

Questions received in response to RFP for Design, Print, and Delivery Services for Consumer Confidence Report Participants Addendum #1

UPDATED: February 7, 2025

**** Proposers should acknowledge receipt of Addendum #1 in their proposal or cover letter ****

- 1. Content Writing: can you describe the content creation process in more detail? Will the vendor be responsible for generating all of the non-data copy content? What type of research is provided by the agencies vs. conducting the research on the vendor side?**

The Engineering consultant will give the vendor all the data AND required written content. Other content will include general information about Orange County water sources (found here: <https://www.mwdoc.com/your-water>) and general information on Consumer Confidence Reports, which can be found using the links in the posted RFP. Relevant information from verified sources can be included in the Consumer Confidence Report. The retail agency will provide Member Agency-specific information. Examples will be shared with the awarded vendor.

- 2. Branding/Style Guide: does each agency have its own style guide that will be provided to the vendor?**

The vendor will provide a layout for all of the agencies to use. The agencies can add their logo or branding items.

- 3. Photo Acquisition: Does each agency have a library of images, or will stock photography be used by each agency?**

Photos will be relevant to Orange County Water but will not be agency-specific. MWDOC can provide a library of images.

- 4. For printing quotes, what quantity should they be based on?**

Printing quantities can be based on 1,000 units.

- 5. Is the selected vendor responsible for the mailing, or do we coordinate with the mail house/printers?**

The vendor would be responsible for finding and using a mail house to mail the documents.

- 6. Would we be making 26 entirely unique reports (plus postcards as needed) for each agency or one basic report design with a few tweaks for each agency depending on their branding and stats etc?**

There will be one basic report design, except for agency-specific reporting and tables provided by our engineering consultant. Agencies can also include their names and logos.

- 7. Who chooses whether the report will be an 8 page, 8.5x11 staples OR a 4-page 8.5x11 tri-fold? Do we make that decision based on the information we receive for each RWA individually? Or is that a preference that the RWA would make individually?**

The RWA will select the version they prefer and communicate their choice to the vendor.

- 8. Do we need any of the reports to be translated, or will they all be English, Only?**

Based on the CCR Reference Manual for 2024 reporting (page 10), translation of the CCR into other languages is not required. Member agencies are only required to include information in Spanish that report content is important or offer additional information (e.g., a telephone number or address where Spanish-speaking residents may contact the system to obtain a translated copy of the report in Spanish or assistance in Spanish). In addition, for each non-English speaking group other than Spanish-speaking that exceeds 1,000 residents or 10 percent of the residents in the community, the system must include information in the appropriate language(s) expressing the importance of the report or offering additional information in that language

- 9. Are there data charts/infographics that we would generate/design (or are they provided ready-to-go as, for instance, a pdf)? If we are generating, then how many are there per report, and how complex are they?**

The vendor will not need to create the data charts, as the information will be supplied by the engineering consultant. The vendor's responsibility will be to format this information into the CCR. Each agency will have specific reporting requirements relevant to its operations. Please refer to the chart in Attachment C of the RFP for further details.

- 10. Can MWDOC provide any estimate of when the selected vendor will know how many or which RWAs will participate?**

Once the vendor is selected, we will promptly gather commitments and order amounts from our RWAs..

- 11. Upon review of MWDOC meeting materials it appears Stetson Engineering may be the historically selected vendor. Could MWDOC confirm if Stetson is, indeed, the historical vendor for these services or if they are the engineering consultant who will provide the vendor all the data and required written content?**

Stetson Engineering consults with participating RWAs and helps gather the required data for the CCR. The selected vendor will receive this information. Stetson Engineering has been providing this service for a number of years.

12. Attachment B, Item C. III A. states that “VENDOR is expected to complete all SERVICES within the Budgeted Amount set forth on Exhibit "B.” However, Exhibit “B” provides no specific budgeted amount. Could MWDOC provide a historical, or approved, budget range for these services?

Attachment B is an example of our standard contract with vendors. The details of the contract, including the budget amount, will be agreed upon with the selected vendor.

13. RWAs historical CCRs have some illustrations (maps, charts). If RWAs wanted revised and updated graphics would this be on a time and materials basis, or should we provide for that as part of the graphic design estimate?

The design estimate should reflect the time/budget for feedback from RWAs to make adjustments.

14. Section V. E. states “The Vendor shall provide a detailed breakdown of the contributions split between the Vendor and any sub-contractors. The Vendor shall also separately identify the costs of all sub-contractors. The detailed supporting information should allow MWDOC to understand how the costs submitted in Attachment A were developed for both a Low and High level of effort.” Attachment A does not provide columns for a high and low level of effort. In addition, it requests “Estimated Cost Per Task Per RWA.” Given that each RWA has a wide range in the number of accounts, and there are economies of scale in both printing and delivery, is there an expectation that we would stick to the format of Attachment A, or could we provide additional detail?

For example:

	18	20	22	24	27
Task 1: Graphic Design (Estimated cost based on number of RWAs)					
1.1 Postcard					
1.2 Eight-page booklet					
1.3 Four-page booklet					
Task 2: Printing Service (Estimated cost based on number of accounts)	100	5,000	10,000	20,000	50,000
2.1 Postcard					
2.2 Eight-page booklet (17" x 11" (flat spread), 8.5" x 11" final)					

2.3 Four page (17" x 11" flat, Fold in half to 8.5" x 11", Tri fold to final size 3.6875" x 8.5")					
Task 3: Mail Delivery		5,000	10,000	20,000	50,000
(Estimated cost based on number of accounts)					

Providing additional details, like the given example, would benefit the proposal submission and give MWDOC further insight into economies of scale.