

April 11, 2025

RFP-25-024: Community Outreach and Communications Services
Addendum No. 1

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. 1 to RFP-25-024 consists of the following:

- Three (3) pages of text, including Responses to Respondent Questions.
- The list of attendees and copy of the presentation from the optional Preproposal Conference held on April 10, 2025.

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. **Amend** Paragraph 1 on page 1 as follows:

1. A Respondent's Proposal must meet all requirements established by this RFP. Requirements of this RFP generally will use the words "shall", "will", or "must" (or equivalent terms) to identify a required item that must be submitted with a Respondent's Proposal. Failure to meet any RFP requirement may render a Respondent's Proposal non-responsive. The extent to which a Respondent meets or exceeds evaluation factors will be rated by AlexRenew and be reflective of AlexRenew's scoring (in its sole discretion) of a Respondent's Proposal. AlexRenew may award contracts to up to two (2) Respondents. It is anticipated that the successful Respondent(s) will enter into a non-professional services contract (Contract) with AlexRenew.

(Continued on the next page)

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

C. Amend the last two paragraphs on Page 13 as follows:

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

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

Response to Respondent's Questions

Q1: Will agencies that are headquartered outside of Virginia be considered for this contract? Will priority be given to VA-based agencies?

A1: Yes, agencies that are headquartered outside of VA will be considered for contract award. AlexRenew is not giving priority to Virginia-based agencies, however, teams must demonstrate their ability and capacity to provide the services in Section 2.5 and AlexRenew's evaluation includes a preference for reference projects that are in the local region among other factors.

Q2: What is the anticipated annual budget for this contract?

A2: The annual budget for the first three years is anticipated to be between \$500,000-1,000,000 per year.

Q3: Is there an incumbent on this project that is eligible to bid on this work?

A3: Taoti Creative provided the website development and maintenance services for the current website. This does not include the customer billing portal which is managed by AlexRenew's customer billing vendor and not included in the scope of this contract. West Cary Group has provided communications and marketing support for RiverRenew. These firms are eligible to submit a proposal in response to this solicitation.

Q4: Are any preference points awarded to in-state firms, veteran/women/minority-owned small business, or other specific business classifications?

A4: There are no preference points awarded to in-state firms, veteran/women/minority-owned small business, or other specific business classifications.

Q5: How will pricing be scored and evaluated?

A5: Pricing will not be scored during the proposal evaluation process.

Q6: Is a customer billing portal a component of the website redesign?

A6: No, the customer billing portal is not included in the scope of this contract.

End of Addendum No. 1