

Regional Public Outreach and Communications Program - Request for Proposals

Addendum #2

April 15, 2025

The below questions were received in response to the release of the RFP on April 11, 2025. RWA's responses are indented and in italics.

1. **Scope:** Under Component 2, one of the tasks listed is, "Legislative and climate resiliency strategy, which includes branding existing RWA activities like the Sacramento Regional Water Bank, developing associated webpage text, developing promotional text on successes, and developing fact sheets on priority topics." Can you please clarify the expected activities and requirements for this task?

Tasks that are expected/required to be completed by the selected consultant for Component 2 include:

- *Developing a general understanding of RWA's current legislative and climate resiliency strategies and initiatives which include the [Sacramento Regional Water Bank](#) and [Water Future](#) and how [climate change is likely to impact our region's water reliability](#). Consultant should be able to competently communicate a basic understanding of the current key messages and goals for all strategies and initiatives.*
- *Consultant will then take that knowledge and understanding of RWA's current legislative and climate resiliency strategies described above and create outreach materials to communicate these strategies to internal (RWA member water suppliers) and external (partner organizations, state government, federal government, other interested parties) in the form of the following materials and events:*
 - *Develop (write) webpage text for RWA to review and approve*
 - *Develop/Revise (write) key messages – what RWA prioritizes as the most important information for others to understand*
 - *Develop (write) promotional text on success toward the goals and key messages to be communicated through social media, traditional media (television, radio, newspaper), flyers for external partners, brochures for RWA staff to distribute at*

conference and meetings, press releases and speaking points for RWA staff for presentations and tours.

- *Consultant may also be directed to create an itinerary (list of topics to be discussed and timeline, securing a vehicle, outreach to potential tour attendees, etc.) for a bus tour to visit physical sites that showcase the successful implementation of RWA's climate resiliency strategies. These tours are generally geared towards high level local, regional, state and federal officials and staff.*
- *Developing (write) agendas, preparing for (researching various topics as needed, gathering information from partners to be able to report back to meeting attendees) and attending various meetings with RWA staff and other partners throughout the year to guide material development and manage all the activities described in the bullet above.*

2. Contracting: Has RWA ever worked with a non-local communications consultant?

RWA welcomes proposals from non-Sacramento area-based consultants, with the understanding that RWA will not reimburse for per diem or travel expenses.