be local or able to be on-site regularly, or is remote support acceptable?

A74: See response to Question 21 in this Addendum.

Q75: Are vendors able to propose additional key personnel to support the work requested outside of the roles listed?

A75: Respondents may include additional team members in the organizational chart that it believes are necessary for the anticipated scope. No additional Key Personnel are requested.

Q76: Can AlexRenew specify what qualifies as the local region in the following text from the RFP: "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"?

A76: The local region includes Alexandria and can extend to Northern Virginia and the D.C. metropolitan area.

Q77: For Appendix B, should all work samples be provided as live links (e.g.,e URLs), or are PDF attachments acceptable for items like print materials or illustrations?

A77: PDF attachments are acceptable for print materials and illustrations.

Q78: Can AlexRenew provide the file size limit for the entire proposal?

A78: See response to Question 34 in this Addendum.

Q79: Could we be provided with examples of the types of deliverables expected under ‘campaigns’ and ‘community engagement’ beyond those listed in the Scope of Work?

A79: Please see Attachment A, Exhibit A for further details

Q80: Is the expectation for the website update to be a full redesign or a refresh of existing content and structure?

A80: See response to Question 2 in Addendum No. 1.

Q81: Is there an estimated number of hours per week or FTEs expected for this contract?

A81: Hours will vary depending on annual scope. Please see Attachment A, Exhibit A for further details

Q82: Is there an anticipated budget range or ceiling for this contract?

A82: See response to Question 2 in Addendum No. 1.

Q83: Could we be provided with examples of the types of events and attendance count that are expected under the Scope of Work?

A83: AlexRenew will host its Open House each year, where we expect several hundred attendees. We attend several community and educational events throughout the city each year as well – audiences vary at each event. Please see Attachment A, Exhibit A for further details

Q84: Is there a preference for Virginia-based businesses and/or minority- or women-owned firms?

A84: See response to Question 1 in Addendum 1. Additionally, there is no preference given to minority- or women-owned firms over other Respondents.

Q85: Is the website redesign limited to AlexRenew.com, or should RiverRenew.com also be included or considered for migration and consolidation?

A85: See response to Question 36 in this Addendum.

Q86: Is the Pay Bill section considered within the scope of the redesign?

A86: No, see response to Question 6 in Addendum No. 1.

Q87: What content management system is AlexRenew.com currently built on, and are you planning to maintain this CMS or consider alternatives?

A87: See response to Question 37 in this Addendum.

Q88: Can you confirm whether the website work involves full redevelopment or strictly a redesign within the existing architecture?

A88: See response to Question 2 in Addendum No. 1.

Q89: Are you able to provide general budget ranges or NTE caps related to the website redesign and broader communications scope to help us propose an approach that is scalable and appropriately tailored?

A89: See response to Question 2 in Addendum No. 1 for annual budget ranges. AlexRenew has included \$300,000 over the next two years for the website redesign in it's proposed budget for Fiscal year 2026.

Q90: It appears that a price proposal is not required at this stage. Can you confirm that is the case?

A90: No price proposal is required at this stage.

Q91: What level of photography and videography support do you anticipate needing (e.g., frequency, formats such as reels, interviews, event coverage)?

A91: Please see Attachment A, Exhibit A for further detail.

Q92: Are translation services expected only for written materials, or will in-person or event-based interpretation or translation services be needed as well?

A92: Only for written materials.

Q93: Can the reference and staffing tables requested in Section 3 of the proposal (Related Experience and Proposed Approach) be excluded from the 10-page limit to allow for a more thorough narrative response?

A93: The tables in Section 3 are included in the page limit. The page limits have been increased as indicated in this Addendum.

Q94: Section 3.4, Item F.4, requests “up to two (3)” writing samples for the Copy Writer. Can you please clarify whether two or three samples are required?

A94: Please provide up to two (2) writing samples. Paragraph 3.4.F.4 has been updated as indicated in this Addendum.

Q95: On page 15 of the RFP, Table 5.1 Proposal Outline has Proposal Section 4 as “Approach to Managing Competing Deadlines.” I do not see that as part of 3.5 Related Experience and Proposed Approach, or in Section 3 Proposal Contents. Is this an additional section we should be adding to the Section 3 Proposal Contents?

A95: Table 5.1 has been updated in this Addendum to reflect that Respondents shall provide “Key Personnel Involvement on Reference Projects” under Proposal Section 4.

Q96: If we are to add a section for “Approach to Managing Competing Deadlines,” where should that fall in the organization of sections?

A96: See response to Question 95 in this Addendum. No additional materials are requested.

Q97: Is Table 3.2. Related Project Experience Summary part of the 10-page count for 3.5 Related Experience and Proposed Approach section?

A97: Table 3.2 is included in the page limit. The page limits have been increased as indicated in this Addendum..

Q98: For section 3.4 Respondent Organization and Key Personnel Part C. Key personnel, are you looking for us to just list the names of the key personnel in this section?

A98: There is no required response to 3.4.C. Please include the information as requested under Section 3 for each of the key personnel listed in 3.4.C.

Q99: Are we limited to showing only the key staff as noted in Section 3.4 C (Project Manager, Website Developer, Graphic Designer, Digital Content Creator, Other Team Members (Events Coordinator, Copy Writer, Illustrator, Animator)?

A99: See response to Question 75 in this Addendum.

Q100: For Table 3.2. Related Project Experience Summary, do we have to utilize the same format as this table, or can we show the information that is required in the table in a non-table format?

A100: You may show the information in a non-table format, as long as all of the information required by the table is included.

Q101: Is there a breakdown for how points will be given for Respondent Organization and Key Personnel that is weighted at 45%?

A101: There is no breakdown of points for the Respondent Organization and Key Personnel evaluation factor.

Q102: Is there a file size limit for receiving proposals via email?

A102: See response to Question 34 in this Addendum.

Q103: Are you open to consolidating AlexRenew.com and RiverRenew.com, or will the redesign focus only on AlexRenew.com

A103: See response to Question 34 in this Addendum.

Q104: Does this redesign also include myalexrenew.com?

A104: No, see response to Question 6 in Addendum No. 1.

Q105: Are there specific pain points or limitations with the current site that you'd like to address?

A105: See response to Question 9 in this Addendum.

Q106: Do you have a preferred CMS (e.g., WordPress, Drupal) or are you open to recommendations?

A106: See response to Question 8 in this Addendum.

Q107: Are there any existing integrations (GIS, CRM, payment portals, etc.) that need to be retained or improved?

A107: Yes. Please see Attachment A, Exhibit A for further details.

Q108: Will we be responsible for content migration, or will that be handled internally?

A108: The approach to content migration may vary, but we would expect the selected firm to assist with moving text, images, and other elements.

Q109: Do you anticipate a rebranding or refresh of visual elements (logos, color palette, typography) as part of the redesign?

A109: AlexRenew rebranded in 2023, we would anticipated incorporating elements of that redesign into the new site.

Q110: Should the site reflect the visual identity of the Strategic Plan (2024–2029) or any new design guidelines?

A110: Ideally, the website would incorporate components of the Strategic plan into the new design.

Q111: Who will be responsible for writing or approving website copy—your internal team or the selected vendor?

A111: AlexRenew’s internal team will be responsible.

Q112: Are there any specific accessibility compliance standards you want to meet (e.g., WCAG 2.1 AA)?

A112: Yes. The new website should be ADA compliant and follow industry best practices for accessibility.

Q113: Do you currently have a preferred hosting provider or are you open to recommendations?

A113: AlexRenew does not have a preferred hosting provider.

Q114: Are ongoing maintenance and support part of this contract, and if so, what level of support do you expect (e.g., security updates, feature development)?

A114: Yes. Please see Attachment A, Exhibit A for further details.

Q115: Is there a target launch date for the new website?

A115: AlexRenew is targeting to launch the second quarter of 2026 (April-June).

Q116: Regarding event support, are you primarily looking for event planning and coordination expertise or day-of support to staff events? Or both?

A116: It depends on the event, but AlexRenew anticipates day-of support and outreach material production (signage, flyers, brochures, digital ads, etc.).

Q117: Section 3.5(A) notes “public relations initiatives” support. Can you expand on the type of public relations support you are looking for? For example, would that primarily be public relations strategy, writing press releases and/or pitching local media?

A117: This scope item is primarily focused on supporting AlexRenew’s strategic communications efforts, supporting materials, and advertising efforts. Please see Attachment A, Exhibit A for further details.

Q118: If a firm submits spec creative, will it impact their evaluation score? And if so, which category? If a firm does not submit spec creative and uses only the existing examples of creative in Appendix B to showcase their ability will it negatively impact their score?

A118: AlexRenew is not requesting that a spec creative is submitted and would not evaluate a spec creative if a firm submitted it.

Q119: For section 3.6 and table 3.3, are you looking for the Respondent to only list Key Personnel from table 3.1 or to include additional personnel that would be on the project team?

A119: Only Key Personnel from Table 3.1 should be included.

Q120: To propose the correct Key Personnel, does AlexRenew have a preference for the technology stack and Content Management System (CMS) for its new website?

A120: See response to Question 8 in this Addendum.

Q121: Does AlexRenew have any requirements around using US-based personnel for the project?

A121: For the project manager and in-office staff position, we require US-based personnel. All staff that with work on development of the website must be US Citizens or Permanent Residents.

End of Addendum No. 2

RFP-25-024

ATTACHMENT A

Sample Non-Professional Services Agreement

NONPROFESSIONAL SERVICES AGREEMENT

NO. 25-024

FOR

COMMUNITY OUTREACH AND COMMUNICATIONS SERVICES

BY AND BETWEEN

ALEXRENEW

1800 LIMERICK STREET

ALEXANDRIA, VA 22314

AND

[NAME OF FIRM]

EFFECTIVE DATE [XXXX], 2025

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CONTRACT NO. 25-024

This Contract is by and between the City of Alexandria, Virginia Sanitation Authority d/b/a AlexRenew (Owner) and **[Contractor]** (Contractor). This Contract sets forth the terms and conditions that govern the relationships and performance of Owner and Contractor with respect to the Contract. Owner and Contractor hereby agree as follows:

ARTICLE 1 THE PROGRAM AND PROJECTS

- A. Owner has an ongoing communications and outreach program (Program) to connect and engage with its approximate 26,000 customers, the residents in Alexandria, internal staff, and other community members and elected officials. The Contractor shall assist Owner with communications and outreach services for its Program as described in this Contract and more specifically in Exhibit A.

ARTICLE 2 SERVICES OF CONTRACTOR

- A. The Contractor shall provide outreach strategy development and planning, material production, content creation, event planning and support, website redesign and maintenance, and other communications services to support the Program and Projects, as set forth herein and in Exhibit A, and all other work shown, described and required in Contract Documents (the “Work”). “Work” and “Services” may be used interchangeably in this Contract.
- B. Annual authorizations for particular scopes of services for up to a one (1) year period, will be made by an Amendment to this Contract by July 1 of each year, including associated scope and not-to-exceed amounts for costs of services during such period, as shown in Exhibit A, Appendix 1 – First Year Scope and Exhibit B – First Year Budget, respectively.
- C. At any time during the performance of this Contract, the Owner shall have the right to make changes in, deletions from, or additions to the scope of services (referred to hereinafter as an “Amendment”). In the event that such changes require different and/or additional services by the Contractor, prior to commencement of such Work per a change, the Contractor shall present to the Owner, and the Owner shall consider a proposal for an equitable increase in its compensation and/or schedule for Work rendered because of such change. Such proposal shall be supported by such data and information as the Owner reasonably may require. Any such proposal by the Contractor for an equitable change in compensation and/or schedule shall be mutually agreed to by Amendment prior to commencement of any services under the proposed change.

ARTICLE 3 CONTRACT DOCUMENTS

- A. This Contract, together with the Exhibits identified constitutes the entire contract between the Contractor and Owner and supersedes all prior written or oral understandings. This Contract may only be amended, supplemented, or modified by a duly executed written instrument.
- B. The following exhibits are included and incorporated into the Contract; collectively, with the Contract, they comprise the “Contract Documents”:
 - 1. Exhibit A – Scope of Services, including Appendix 1 – First Year Scope;
 - 2. Exhibit B – First Year Budget;
 - 3. Exhibit C – Request for Proposals (RFP)-25-024;
 - 4. Exhibit D – Contractor’s Proposal; and

5. Exhibit E – Purchase Orders issued by Owner to encumber the funds for expenditures under this Contract (POs).
- C. Where the terms and provisions of this Contract vary from the terms and provisions of the Exhibits or other Contract Documents, the terms and provisions of this Contract shall prevail over other Contract Documents.
- D. Owner and the Contractor agree that no representative or agent of either of them has made any representation or promise with respect to this Contract which is not contained in the Contract Documents, and all the terms and conditions with respect to this Contract are expressly contained herein.

ARTICLE 4 CONTRACT TERM

- A. The Contract is effective, as of the Effective Date and, unless terminated as provided for in this Contract, shall continue for two (2) years from the Effective Date of the Contract (“Initial Term”).
- B. The parties may extend or renew this Contract, with or without changes, by Amendment establishing a new term for four (4) additional one (1) year terms (“Subsequent Terms”). The Initial Term and any Subsequent Term(s) are together the “Contract Term”.

ARTICLE 5 PAYMENT

- A. Owner agrees to compensate the Contractor for Work rendered in accordance with the Contract and budget set forth in Exhibit B.
- B. The total compensation amount established in Exhibit B represents the not-to-exceed amount due the Contractor for successful performance of the Work. This total compensation incorporates all labor, overhead, profit, and reimbursable expenses (including subconsultant's charges, if any) for a not-to-exceed amount.
- C. The Contractor's compensation is based on the development of scope and not-to-exceed budget for each fiscal year for the duration of the Contract using Exhibit A, Appendix 1 and Exhibit B.
- D. The Contractor shall prepare a draft scope and budget for each Fiscal Year that shall be submitted to Owner no later than May 1, with a final scope and budget that shall be submitted to Owner no later than June 1.
- E. The Owner shall pay Contractor an amount equal to Contractor's Labor Costs plus Reimbursable Expenses for the services of the Contractor's employees engaged on the services. Labor Costs shall use rates that are “fully loaded”, i.e. include all salaries and wages paid to employees, overhead costs, general administrative costs, and profit. Contractor shall also be entitled to reimbursement from Owner for the expenses identified in Paragraphs G and H below.
- F. The amounts billed each billing period are to be based on the Labor Costs for the hours charged for the services during the billing period. Invoices will also include direct costs for Reimbursable Expenses.
- G. Reimbursable Expenses reasonably and necessarily incurred in connection with services provided will be reimbursed at the not to exceed amounts detailed in the following schedule, with no markup, subject to the factors set forth below:
 1. Air Travel: \$1,000 per round trip flight (air travel shall be coach or economy class only)
 2. Rental Car: \$100 per day
 3. Lodging: Current GSA per diem rate for lodging for City of Alexandria, VA
 4. Meals: Current GSA per diem rate for lodging for City of Alexandria, VA
 5. Mileage: Current published IRS standard mileage rates

- H. Any additional Reimbursable Expenses necessary for the execution of the services shall be identified and included in the not-to-exceed amount established in Exhibit B.
- I. Valid original receipts are required for all expenditures regardless of cost. Receipts submitted with the invoices should be originals indicating the name of the payee, date paid, amount, and the service rendered.

ARTICLE 6 CONTRACT PRICE ADJUSTMENTS

- A. Labor Costs will remain firm until June 30, 2026 ("Price Adjustment Date"). Any adjustments in Labor Costs should be submitted to Owner for approval as part of the annual budget development discussed in Article 6. Adjustments will be approved with issuance of an Amendment for the yearly budget.
- B. Adjustments to the Labor Costs that exceed the percentage of change in the U.S. Department of Labor Consumer Price Index, All Items, Unadjusted, Urban Areas ("CPI-U") for the 12-month period ending in April of each year of the Contract, shall include written justification to the Owner.
- C. Any Labor Costs that result from this provision will become effective July 1 of each year and will be binding until June 30 of the following year.
- D. If the Contractor and Owner have not agreed on a requested adjustment by thirty (30) days before the Price Adjustment Date, Owner may terminate the Contract, whether or not Owner has previously elected to extend the Contract's term.

ARTICLE 7 INVOICING

- A. The Contractor shall submit invoices to Owner on a monthly basis by the 15th day of each month. Invoices are due and payable within 30 days of receipt of a correct and complete invoice, which includes at a minimum all applicable information described in this Contract.
- B. Owner shall not be required to make any payment to Contractor until Contractor has provided Owner with its federal employer identification number.
- C. Invoices shall be submitted via email to invoicing@alexrenew.com. The Contractor shall submit invoices and supporting documents in form and substance satisfactory to the Owner that provide, but are not limited to the following:
 - 1. Dates/periods the invoice covers, contract number and relevant purchase order number;
 - 2. Summary of scope performed by each employee including the employee's name, hourly rate, and hours worked; and
 - 3. Documentation of expenses.
- D. If Owner disputes an invoice, either as to amount or entitlement, then Owner shall advise Contractor in writing of the specific basis for doing so within 15 days after receipt of such invoice. The Owner may withhold only that portion so disputed; and must pay the undisputed portion. After a disputed item has been resolved, the Contractor shall submit a new invoice with the agreed upon amount.
- E. Any terms included on Contractor's invoice shall have no force or effect and will in no way bind Owner.

ARTICLE 8 TRANSITION OF SERVICES

- A. Prior to or upon expiration or termination of this Contract and at the request of Owner, the Contractor shall provide all assistance as Owner may reasonably require to transition the Contractor's contractual obligations, or any portion thereof, as requested by Owner. This obligation may extend beyond expiration or termination of the Contract for a period of time (i.e., three (3)

months, six (6) months, twelve (12) months or as required and mutually agreed-upon by Owner and the Contractor (herein referred to as "Transition Period").

- B. The Contractor shall provide all reasonable transition assistance requested by Owner to allow for the expired or terminated portion of the Work to continue without interruption or adverse effect, and to facilitate the orderly transfer of such Work to Owner. Such transition assistance will be deemed by the parties to be governed by the terms and conditions of this Contract, except for those terms or conditions that do not reasonably apply to such transition assistance. Owner may request a transition of records upon written notice to Contractor.
- C. If transition services extend beyond the expiration or termination of the Contract, scope and budget shall be agreed to via an Amendment to the Contract prior to the start of services.

ARTICLE 9 CONTRACT KICK-OFF MEETING

- A. Within seven (7) days of Contract award, the Contractor may be required to attend a contract orientation meeting, along with Owner Contract Manager and any other significant stakeholders who have a part in the successful performance of this Contract. The purpose of this meeting will be to review all contractual obligations for both parties, all administrative and reporting requirements, and to discuss any other relationship, responsibility, communication and performance criteria set forth in the Contract. The time and location of this meeting will be coordinated with the Contractor and other meeting participants by the Procurement Manager.

ARTICLE 10 TERMINATION

- A. Owner may terminate this Contract at any time as follows: (1) for cause, if, as determined by Owner, the Contractor is in breach or default or has failed to perform the Work satisfactorily; or (2) for the convenience of Owner.
- B. Upon receipt of a notice of termination and except as otherwise directed, the Contractor shall stop all work on the date of receipt of the notice of termination or other date specified in the notice; place no further orders or subcontract for materials, services, or facilities except as are necessary for the completion of such portions of not terminated; immediately transfer all documentation and paperwork for the terminated work to Owner; and terminate all subcontracts and settle outstanding liabilities and claims.
- C. In the event any termination for cause, default, or breach shall be found to be improper or invalid by any court of competent jurisdiction then such termination shall be deemed to have been a termination for convenience.
- D. Any purchases that the Contractor make after the notice of termination will be the sole responsibility of the Contractor, unless Owner has approved the purchases in writing as necessary for completion of any portion of the Work that Owner did not terminate.

1. Termination for Cause, Including Breach and Default; Cure:

- a. Termination for Unsatisfactory Performance: If Owner determines that the Contractor has failed to perform satisfactorily, then Owner will give the Contractor written Notice of such failure/s and opportunity to cure such failure/s at least fifteen (15) days before termination of the Contract takes effect ("Cure Period"). If the Contractor fails to cure within the Cure Period or as otherwise specified in the Notice, the Contract is terminated for the Contractor's failure to provide satisfactory contract performance. Upon such termination, the Contractor may apply for compensation for Contract services satisfactorily performed by the Contractor and allocable to the Contract and accepted by Owner prior to such termination unless otherwise barred by the Contract ("Termination Costs"). Such request for Termination Costs, with supporting documentation, must be submitted to Owner within fifteen (15) days after the expiration of the Cure period. Owner

may accept, or reject, in whole or in part, the application for Termination Costs and notify the Contractor of same within reasonable time thereafter.

In the event of termination by Owner for failure to perform satisfactorily, the Contractor must continue to provide its services as previously scheduled through the termination date, Owner will continue to pay all fees and charges incurred through the termination date.

- b. Termination for Breach or Defaults: If Owner terminates the Contract for default or breach of any Contract provision or condition, then the termination shall be immediate after Notice from Owner to the Contractor (unless Owner in its discretion provides for an opportunity to cure) and the Contractor shall not be permitted to seek Termination Costs.

Upon any termination pursuant to this section, the Contractor shall be liable to Owner for all cost incurred by Owner after the effective date of termination including costs required to be expended by Owner to complete the Work covered by the Contract, including costs of delay in completing the Project or the cost of repairing or correcting any unsatisfactory or noncompliant work. Such costs shall be either subtracted from any amount due to the Contractor or shall be promptly paid by the Contractor to Owner upon demand by Owner. Additionally, and notwithstanding any provision in this Contract to the contrary, the Contractor is liable to Owner (and Owner shall be entitled to recover) all damages to which Owner is entitled by this Contract or by law, including and without limitation, direct damage, consequential damages, delay damages, replacement costs, refund of all sums paid by Owner to the contractor under the contract and all attorney fees and costs incurred by Owner to enforce the provision of this Contract.

Except as otherwise directed by Owner, the Contractor shall stop Work on the date of receipt of Notice of the termination or other date specified in the Notice, place no further orders or subcontracts for materials, services, or facilities except as are necessary for the completion of such portion of the Work not terminated, and terminate all Contractors and subcontracts and settle all outstanding liabilities and claims.

2. Termination for Convenience: Owner may terminate this Contract in whole or in part whenever the Procurement Manager determines that termination is in Owner's best interest. Owner will give the Contractor at least fifteen (15) days' notice in writing. The notice must specify the extent to which the Contract is terminated and the effective termination date. The Contractor will be entitled to Termination Costs, as defined above, plus any other reasonable amounts that the parties might negotiate; but no amount will be allowed for the anticipatory profits.

Except as otherwise directed by Owner, the Contractor must stop work on the date of receipt of the notice of the termination.

ARTICLE 11 FORCE MAJEURE

- A. Neither party will be held responsible for failure to perform the duties and responsibilities imposed by this Contract if such failure is due to a fire, riot, rebellion, natural disaster, war, acts of terrorism or acts of God that is beyond the control of the party and that makes performance impossible or illegal, unless otherwise specified in the Contract.

ARTICLE 12 ESTIMATED QUANTITIES/NON-EXCLUSIVITY OF CONTRACTOR

- A. This Contract does not obligate Owner to purchase specific quantity of items or services during the Contract Term. Any quantities that are included in the Contract Documents are the present expectations of Owner for the Contract Term; and Owner is not under any obligation to buy that or any amount as result of having provided this estimate or having had any normal or otherwise measurable requirements in the past. Owner may require more goods and services than the

estimated annual quantities, and any such additional quantities will not give rise to any claim for compensation other than at the unit prices and or rates in the Contract.

- B. Owner does not guarantee that the Contractor will be the exclusive provider of the goods or services covered by the resulting Contract. The items or services covered by this Contract may become available under other Owner Contract(s), and Owner may determine that it is in its best interest to procure the items or services through those contract(s).

ARTICLE 13 UNAVAILABILITY OF FUNDS

- A. The obligation of Owner to pay compensation due the Contractor under the Contract or any other payment obligations under any contract awarded pursuant to this Contract is subject to appropriations by Owner's Board of Directors to satisfy payment of such obligations. Owner's obligations to make payments during subsequent fiscal years are dependent upon the same action. If such an appropriation is not made for any fiscal year, the Contract shall terminate effective at the end of the fiscal year for which funds were appropriated and Owner will not be obligated to make any payments under the Contract beyond the amount appropriated for payment obligations under the Contract. Owner will provide the Contractor with written notice of non-appropriation of funds within thirty (30) calendar days after action is completed by Owner's Board of Directors. However, Owner's failure to provide such notice will not extend the Contract into a fiscal year in which sufficient funds have not been appropriated.

ARTICLE 14 PAYMENT OF SUBCONTRACTORS

- A. The Contractor is obligated to take one of the two following actions within seven (7) days after receipt of amounts paid to the Contractor by the Owner for the Work performed by any subcontractor under this Contract:
 - 1. Pay the subcontractor for the proportionate share of the total payment received from Owner attributable to the Work performed by the subcontractor under this Contract; or
 - 2. Notify Owner and the subcontractor, in writing of the Contractor's intention to withhold all or a part of the subcontractor's payment with the reason for nonpayment.
- B. The Contractor is obligated to pay interest to the subcontractor on all amounts owed by the Contractor that remain unpaid after seven (7) days following receipt by the Contractor of payment from Owner for Work performed by the subcontractor under this Contract, except for amounts withheld as allowed in b., above. Unless otherwise provided under the terms of this Contract, interest shall accrue at the rate of one percent (1%) per month.
- C. The Contractor shall include in each of its subcontracts a provision requiring each subcontractor to include or otherwise be subject to the same payment and interest requirements with respect to each lower-tier subcontractor.
- D. The Contractor's obligation to pay an interest charge to a subcontractor pursuant to the above provisions may not to be construed to be an obligation of Owner. A Contract modification may not include any amount for reimbursement for such interest charge.

ARTICLE 15 INDEMNIFICATION

- A. The Contractor covenants to save, defend, hold harmless and indemnify Owner and its directors, and all its elected and appointed officers, and current and former employees, agents, departments and divisions (collectively, "Owner " for the purpose of this section) from and against any and all claims made by third parties or by Owner for any and all losses, damages, injuries, fines, penalties, costs (including court cost and causes of action and expenses (including reasonable attorney's fees) suffered or incurred by Owner Indemnitees arising out of, or in connection with: (a) any act or omission of the Contractor, its employees, officers, directors, agents, contractors or sub-contractors; (b) Contractor's failure to produce any item it provides to Owner in accordance with

any specifications provided by Owner; (c) failure of any product or service to perform in accordance with Contractor's published specifications; or (d) Contractor's failure to provide complete and accurate information regarding any product. The Contractor's duties under this provision will include the duty to obtain the approval of Owner as to the legal counsel selected to defend Owner and to confer with Owner concerning the defense.

ARTICLE 16 ETHICS IN PUBLIC CONTRACTING

- A. This Contract incorporates by reference Owner's Procurement Manual, as well as all state and federal laws related to ethics, conflicts of interest or bribery, including the State and Local Government Conflict of Interests Act (Code of Virginia §2.2-3100 et seq.), the Virginia Governmental Frauds Act (Code of Virginia §18.2-4938 et seq.), and the Virginia Public Procurement Act (Code of Virginia §2.2-4300 et seq.). The Contractor certifies that its proposal was made without collusion or fraud; that it has not offered or received any kickbacks or inducements from any other respondent, contractor, manufacturer or subcontractor; and that it has not conferred on any public employee having official responsibility for this procurement any payment, loan, subscription, advance, deposit of money, services, or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

ARTICLE 17 OWNER EMPLOYEES

- A. No Owner employees may share in any part of this Contract or receive any benefits from the Contract that is not available to the general public.

ARTICLE 18 RELATION TO OWNER

- A. The Contractor is an independent contractor, and neither the Contractor nor its employees or subcontractors will be considered employees, servants or agents of Owner. Owner will not be responsible for any negligence or other wrongdoing by the Contractor or its employees, servants or agents. Owner will not withhold payments to the Contractor for any federal or state unemployment taxes, federal or state Income taxes or Social Security tax or for any other benefits. Owner will not provide to the Contractor any Insurance coverage or other benefits, including workers' compensation.

ARTICLE 19 ANTITRUST

- A. The Contractor conveys, sells, assigns and transfers to Owner all rights, title and interest in and to all causes of action under state or federal antitrust laws that the Contractor may have relating to this Contract.

ARTICLE 20 INTELLECTUAL PROPERTY INDEMNIFICATION

- A. The Contractor warrants and guarantees that in providing services under this Contract neither the Contractor nor any subcontractor is infringing on the intellectual property rights (including, but not limited to, copyright, patent, mask and trademark) of third parties.
- B. If the Contractor or any of its employees or subcontractors uses any design, device, work or material that is covered by patent or copyright, it is understood that the yearly not-to-exceed amount includes all royalties, licensing fees, and any other costs arising from such use in connection with the Work under this Contract.
- C. The Contractor covenants for itself, its employees and its subcontractors to save, defend, hold harmless, and indemnify Owner Indemnitees, as defined above, from and against any and all claims, losses, damages, injuries, fines, penalties, costs (including court costs and attorneys' fees), charges, liability or exposure for infringement of or on account of any trademark, copyright, patented or unpatented Invention, process or article manufactured or used In the performance of this Contract. This duty to save, defend, hold harmless and indemnify will survive the termination

of this Contract. If the Contractor fails or refuses to fulfill its obligations contained in this section, the Contractor must reimburse Owner for any and all resulting payments and expenses, including reasonable attorneys' fees. The Contractor must pay such expenses upon demand by Owner, and failure to do so may result in Owner withholding such amounts from any payments to the Contractor under this Contract.

ARTICLE 21 COPYRIGHT

- A. By this Contract, the Contractor irrevocably transfers, assigns, sets over and conveys to Owner rights, title and interest, including the sole exclusive and complete copyright interest, in any and all copyrightable works created pursuant to this Contract. The Contractor will execute any documents that Owner requests to formalize such transfer or assignment. Additionally, any reports, studies, photographs, negatives, or other documents prepared by the Contractor in the performance of its obligations under this Contract shall be the exclusive property of the Owner, and all such materials shall be remitted, without restriction, to the Owner by the Contractor upon completion, termination or cancellation of the Contract. Contractor shall not use, willingly allow, or cause to have such materials used for any purpose other than performance of the Contractor's obligations under this Contract without the prior written consent of the Owner.
- B.
- C. The rights granted to Owner by this section are irrevocable and may not be rescinded or modified, including in connection with or as a result of the termination of or a dispute concerning this Contract.
- D. The Contractor may not use subcontractors or third parties to develop or provide input into any copyrightable materials produced pursuant to this Contract without Owner's advance written approval and unless the Contractor includes this copyright provision in any contract or agreement with such subcontractors or third parties related to this Contract.

ARTICLE 22 DATA SECURITY AND PROTECTION

- A. The Contractor shall hold Owner information in the strictest confidence and will comply with all applicable Owner security and network resources policies, as well as all local, state, and federal laws and regulatory requirements concerning data privacy and security. The Contractor shall develop, implement, maintain, continually monitor and use appropriate administrative, technical, and physical security measures to control access to and to preserve the confidentiality, privacy, integrity and availability of all electronically maintained or transmitted information received from or created or maintained on behalf of Owner.
- B. The Contractor must notify Owner's Chief Information Officer and Procurement Manager within twenty-four (24) hours of discovery of any unintended access or disclosure of Owner information.

ARTICLE 23 RIGHT TO AUDIT

- A. Owner reserves the right to audit those Contractor records that relate to the Contract or any Amendments issued thereunder.
- B. The Contractor shall preserve and maintain adequate copies of books, records, and vouchers in a such manner that they may be audited in progress and upon three (3) years following completion of the contract.

ARTICLE 24 SAFETY

- A. The Contractor must ensure that it and its employees and subcontractors comply with all applicable local, state, and federal policies, regulations, and standards relating to safety and health, including the standards of the Virginia Occupational Safety and Health program of the Department of Labor and Industry for general industry and for the construction industry and the

applicable Federal Environmental Protection Agency and Virginia Department of Environmental Quality standards.

ARTICLE 25 CONTRACTUAL DISPUTES

- A. The Contractor shall submit any dispute concerning a question of fact as a result of a Contract with Owner in accordance with Virginia Public Procurement Act ("VPPA") §2.2-4363 et seq. to the Procurement Manager, who shall reduce his or her decision in writing within ninety (90) days following receipt of notification of such dispute. Contractor's notice shall be given in writing within ten (10) days after the occurrence or beginning of the dispute. Contractor's failure to timely submit such claim shall mean that Contractor has waived the claim and has no further right to pursue a remedy for such dispute. If Contractor disagrees with the Procurement Manager's written decision or if the Procurement Manager fails to issue a written decision within the specified ninety (90) days, the Contractor may submit an appeal to the Owner's Chief Executive Officer within ten (10) days of the decision being issued or due if not issued. The Chief Executive Officer shall render a final decision in writing on such claim within sixty (60) days of receipt of the claim. If the Contractor disagrees with the Chief Executive Officer's written decision or if the Chief Executive Officer fails to issue a written decision within the specified ninety (90) days, then the Contractor shall request, in writing and within ten (10) days after the Chief Executive Officer's final decision (or time when the final decision should have been issued, as applicable), that the Owner agree to participate in voluntary, non-binding mediation of the dispute. If so agreed, Owner and Contractor agree to participate in the mediation process in good faith. The process will be conducted on a confidential basis and must be completed within 120 days. Each party shall bear its own costs of mediation and the parties shall split equally the costs and fees charged by the mutually agreeable mediator selected by the parties to conduct the mediation. If the parties fail to resolve the dispute through these processes, then the Contractor may institute legal action as provided in Section 2.2-4364 of the Code of Virginia in the court specified in Article 27, to be heard BY A JUDGE SITTING WITHOUT A JURY, THE PARTIES HEREBY WAIVING THEIR RIGHTS TO A JURY TRIAL.

ARTICLE 26 APPLICABLE LAW; FORUM, VENUE AND JURISDICTION

- A. This Contract Is governed in all respects by the laws of the Commonwealth of Virginia; and the jurisdiction, forum and venue for any litigation concerning the Contract or the Work is in the Circuit Court for City of Alexandria, Virginia, and in no other court.

ARTICLE 27 ASSIGNMENT

- A. This Contract shall be binding upon and shall inure to the benefit of the permitted successors and assigns of Owner and the Contractor. The Contractor may not assign, subcontract, delegate or otherwise convey this Contract or any of its rights and obligations hereunder, to any entity without the prior written consent of Owner, and any such attempted assignment or subcontracting without consent shall be void. Owner may assign this Contract to any entity, so long as the assignee agrees in writing to be bound by the all the terms and conditions of this Contract. If any law limits the right of Owner or the Contractor to prohibit assignment or nonconsensual assignments, the effective date of the assignment shall be thirty (30) days after the Contractor gives Owner prompt written notice of the assignment, signed by authorized representatives of both the Contractor and the assignee. Any payments made prior to receipt of such notification shall not be covered by this assignment.

ARTICLE 28 INSURANCE REQUIREMENTS – *To be issued via addendum.*

ARTICLE 29 AUTHORITY AND VALIDITY OF SIGNATURES

- A. Each party executing the Contract on behalf of such entity represents that he or she is duly authorized to execute and deliver this Contract on the entity's behalf, including the entity's Board of Directors or Chief Executive Officer. This Contract shall not be effective or binding unless

countersigned by the Owner's Chief Executive Officer, or authorized designee, as evidenced by their signature as set forth in this Contract.

- B. This Contract may be executed in one or more counterparts, each of which will be considered an original, but all of which together will constitute one and the same instrument. The parties agree that this Contract, its amendments, and ancillary Contracts to be entered into in connection with this Contract will be considered signed when the signature of a party is delivered by email transmission. Such emailed signature must be treated in all respects as having the same effect as an original signature.

ARTICLE 30 MISCELLANEOUS PROVISIONS

- A. Employment Discrimination by Contractor Prohibited-During the performance of its Work pursuant to this Contract:
 - 1. The Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.
 - 2. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation will be deemed sufficient for meeting the requirements of this section.
 - 3. The Contractor will state in all solicitations or advertisements for employees that it places or causes to be placed that such Contractor is an Equal Opportunity Employer.
 - 4. The Contractor will comply with the provisions of the American with Disabilities Act of 1990 ("ADA"), which prohibits discrimination against individuals with disabilities in employment and mandates that disabled individuals be provided access to publicly and privately provided services and activities.

The Contractor must include the provisions of the foregoing paragraphs in every subcontract or purchase order of more than \$10,000 relating to this Contract so that the provisions will be binding upon each subcontractor or Contractor.

- B. Notices—Any notice required under this Contract will be in writing and delivered: in person (by commercial courier or otherwise); by registered or certified mail; or by e-mail to the recipient, with the words "Formal Notice" or similar in the e-mail's subject line. All such notices are effective upon the date of receipt.
- C. Survival—Subject to applicable Laws or Regulations, all express representations, waivers, indemnifications, and limitations of liability included in this Contract will survive its completion or termination for any reason.
- D. Severability—Any provision or part of the Contract held to be void or unenforceable under any Laws or Regulations will be deemed stricken, and all remaining provisions will continue to be valid and binding upon Owner and Contractor.
- E. No Waiver—A party's non-enforcement of any provision will not constitute a waiver of that provision, nor will it affect the enforceability of that provision or of the remainder of this Contract.
- F. Key Personnel—All Key Personnel identified in Exhibit A are committed to this Contract for the duration of the Contract, for so long as they remain employed by Contractor. Likewise, if a Key Personnel is identified in an amendment, such individual shall be committed for the remainder of the duration of the Contract, for so long as they remain employed by Contractor. If extraordinary circumstances require a proposed change in Key Personnel under this Contract, it must be

submitted in writing to Owner's designated representative. In circumstances where the change is based on a Key Personnel leaving the employ of Contractor, qualifications information shall be provided on one or more proposed substitutes, and Owner's designated representative, at his/her reasonable discretion, will determine who will become the substitute and remain a Key Personnel going forward, and an amendment shall be executed to reflect the approved change. In circumstances where the change concerns a Key Personnel who will remain in the employ of Contractor, information about the basis for the change request and qualifications information for one or more proposed substitutes will be provided and Owner's designated representative, at his/her reasonable discretion, will determine whether to authorize the proposed removal and, if approved, who shall become the substitute and remain a Key Personnel going forward and an amendment shall be executed to reflect the approved change.

- G. Non-Discrimination against Faith-Based Organizations—Owner does not discriminate against faith-based organizations and Contractor agrees not to discriminate against faith-based organizations.
- H. Federal Immigration Law—Contractor, any subconsultants, and any others it may employ do not, and will not during the term of this Contract, knowingly employ an unauthorized alien as defined in the Federal Immigration and Reform and Control Act of 1986.
- I. Drug-Free Workplace—Throughout the term of this Contract, Contractor agrees to:
 - 1. provide a drug-free workplace for Contractor's employees;
 - 2. post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition;
 - 3. state in all solicitations or advertisements for employees placed by or on behalf of Contractor that Contractor maintains a drug-free workplace; and
 - 4. include the provisions of the foregoing clauses in every subcontract or purchase order equal to or greater than \$10,000 in value, so that the provisions will be binding upon each subconsultant.

For the purposes of this provision, "drug-free workplace" means any site for the performance of services in connection with this Contract, where the employees of Contractor are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana.

- J. Authorization to Conduct Business in the Commonwealth of Virginia—Contractor must, pursuant to Code of Virginia §2.2-4311.2, be and remain authorized to transact business in the Commonwealth of Virginia during the entire term of the Contract, otherwise, the Contract is voidable at the sole option of and no expense to Owner.
- K. Owner's Procurement Manual and Owner's Policies—Nothing in this Contract waives any provision of the Owner's Procurement Manual, which is incorporated herein by reference, or any applicable Owner's policy.
- L. Advertising and Use of Proprietary Marks—The Contractor shall not use the name of Owner or refer to Owner, directly or indirectly, in any press release or formal advertisement without receiving prior written consent of Owner. In no event may the Contractor use a proprietary mark of Owner without receiving the prior written consent of Owner.
- M. Headings—The section headings in this Contract are inserted only for convenience and do not affect the substance of the Contract or limit the sections' scope.

- N. Ambiguities—The parties and their counsel have participated fully in the drafting of this Contract; and any rule that ambiguities are to be resolved against the drafting party does not apply. The language in this Contract is to be interpreted as to its plain meaning and not strictly for or against any party.
- O. Amendments—This Contract may not be modified except by written amendment executed by persons duly authorized to bind the Contractor and Owner.
- P. Arbitration—No claim arising under or related to this Contract may be subject to arbitration.
- Q. No Exclusivity of Remedies—All remedies available to Owner under this Contract are cumulative, and no remedy will be exclusive of any other at law or in equity.
- R. Liens—Owner's interest, whether in fee simple or easement, in any site at which the work or services under this Agreement is to be provided, cannot be subjected to a mechanic's lien because mechanics liens cannot be placed on publicly-owned property rights in the Commonwealth of Virginia.
- S. No Forced or Indentured Child Labor—The use of forced or indentured child labor in performance of this Contract is prohibited. For the purposes of this Contract, "forced or indentured child labor" shall mean all work or service (i) exacted from any person younger than 18 years of age under the menace of any penalty for the nonperformance of such work or service and for which such person does not offer himself voluntarily or (ii) performed by any person younger than 18 years of age pursuant to a contract the enforcement of which can be accomplished by process or penalties. If the Contractor enters any subcontracts or purchase orders valued at more than \$10,000, the Contractor must include this prohibition in such subcontract(s) or purchase order(s).

Owner:

AlexRenew

By: _____

Date: _____

Name: Justin Carl

Title: Chief Executive Officer

Contractor:

By: _____

Date: _____

Name: _____

Title: _____

Address for giving notices:

1800 Limerick St.

Alexandria, VA 22314

Address for giving notices:

Designated Representative:

Name: _____

Title: _____

Address: _____

Designated Representative:

Name: _____

Title: _____

Address: _____

Phone: _____

Email: _____

Phone: _____

Email: _____

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EXHIBIT A CONTRACTOR'S SERVICES

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COMMUNICATIONS AND OUTREACH SERVICES

ARTICLE 1 GENERAL

1.01 General Scope

- A. Communications and outreach support consists of a series of core tasks focused on website redesign and support, strategic communications and design support, and temporary staff augmentation, all as more particularly described in Article 2 of this Exhibit A. The Contractor's services are provided to:
 - 1. Design, develop, and host a visually-appealing, brand-aligned, and accessible website.
 - 2. Create high-quality written and visual content for reports, marketing, and educational materials.
 - 3. Support outreach activities, including events and social media campaigns.
 - 4. Provide short-term in-person communications support to meet project needs.
 - 5. Coordinate, monitor, and report on ongoing projects.

1.02 Key Personnel

- A. Key Personnel shall include: Project Manager, Website Developer, Graphic Designer, Digital Content Creator, Events Coordinator, Copy Writer, Illustrator, and Animator.

ARTICLE 2 SERVICES OF CONTRACTOR

2.01 Project Management

- A. Manage bi-weekly (twice a month) meetings that provide status updates on deliverables.
- B. Upload native files, design files, stock photos, and all necessary components for deliverables onto SharePoint.

2.02 Website Redesign and Support

- A. The Contractor shall redesign and develop an updated website that provides enhanced usability, information accessibility, multilingual options (Spanish, Amharic, and Arabic), cybersecurity, tracking, and overall improved functionality.
- B. Website redesign scope includes but is not limited to:
 - 1. Conduct a discovery meeting to understand project goals and user needs.
 - 2. Collaborate with stakeholders to develop wireframes and design mockups for approval.
 - 3. Develop a responsive, accessible, and intuitive user interface.
 - 4. Provide modern, innovative, and relevant design updates.
 - 5. Implement an SEO-friendly and scalable site architecture.
 - 6. Develop content management system (CMS) integration (e.g., WordPress, Drupal, or other CMS).
 - 7. Include templates in the CMS that allow staff to design and update webpages easily with flexible layout options.
 - 8. Design the website to be scalable for various amounts of user traffic, data, and resource demands while maintaining performance.

9. Conduct usability testing and quality assurance before launch.
- C. Website content migration and management scope includes but is not limited to:
1. In collaboration with staff, migrate selected existing content from AlexRenew.com and RiverRenew.com.
 2. Revise, convert, and revamp areas of the existing website requiring design enhancements, updates, visual modifications, layout, and rewriting as needed.
 3. For major website updates, provide a test instance to ensure changes are approved by AlexRenew prior to updating the live website.
 4. Format and optimize content for readability and accessibility on multiple devices.
 5. Train the Owner on CMS usage and content updates.
- D. Third-party integrations scope includes but is not limited to:
1. Integrate necessary APIs and third-party services (e.g., analytics tools, custom billing calculators, interactive GIS map, and language plug-ins for Spanish, Arabic, and Amharic).
 2. Ensure compatibility with social media platforms.
- E. Ongoing hosting, maintenance, security, and compliance scope includes but is not limited to:
1. AlexRenew manages its DNS, but would require a vendor to configure hosting solutions for alexrenew.com.
 2. Implement security best practices to protect user data.
 3. Ensure website promotes ADA and WCAG compliance.
 4. Perform routine testing of the website on a regular basis for:
 - a. Functionality (UI, APIs, database, security, and server testing)
 - b. Links (including outgoing, internal, anchor, mail-to links)
 - c. Forms
 - d. Cookies
 - e. HTML and CSS
 - f. Usability
 - g. Interface
 5. Back up files from the website to local directories for recovery in case of Freedom of Information Act requests and to reference past information. Backups shall occur at least weekly.
 6. Evaluate code to ensure it meets industry standards, is valid, is properly structured, and is compatible with browsers, devices, and operating systems.
 7. Any technology used to relay email messages from the website must leverage modern security options like OAUTH 2.0, API, Bearer Authentication, mTLS, and SPF\DMARC\DKIM
 8. Website infrastructure must be dedicated to AlexRenew, not shared amongst other customers.

9. Multi-Factor Authentication is required for admin access to the website.
10. Contractor must maintain the ability to detect unauthorized activity\access, all incidents must be reported to Owner within 24 hours of discovery.
11. Service Level Agreement (SLA) thresholds setup to account for urgent\time sensitive updates including cybersecurity events, public communications, billing and payment issues, etc.
12. Following the launch of the website, Contractor shall provide ongoing maintenance and support. Services shall include:
 - a. Provide technical support for bug fixes and performance optimization.
 - b. Offer maintenance packages for ongoing updates and security patches.
 - c. Conduct periodic website performance audits and reporting.
 - d. Work with AlexRenew on testing, patching, and cybersecurity concerns
 - e. Support with webpage development and updates

2.03 Annual Report(s) Development

- A. Annual Report Development—Each year, Owner develops an Annual Report to document major milestones, progress on Strategic Plan initiatives, and updates on annual financials. Support includes, but may not be limited to:
 1. Collaborate with Owner to develop layout and graphics to design 12-16 page Annual Report
 2. Provide copy-writing support for content
 3. Provide printing for report.
- B. Covers and Associated Graphics for Annual Budget, Rates and Annual Comprehensive Financial Report—Each year, Owner develops an annual budget and annual comprehensive financial report for Board approval to forecast and document, respectively, annual expenses and revenues, Support includes:
 1. Development of report covers
 2. Development of infographics to illustrate expenses
 3. Flyers, updates to webpages (including rate calculator tool), advertisements, and other materials to support community engagement on annual budget and rate adjustment recommendations.
 4. Provide printing for report and flyers.

2.04 Green Bond Report Development

- A. In June 2024, Owner obtained Green Bonds through the municipal bond market to support the financing of certain capital projects that are currently being implemented under the PhaseForward Program.
- B. Owner made a commitment to produce an annual voluntary Green Bond Report to share updates on projects financed with the Green Bonds.
- C. Support includes, but may not be limited to:
 1. Collaborate with Owner to develop layout and graphics to design 12-16 page Annual Report

2. Provide copy-writing support for content
3. Provide printing for report

2.05 Capital Projects Support

- A. In support of AlexRenew's capital projects, Contractor will assist with the development of social media content and posts, materials, graphics, events, professional photography, and videography. Support includes but may not be limited to:
 1. Produce high-quality photos of projects (estimated 1-4 times per year)
 2. Produce high-quality videos of projects (estimated 1-4 times per year)
 3. Collaborate with Owner to develop social media content
 4. Create flyers (estimated 1-4 times per year)
 5. Support events (estimated 1-2 times per year)

2.06 Event Planning and Support

- A. The Owner anticipates hosting up to three (3) events on an annual basis requiring assistance with planning, material development, and/or outreach support
- B. The Contract shall provide event support services including but not limited to:
 1. Provide live event coverage and assistance at up to three (3), including photography and videography—events may require evening and weekend hours.
 2. Participate in up to three (3) major events, including AlexRenew's Open House.
 3. Help plan, develop, and design materials; promote; and coordinate AlexRenew community events as needed.
 4. Assist with design and production of meeting materials and boards to facilitate community meetings.
 5. Design and secure placement of free and paid advertising for community events.

2.07 General Communications, Marketing, and Outreach Support

- A. The Contractor shall provide editorial, marketing, graphic design, and digital and traditional content development support, including but not limited to:
 1. Provide high-quality written content and graphic design support for print materials such as monthly reports, infographics, and handouts (estimated 5-10 annually).
 2. Create visually compelling graphics, including:
 - f. Customer email blasts (quarterly)
 - g. Flyers (estimated 6-12 per year)
 - h. Graphics, videos, animations (estimated 5-10 per year)
 - i. Signs, banners, and infographics (estimated 4-8 per year)
 - j. Templates for email, flyers, and regular social media announcements
 3. Coordinate printing services on behalf of AlexRenew and production of signage, banners, and branded materials (as needed).
 4. Produce high-quality photos and videos of infrastructure, equipment, and personnel (estimated 1-2 times per year)

5. Develop social media content, campaign planning, and ad placement (monthly).
6. Create STEAM learning materials, activity books, and giveaways, etc. (quarterly)
7. Assist with necessary graphics for buildings, infrastructure, and educational lobby (as needed)
8. Manage translation services for outreach materials in Spanish, Arabic, and Amharic (monthly).
9. Provide other design support for meetings as needed.

2.08 Temporary Staff Augmentation (up to six months)

- A. The Contractor shall provide temporary in-person communications and design support for up to six months to meet short-term project needs, including:
 1. General communications activities, including basic graphic design assistance for newsletters, flyers, PowerPoints, social media content, and digital signage.
 2. Photography and videography around the campus featuring employees.
 3. General communications tasks, such as content development and social media management.
 4. Event support, including setup and breakdown, serving as a host, capturing photography and video—events may require evening and weekend hours.

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EXHIBIT A CONTRACTOR'S SERVICES
APPENDIX 1—FIRST YEAR SCOPE

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EXHIBIT B FIRST YEAR BUDGET

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