

May 13, 2025

RFP-25-024: Community Outreach and Communications Services
Addendum No. 4

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

- One (1) page of text, including Responses to Respondent Questions.

Response to Respondent's Questions

Q1: For the two website samples in the Appendix B Work Samples, are we able to show the same website in English and another language as one example? Or would showing both languages count as two examples?

A1: These two versions of the website would count as one (1) example.

Q2: Can you confirm if you want a graphic designer on-site or can this work be done virtually?

A2: Graphic design work can be done virtually.

Q3: The Proposal Cover Sheet requests an Alexandria Professional and Occupational Tax Number and Specialty. We are not currently registered with the city and are therefore wondering if we will be disqualified for not providing this?

A3: Respondents who do not have a physical office location in the City of Alexandria are not required to be registered to submit a proposal and may mark those two fields as "N/A". Respondents will not be disqualified for marking "N/A". The selected Respondent may be required to obtain a City of Alexandria business license prior to contract execution due to the staff augmentation component of this contract.

Q4: Would AlexRenew consider awarding the scope to more than one firm, allowing for a shared implementation between a lead communications firm and a digital partner focused specifically on the website redesign and digital experience?

A4: Addendum No. 1 modified the RFP to allow multiple contracts to be executed. If multiple contracts were executed, they would be separate and distinct portions of scope. Alternatively, if a Respondent is proposing a shared implementation approach between multiple firms, Addendum No. 2 confirmed that subcontracting is permitted.

End of Addendum No. 4