

May 27, 2025

## **RFP-25-024: Community Outreach and Communications Services Addendum No. 6**

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

- Six (6) 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 E.6 under Section 3.4 as follows:
  - 6. References. Two (2) project references; one reference tied to each reference project.  
References shall be for a person representing the client/owner who was in responsible charge of the project and knowledgeable of the Respondent's role and work.

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

**Q1: Regarding the communications and marketing support you received on RiverRenew. Are there elements that you like/didn't like about that engagement?**

A1: AlexRenew primarily leverages marketing and communications services to support the RiverRenew Project, which is coming to an end in 2026. AlexRenew will need additional communications and marketing support moving forward.

**Q2: Do you have existing brand guidelines for material production?**

A2: Yes – brand guidelines will be shared with the successful Respondent(s).

**Q3: Regarding the website work has been conducted thus far, what did you like? What did you dislike?**

A3: See response to Question 9 in Addendum No. 2

**Q4: What exactly do you envision for the redesign? Is this a full rebuild of the site or an update?**

A4: See response to Question 2 in Addendum No. 2.

**Q5: Do you have materials in hand already that we should use as a guide? Meaning, do you want to keep the look and feel of the current site?**

A5: We don't have a guide. We want to redesign the look of the current site.

**Q6: Will the website update only include the open/public facing portion of the site or will it also include the parts after a user logs-in (i.e. pay my bill, job applications)?**

A6: See response to Question 36 in Addendum No. 2 and response to Question 6 in Addendum No. 1. Job applications will not be included in the website update.

**Q7: In terms of animation needs, are you envisioning animation for digital use? Such as in this instagram post? Or are you looking to do more complex animations? How many animations are you anticipating needing? What platforms will be used on?**

A7: Animations will be primarily used on social media, anticipated several times a year.

**Q8: Do you have an existing library of illustrations and content to build off of or will everything be built from the ground up?**

A8: We have some existing illustrations, i.e. Moxie. She can be seen here: <https://alexrenew.com/alexrenew-learning-center>.

**Q9: In the material production, a children's book is listed as a potential deliverable. To what extent does the new firm have room to be creative in the book in terms of the illustrations? How many books do you envision per year? Are they meant strictly for digital distribution or also print? If they're meant to be printed, so you have a printer/publisher?**

A9: AlexRenew will work with the selected Respondent to determine the scope and expectations of any books. We envision up to one book per year, but the scope will be determined annually with the selected Respondent. The books would be both digitally distributed and printed. We do not have a printer.

**Q10: Can you provide us with more insight as to the photography and videography needs? IE. Do you anticipate multiple video shoots with small (5 person) or medium size (10 person) crews? Where would the captured assets be used, what platforms and channels?**

A10: The photography and videography needs would require small (1-2 people) crews.

**Q11: Are the hosting fees included as part of the website budget?**

A11: See response to Question 4 in Addendum No. 5.

**Q12: When it comes to ADA/WCAG compliance, which level are you aiming for? Will level AA compliance suffice?**

A12: AlexRenew and the selected Respondent will determine necessary compliance through scope negotiations.

**Q13: We understand the website refresh is a substantial aspect of this scope. For this reason, we'd like to include more members of our website team (e.g., front-end developer, UX designer). Do we have to stick with the 8 roles outlined in the scope or is it ok for us to include additional web team members as part of our key personnel?**

A13: See response to Question 75 in Addendum No. 2.

**Q14: Who do you consider your competitors?**

A14: We do not have competitors. We are the only public wastewater authority in Alexandria. Other local agencies similar to AlexRenew in function include DC Water, Loudon Water, WSSC Water.

**Q15: What current analytics do you track for marketing and communications?**

A15: See response to Question 1 in Addendum No. 2. Social media engagements, impressions, likes, etc.; website traffic and pageviews; enrollment in customer programs; and attendance at public events.

**Q16: Could you please confirm whether the example projects referenced in the RFP may come from a subcontractor, or if they must be from the prime contractor? We plan to reference relevant projects in both Sections 3.4 and 3.5. As part of an integrated team approach, we've highlighted the strengths and contributions of both our organization and our subcontractor throughout the proposal. We plan to draw on past performance from both teams, where relevant, to show the full depth of experience we bring to this engagement.**

A16: Reference projects may come from a subcontractor.

**Q17: RFP, 2.4 Proposed Scope of Services: Will AlexRenew please confirm if the events listed in Line 7 under Proposed Scope of Services are in-person, virtual, hybrid, or a combination of all?**

A17: The events are primarily in-person.

**Q18: RFP, 2.4 Proposed Scope of Services -If the events listed in Line 7 under Proposed Scope of Services are in-person, will travel outside of the Washington Metro area (DC, Virginia, Maryland) be required? If so, will AlexRenew reimburse contractors for any travel costs incurred?**

A18: Events are anticipated to be within Alexandria, Virginia. Travel outside of the Washington, DC metro area is not required.

**Q19: RFP, 2.4 Proposed Scope of Services -Will AlexRenew please provide additional clarification on what is meant by "brand management support." For example, will contractors be required to develop new logos or other branding elements? Or will existing branding materials be used?**

A19: AlexRenew anticipates no changes in logos or other branding elements, but support may be needed to supplement or develop templates or other brand related materials. Any support would be discussed as part of the annual scope development.

**Q20: RFP, 2.4 Proposed Scope of Services -To ensure offerors supply the most accurate, cost-effective solutions and staffing, can AlexRenew please provide an estimated volume or frequency of materials that will require translation into Spanish, Arabic, and Amharic?**

A20: AlexRenew estimates 12-25 items deliverables per year will need to be translated.

**Q21: RFP, 2.4 Proposed Scope of Services - The RFP notes that AlexRenew also “developed a series of children’s books and characters it leverages to share its story in a meaningful way with children and parents.” To ensure offerors supply the most accurate, cost-effective solutions and staffing mix, will AlexRenew please confirm if contractors will be expected to support the development of new books or characters? If so, what is the extent of the contractor’s roles and responsibilities related to this work?**

A21: See response to Question 9 of this Addendum. AlexRenew has several characters already in place, but the selected Respondent in coordination with AlexRenew may determine a need for additional characters in the future.

**Q22: In reference to the Digital Content Creator role described in Section 3.4(C)(4), could AlexRenew please clarify the expected scope of responsibilities for this position? Specifically, should this individual focus primarily on content creation (e.g., writing copy for social media, ads, and web) or also include digital strategy and paid media planning (e.g., targeting, placement, analytics)? Understanding whether this role is content-focused, strategy-focused, or a blend of both will help us align the appropriate expertise within our proposed team.**

A22: The role will primarily be focused on content creation.

**Q23: Will the selected vendor be responsible for managing and posting to AlexRenew’s social media accounts directly, or only for content creation?**

A23: The selected Respondent will only be responsible for content creation.

**Q24: Are there any regular publications or recurring campaigns (e.g., monthly newsletters, annual reports) that the contractor would be expected to manage?**

A24: AlexRenew has one annual report and will need support for other annual deliverables. The selected Respondent may support with monthly bill inserts to customers. See Attachment A, Exhibit A in Addendum No. 2 for further detail.

**Q25: What is the expected level of collaboration with internal communications staff? Will the contractor work as an extension of the team or lead independent initiatives?**

A25: The Contractor will serve as an extension of the internal team.

**Q26: How many events per year does AlexRenew expect the vendor to support, and what level of involvement is typical (planning, marketing, attendee communications, program development, onsite support, materials only)?**

A26: See Attachment A, Exhibit A in Addendum No. 2 for further detail on estimated number of events and anticipated scope.

**Q27: Does AlexRenew have existing partnerships for translation, or is the selected vendor expected to source translation and cultural adaptation services independently?**

A27: AlexRenew currently leverages translations for materials for the RiverRenew program. The vendor can use that vendor or source other options.

**Q28: Regarding the resumes requested for Key Personnel in Section 3.4, could AlexRenew clarify whether these must represent the actual individuals who will deliver the work under the contract, or if it is acceptable to submit representative resumes that reflect the qualifications and expertise of the proposed roles?**

A28: Resumes should represent the actual individuals who will deliver work under the contract.

**Q29: For the Key Personnel resumes requested in Section 3.4, would AlexRenew accept contingent resumes of individuals who are highly qualified but were recently impacted by large-scale layoffs—such as those stemming from DOGE contract terminations? These individuals are available and interested in joining the proposed team contingent upon contract award.**

A29: Resumes provided should be for staff currently employed by the applying firm or a subcontractor.

**Q30: Could AlexRenew please clarify the expected place of performance for this contract? Our team includes both local staff in the Alexandria area and remote team members, and we would appreciate guidance on whether there are minimum requirements for on-site presence (e.g., regular meetings, event support, or in-person collaboration). Understanding the expected frequency and nature of in-person work will help us structure our team accordingly.**

A30: See response to Question 21 in Addendum No. 2.

**Q31: Section 3.4 and 3.5 notes a preference for reference projects that involve utilities, infrastructure, local/regional work, or water/wastewater-focused content. Would AlexRenew consider highly relevant communications and outreach projects from other sectors that align with the scope of services—even if they do not meet all of the preferred industry or regional criteria? We want to ensure we provide the most meaningful examples of our team’s capabilities.**

A31: Yes, reference projects that involve utilities, infrastructure, local/regional work, or water/wastewater-focused content are preferred but not mandatory.

**Q32: Can AlexRenew please confirm if the references listed under line-item E in Section 3.4 are to be government/client points of contact from each project provided? Will internal references (e.g., art directors, senior managers, managers, vice presidents) who are familiar with the project and the personnel's work be accepted?**

A32: References should be individuals who represents the owner/client of the reference project and is knowledgeable of the Respondent's role and work.

**Q33: Does AlexRenew want to see samples of KP work to reflect design of social media graphics as part of Appendix B? If so, should those graphics be part of the Digital Content Creator's portfolio or the graphic designer?**

A33: Social media graphics are acceptable work samples for either position.

**Q34: Addendum No. 2 mentions that several hundred attendees are expected at the annual Open House. Is there an estimate of expected attendance at the other two events mentioned in the scope of work? Are there attendance caps for the three events?**

A34: We do not have an estimate of expected attendance at the other two events, though they are anticipated to be smaller events. There is no cap for attendance.

**Q35: Is the event coordinator part of the planning process or just expected to execute day of logistics?**

A35: See response to Question 116 in Addendum No. 2.

**Q36: Will support involve CMS content updates beyond your internal team's capabilities, or more complex changes?**

A36: AlexRenew will need assistance for updates that require additional development outside our team's capabilities. See the scope document in Addendum No. 2 for additional detail on anticipated scope.

**Q37: Do you anticipate new feature development (e.g., templates, tools, integrations), or mainly maintenance?**

A37: Following the launch of the redesigned website, the selected Respondent may assist with new feature development. See Attachment A, Exhibit A in Addendum No. 2 for further detail.

**Q38: How frequently do you anticipate requesting updates (e.g., weekly, monthly, ad hoc)?**

A38: This will be dependent on the CMS put in place, but we would anticipate quarterly changes.

**End of Addendum No. 6**