



## **Albemarle County Service Authority RFP #2024001-ADM-NP – Addendum 1**

**Date August 14, 2023**

### **Additional Information for Proposal Preparation:**

#### **Questions Received & Answers:**

- 1. What internal goals, customer challenges, etc. contributed to the impetus for ACSA to issue an RFP for this type of project? What are your top three communications priorities?** Please refer to the stated “Purpose” and “Statement of Needs” on page 3 of the RFP. Customer education via all platforms.
- 2. Do you have any interest in having deliverables that could be updated/changed by ACSA team members?** Content development should be through to a finished product.
- 3. Do you have a timeline for your decision/when you would like work to start?** Early fall, as soon as possible.
- 4. What pain points are you looking to resolve by implementing this project?** Please refer to the stated “Purpose” and “Statement of Needs” on page 3 of the RFP.
- 5. Has the ACSA distributed the types of comms included in the solicitation previously or would this be the first project of its kind for the ACSA?** The ACSA actively communicates via mailers and through electronic means via email, website, and social media.
- 6. Who will be the project lead for ACSA?** Gary O’Connell, Executive Director will be the project lead for the ACSA.
- 7. How many stakeholders will be involved in approving deliverables and what are their roles on the project?** Three to Five internal stakeholders likely involved on deliverable approval. Role will be dependent upon type/content of deliverable.

8. **What is the existing workflow for approving content and creative? Are you open to recommendations or augmenting as you collaborate with the selected vendor?**  
ACSA will provide limited direction on general communication (expecting the awarded firm to provide guidance/recommendation). ACSA will provide pertinent information for content for specific communications (i.e., budget, CCRs, etc.). Yes, The ACSA is open to recommendations as provided by the vendor.
9. **Will the previously issued CX/CIS Assessment RFP (issued June 2023) have any impact on content development and prioritization for this project?** Communications of changes from the CX/CIS assessment RFP are likely and collaboration between the ACSA and vendor is expected.
10. **Was there an audience research component of the CIS Assessment that ACSA plans to share with the selected vendor?** Yes
11. **Does ACSA have a customer relationship management (CRM) tool in place? If so, what platform?** No, we do not currently have a formal CRM in place.
12. **What platform does ACAS use for customer comms/outreach/surveys?** Currently the ACSA is using various social media platforms (website, Facebook, Twitter), customer bill inserts (paper and PDFs for customers preferring electronic statements).
13. **Could you share any examples of peers you'd like to emulate?** Proposers should provide examples of similar communications provided to other "best in class" water/sewer utilities.
14. **Can you clarify the pricing detail requested as part of the response (p.5, 4.j.)? Are you looking for a rate card approach? If this is a firm fixed bid, can you specify the expected deliverables?** Hourly rates at this point, and experience and background of the assigned staff to do this work. Expected deliverables will be content development to a finished product.

15. **Would a Washington, DC-based or non-Charlottesville, VA firm be eligible for award?** Yes, we would be willing to work with a firm outside of the Charlottesville, VA area. We would want to have an on-site visit and follow up in person, or on site if a major water emergency occurred and a significant media presence involved. But most of the work is scheduled and can be done from afar electronically.
16. **Is there a budget range already determined for this engagement?** Please quote your hourly rates as expected throughout this proposal.
17. **Can you elaborate on what is expected of the selected vendor from a crisis communications perspective?** We expect the vendor to provide necessary communication and information related to the crisis. This could include press releases, media contacts, interviews for media, social media updates, etc. It is critical that the proposer understand current water/sewer related issues at the local and national level.
18. **What is required from a proposal submission perspective with regard to partners / subcontractors?** Preference is a single firm.
19. **The proposal states that “One (1) original and five (5) copies of each proposal along with an electronic copy of the proposal on CD or USB drive, either in Microsoft Word or PDF format must be submitted to the ACSA as a complete sealed proposal.” however the email states that proposals can be submitted electronically. Can you clarify desired submission method?** Electronic submission or physical submission is acceptable as outlined in the RFP.
20. **Would it be acceptable to include our portfolio/work samples as an Appendix?** Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material.