

**FOUR RIVERS SANITATION AUTHORITY
ADDENDUM NO. 4
RFP #24-208
MONTHLY BILLING STRATEGIC COMMUNICATION PLAN**

March 27, 2024

AD4-1 Notice

This Addendum No. 4, dated March 27, 2024, to the Request for Proposals, Monthly Billing Strategic Communication Plan supersedes all contrary and conflicting information in the above-mentioned instructions, specifications, and contract documents which are hereby supplemented or revised in certain particulars as follows:

AD4-2 General Information

The Authority submits Addendum No. 4 to answer questions.

AD4-3 Questions & Answers

Question 1: Section 3 – Main Body of Response: May you please clarify what this section is requesting specifically? It states to include a “complete copy (all pages and content) of the RFP document and Specifications document with all sections completed.” Are we to include the actual full RFP in the proposal? What is meant by a point-by-point response?

Answer 1: *Section 3 – Main Body of Response: Include a complete copy (all pages and content) of this RFP document and Specifications document with all sections completed. A complete, point-by-point response is required; incomplete documents may be deemed unresponsive and therefore eliminated from consideration.*

As required by Section 3, a complete copy of the RFP is required. Point-by-point means that all required information and documents must be included. A response missing any of this information will be disqualified.

Question 2: You state: *Manage and control small, purchased media budgets.* But also: *Shape the development of a key message/issue strategy and components (print, newsletters, TV, radio, billboards, social media, website, videos, sponsorships, etc.) of the communication program.* The second statement suggests a rather robust paid media campaign - certainly not "small," at any rate. Are you thinking the media budget will be "small" while utilizing all the channels cited?

Answer 2: The awarded respondent will work with Authority staff to determine the appropriate strategy and the best course of action for media. Once a mutually agreed to strategy has been defined, the respondent will be required to adhere to the associated media budget.

Proposer shall initial this Addendum No. 4 and include it with their proposal.

_____ Proposer's Initials