

May 19, 2025

## **RFP-25-024: Community Outreach and Communications Services Addendum No. 5**

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

- Four (4) pages of text, including Responses to Respondent Questions.

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.

- **Amend** Item F under Section 3.5 as follows:

F. Summarize the relevant ~~technical scope elements~~ (see Section ~~2.5~~ 2.4) similar to the Project.

### **Response to Respondent's Questions**

**Q1: In the Related Experience & Proposed Approach section, project examples, item F, Relevant Technical Scope Elements, can you clarify what you mean? Do you mean technical tools/programs or skillsets?**

A1: Please see revision to Item F in this Addendum. Please provide a summary of the scope of services for the reference project that was similar to the list of scope of services provided in Section 2.4 of RFP-25-024.

**Q2: In Addendum No. 2, Exhibit A, 2.08 (4), it seems like photography and video is part of the responsibilities of the event coordinator, is that accurate?**

A2: AlexRenew has not determined that photography and videography is specifically the responsibility of the event coordinator. AlexRenew may request photography and videography for events, employees, wastewater treatment plant, current capital infrastructure projects, and/or other needs.

**Q3: Photography and videography are included in the needs for event coverage and general communications, marketing, and outreach support; do you need information on the personnel who would provide those services?**

A3: Information is only requested for individuals who are proposed in a key personnel role.

**Q4: Does the \$300,000 included over the next two years for the website redesign include costs for ongoing support and maintenance or direct costs related to hosting the new website? Or is the \$300,000 just for the redesign itself?**

A4: The budget includes costs for the redesign of the website and any necessary support (i.e. hosting, support, maintenance, etc.) during the redesign and launch of the website.

**Q5: Please confirm that the “MyAlexRenew” or any domains outside of the root <https://alexrenew.com> is not in scope of the redesign? Please provide additional detail around expectations for how the Vendor should interact with MyAlexRenew? We assume we just need to be able to integrate it into the site.**

A5: The customer billing portal (“MyAlexRenew”) is not included in the scope of this contract. Please see response to Question 6 in Addendum No. 1. No other domains are included in the scope of this contract.

The selected Respondent will provide a link to the customer billing portal as part of the redesign.

**Q6: Will the site that the Vendor is supporting hold/handle any PII information?**

A6: The website that the selected Respondent is supporting will not hold or handle any personally identifiable information (PII).

**Q7: Please confirm that there are no additional security requirements for hosting beyond the requirements listed in E. on page A-4.**

A7: This is confirmed.

**Q8: We know that AlexRenew’s website was recently redesigned (~2019). Can you share information about what you’d most like to see improved on the new site? What’s not working with your current site? What’s driving the need for a full redesign at this point and not just a refresh?**

A8: Please see response to question 9 in Addendum No. 2. Additionally, our current contract is ending in 2026 – this contract will replace that contract.

**Q9: According to Question 90 of Addendum 2, it is understood that a price proposal is not required at this stage. Can AlexRenew clarify when pricing/assumptions will be considered and how they will be factored into the overall proposal evaluation?**

A9: Pricing will not be considered or factored into the proposal evaluation process. See response to question 4 in Addendum No. 1.

The evaluation of proposals will result in a respondent(s) who is/are chosen to enter negotiations with AlexRenew. During negotiations, AlexRenew and the respondent(s) will develop a scope for

the first year of the Contract (approximately late September to June 30). The respondent(s) will develop a corresponding price for the first year of the Contract.

See Section 4 for further detail on negotiations.

**Q10: In Question 100 of Addendum 2, “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?” The response was “You may show the information in a non-table format, as long as all of the information required by the table is included.” Does this also apply to the table in 3.1 for the Summary of Key Personnel Experience?**

A10: Yes. The information from Table 3.1 for the Summary of Key Personnel Experience may also be provided in a non-table format, as long as all of the information required by the table is included.

**Q11: On the Cover Sheet, AlexRenew requests the “Alexandria Professional & Occupational License Tax #”. Can AlexRenew clarify whether this a required field? If so, would a license number in Fairfax Co., which part of Alexandria operates under, be acceptable to provide?**

A11: See response to Question 3 in Addendum No. 4.

**Q12: On the Cover Sheet, AlexRenew requests “License # and Specialty”? Can AlexRenew clarify what information is being requested?**

A12: See response to Question 3 in Addendum No. 4.

**Q13: Can section dividers be included as pages that don't count against the page limit? Or would those pages be applied to the page count limit?**

A13: Dividers may be utilized; they do not count towards the page count limit.

**Q14: Is it possible to include pages formatted horizontally or strictly in portrait?**

A14: Horizontal layouts are acceptable.

**Q15: Are Respondents restricted to the labor categories listed in the RFP?**

A15: See response to Question 75 in Addendum No. 2. No additional Key Personnel are requested.

**Q16: If Respondents are restricted, are we allowed to put more than one person in the labor category, as long as we note which is key personnel?**

A16: See response to Question 75 in Addendum No. 2. No additional Key Personnel will be evaluated.

**Q17: Could AlexRenew confirm whether the inclusion of hourly rates is required as part of the proposal submission, or if this information can be omitted at this stage.**

A17: Pricing (including hourly rates) is not required nor requested as part of the proposal submission. It will not be evaluated.

**Q18: For the Owner/Client Reference portion of these sections of the response, can the current Consultant list AlexRenew employees or is that considered a conflict of interest**

A18: AlexRenew employees may be listed as an owner/client reference.

**End of Addendum No. 5**