

Regional Public Outreach and Communications Program - Request for Proposals

Addendum #4

May 6, 2025

The below questions were received in response to the release of the RFP on May 1, 2025 and May 2, 2025. RWA's responses are indented and in italics.

1. **Scope:** Under Component 2 Media strategy to promote RWA's messages and successes, the scope includes, "*Media strategy to promote RWA's messages and successes...*". Is RWA open to a bidder including paid media promotions (i.e. paid digital media, radio, streaming, promoted social posts, etc.) as part of this task or does RWA prefer to focus exclusively on owned and earned media for this program?

Yes, RWA is open to paid media promotions for Component 2 and has included paid media in previous years. However, Component 2 typically focuses more on owned and earned media.

2. **Contracting:** Does RWA consider any preference for small business certifications, DVBE, minority owned business, TACPA, etc.?

RWA does not consider/provide any formal preference or evaluation points for small business certifications, disabled veteran business enterprise (DVBE), minority owned businesses or target area contract preference act (TACPA).

3. **REVISED Contracting/Budget:** Based on the format of Attachment C, should we assume that RWA anticipates this contract will only include staff consulting hours or is there a separate form for any anticipated other direct costs (aka third party or hard costs)?

The contract will primarily include consulting hours. Third party and hard costs should also be anticipated and will depend on final program scope. For this RFP, there is not a separate form for third party and hard costs.

3a. Additional Clarification Question from May 8th: Are you looking to receive only the hourly rates by role on Schedule C form; where the actual work completed will be billed monthly at the quoted rates? Or are you also looking to be provided a proposed price for execution of the scope of work for both Components 1 and 2 - for

the one year period? Attachment D - Services Agreement: there are two approaches to the scope of work value (invoicing hourly per the rate card vs. a lump sum value).

*RWA is not looking for a consultant responding to the RFP to provide a proposed total cost for the execution of the scope of work for either Component 1 or Component 2. **Do not submit any cost information except for what is required on Attachment C.***

The only cost related information RWA is requiring from responding consultants is hourly rates by job title as outlined in Attachment C Fee Schedule. The hourly rate should represent the same rate that a consultant would charge on a monthly invoice to complete the tasks for Components 1 and 2 listed on pages 4 and 5 in the RFP.

RWA will evaluate hourly rates as part of the RFP package that consultants submit. Once a consultant is selected, the final scope of work for both Components will be developed, and the Services Agreement (Attachment D) will be executed with a not-to-exceed budget for 1 year. Each Component will have a separate Agreement and a separate not-to-exceed budget.

Although RWA does not require a proposed total cost for the execution of the scope of work for either Component 1 or Component 2, RWA does require that responding consultants provide a strategic approach as to how the consultant would execute the scope of work for both Component 1 and Component 2 as further described on page 8 of the RFP.

4. **Scope:** Will the RWA grant the consultant access to their website architecture for the website management task, i.e., will the consultant have access to the website to make changes in their content management system?

Yes.

5. **Scope:** Would we be granted access to these accounts and/or do they use particular scheduling tools like Sprout, Hootsuite?

Yes, the selected consultant will be granted access to RWA's website and social media accounts. RWA also currently uses Hootsuite for scheduling through our current communications consultant account.

6. **Scope:** Does the RWA have ad accounts or will they need consultant support setting up ad accounts?

RWA has ad accounts for billboards, radio, television and online that are actively managed by our current communications consultant.

7. **Scope:** Does the RWA anticipate any updates needed to campaign branding?

RWA typically maintains campaign branding for 2-4 years before developing a new campaign. Our current public outreach campaign is [Summer Strong](#) and RWA is in the third year of promotion.

8. **Scope:** Can you provide clarification on these two bullets from Component 1? Can RWA confirm that these are two separate reports for different audiences? Who is the audience for the report described in the first bullet? If these are two separate reports, will they both be publicly available?

- Develop a detailed annual program report summarizing the results of the public outreach efforts and school education initiatives to assist suppliers with state and local reporting requirements.
- Prepare a professionally designed Year in Review report for external audiences that includes both public outreach and school education achievements for the previous year.

These are two separate reports for two different audiences.

The first bullet report is developed for RWA's water suppliers to summarize the program's achievements for the year. The report is typically not publicly available or posted online. Suppliers use the data in this report for state/local reporting requirements and RWA uses the information for internal tracking.

The second bullet report is developed for RWA partners and the public and represents a high level, graphic heavy version of the first bullet report. This report is publicly posted on bewatersmart.info, rwah2o.org and distributed to partners. Here is an example: https://rwah2o.org/wp-content/uploads/2024/06/RWEP_2023_RWEP_EndYearReport_4.pdf