

Regional Public Outreach and Communications Program - Request for Proposals

Addendum #1

April 10, 2025

The below questions were received in response to the release of the RFP on April 8, 2025. RWA's responses are indented and in italics.

1. **Scope:** Could RWA provide an estimate of the expected level of effort (e.g., average hours/month or anticipated time commitment) for each of the two components?

Consultant should anticipate an average of 120 hours a month combined for Component 1 (60 hours) and Component 2 (60 hours). However, certain months are busier than others. For example, Component 1 incurs the majority of Consultant time in the first two quarters of the year.

2. **Scope:** Is the selected consultant expected to support both Component 1 and Component 2, or would RWA consider proposals that address only one component?

Selected Consultant is expected to support both Component 1 and Component 2. RWA will not consider proposals that address only one Component.

3. **Budget:** Is there a budget range or not-to-exceed amount for this contract, or historical spend from previous contracts that we can use to help scope our proposal realistically?

There is no established not-to-exceed amount for this contract as the amounts will vary year to year for both Components. Previous annual contract amounts for Component 1 and Component 2 on average are \$150,000 and \$120,000 respectively.

4. **School program:** Approximately how many school visits were completed in the last program year for the Drip Drop Hip Hop initiative?

The last program year completed 432 classroom visits utilizing \$300,000 in grant funding. Moving forward with Fiscal Year 2025/2026, there is no grant funding available, and we are anticipating completing 30 classrooms visits using \$15,000 in program funding.

5. **School program:** Will RWA continue handling school partnerships with NorCal School of the Arts, or is the selected consultant expected to coordinate directly with them?

Our current Consultant managed the school partnerships with NorCal School of the Arts this year and it is expected that the selected Consultant resulting from this RFP process would continue in that role - coordinating directly with NorCal School of the Arts moving forward.

6. **Meetings:** Are monthly meetings with RWA and member agency staff expected to be in-person or virtual?

Monthly meetings are primarily virtual with a few (approximately 4) meetings to be scheduled in person for Component 1. Meetings are primarily virtual for Component 2.

7. **Events:** For the 2–3 community events referenced, are there specific types of events anticipated? Will the consultant lead, support, or simply staff these events?

The regional events RWA participated in last year were ECOS Earth Day and the Fark to Fork Festival. Consultant is expected to lead the events including securing the booth, ordering give-a-ways, staffing the events and providing an event summary report.

8. **Toolkit:** Can RWA provide examples of previous outreach toolkits or “how to” videos to better understand the expectations for creative development?

Here is an example of a “how to” video produced by our current Consultant:
<https://www.youtube.com/watch?v=CxPiuvmKyaE>

Here is an example of materials in our current toolkit (select links included):

- *Monthly Editorial Calendar*
- *[Weekly Social Media Posts](#)*
- *[Mulch Mayhem Event Flyer](#)*
- *[Sprinkler and Irrigation Graphics](#)*
- *[Newsletter and Website Text](#)*
- *Photo Gallery*
- *Focus Group Research*

9. **Digital:** Is the consultant expected to directly manage and update the BeWaterSmart.info website and social channels, or work in coordination with RWA’s internal staff or external vendors?

The Consultant and RWA staff jointly manage and update BeWaterSmart.info and social channels.

10. **Communications:** Are there existing messaging frameworks or branding guidelines that the consultant will build upon for RWA's legislative and partnership communications?

Yes, there are existing messaging frameworks and branding guidelines.

11. **Media:** Are media relations efforts expected to include pitching and securing coverage, or just providing content and strategic recommendations?

Media relations efforts are expected to include pitching and securing coverage in addition to providing content and strategic recommendations.

12. **Proposal:** Is it acceptable to include hyperlinks in the digital proposal for examples of past work (e.g., video clips, campaign samples)?

Yes.

13. **Proposal:** Will there be an opportunity for short-list interviews after the initial scoring, or will selection be made solely based on the written proposal?

Typically Consultant selection is made solely on the written proposal. However as stated in the RFP, during the evaluation process, the selection committee, RWA management and/or RWA Board of Directors reserve the right, where it may serve the RWA's best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. This potentially could include obtaining this additional information from conducting interviews.

14. **Incumbent:** The scope of services reads, "The Regional Water Authority has implemented an award-winning regional water efficiency public outreach and school education program for nearly two decades. The program is managed by an RWA staff member with the assistance of a Consultant." Can you clarify if there is currently a consultant that does this work for the RWA?

RWA currently contracts with a Consultant to implement Components 1 and 2.