



The Sewerage & Water Board OF NEW ORLEANS

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May 5, 2026

Addendum No. 1

Your reference is directed to the Request for Proposal for: **2026-SWB-02 Marketing and Communications Services** for the Sewerage and Water Board of New Orleans which proposals are due on **May 18, 2026**, at **11:00 a.m.** CST.

This addendum provides for the following:

- a) Pre-Proposal Attendance Sheet Posting
- b) EDBP Participation Summary Sheet and Acknowledgment of Negotiated Terms
- c) Responses to Questions

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- a) The attendance sheet from the mandatory proposal meeting has been posted on the SWBNO website at this link: <https://www.swbno.org/Bids/Details/2078>
 - b) The EDBP Participation Summary Sheet, Acknowledgement of Negotiated Terms and the EDBP Policy has been posted on the SWBNO website at the following link: <https://www.swbno.org/Bids/Details/2078>

Responses to Questions

1. Can the SWBNO provide the EDBP Participation Summary Sheet Form and the EDBP Acknowledgement of Negotiated Terms Form that were not included in the RFFP?

Answer: Yes. These forms have been uploaded to the SWBNO site under this RFP separately. The link to the site is: <https://www.swbno.org/Bids/Details/2078>.

2. Section 4.8 (pages 20-21) of the RFP asks for the following forms in completion: EDBP Participation Summary Sheet Form and EDBP Acknowledgement of Negotiated Terms Form. The attachments checklist on page 22 asks that those forms be “submitted as a separate attachment”. Can the SWBNO confirm whether the EDBP Participation Summary Sheet Form and EDBP Acknowledgement of Negotiated Terms Form need to be included with the Proposer DBE Participation section of the proposal or if they need to be included as separate attachment(s) during the submission?

Answer: These forms are available on the SWBNO website under the solicitation link. <https://www.swbno.org/Bids/Details/2078>. Please include these forms in your technical proposal.

3. Do the following forms (Cover sheet, Conflict of Interest Disclosure Affidavit, Corporate Resolution or Proposer Organization, Convicted Felon Affidavit, Non-Solicitation Affidavit, and Non-Collusion Affidavit) need to be included within the proposal or be submitted as a separate attachment?

Answer: your technical proposal should include all of the forms required at submission. Your cost proposal should be submitted separately. The additional attachments are due by the awarded proposer. See page 22 of the solicitation document for details.

4. Does SWBNO currently have in-house communications or marketing staff? If so, how many FTEs and what functions do they handle? How should the selected firm's work integrate with or supplement internal staff?

Answer: We currently have 2 FTE (Chief of Communications and Community Outreach Specialist).

5. Is there a firm currently providing these services or similar services to SWBNO? If so, can you share the approximate annual contract value of the current engagement?

Answer: Based on a comparable scope of work provided by the incumbent, I anticipate this contract to be valued at approximately \$350,000/ year.

6. Does SWBNO have an estimated annual budget range or anticipated number of monthly hours for this contract? This would help proposers right-size their teams and cost proposals.

Answer: Based on a comparable scope of work provided by the incumbent, I anticipate this contract to be valued between \$350,000 and \$375,000.

7. How frequently will the selected firm be expected to work on-site at SWBNO facilities versus remotely? Is there a preference for a firm with a physical presence in the New Orleans area?

Answer: We would like to schedule on-site meetings once a month. The contractor should also be available to attend key events such as ribbon cuttings in emergent situations (depending on the severity). Additionally, there may be other planning for which onsite participation may be required.

8. The scope references "preparation of copy and creative assets for SWBNO-managed social media channels." Please confirm—is the selected firm responsible only for content creation, or will the firm also be expected to manage posting, community monitoring, and daily engagement on SWBNO's social media accounts? 20 Posts per month per platform?

Answer: The contractor will support content development/creation and provide a content calendar. Our internal team will also provide input on content ideas.

9. Video production (Section 2.2.6): The scope references "video concept development and scriptwriting." Does SWBNO also expect the selected firm to handle video production, filming, and editing, or is the scope limited to concept and script development? How many videos? Or is the price per video okay?

Answer: The contractor will be required to provide production support as needed. At this time, I estimate approximately 4-5 long format videos per year.

10. The scope mentions a "potential name change." Can SWBNO elaborate on the current status of any brand evolution discussions? Should proposers budget for a full rebrand scenario, or should this be treated as an optional/additional service?

Answer: At this time, I would say light to medium effort for the brand audit.

11. What are the expected response time expectations for crisis/emergency communications support (e.g., within 1 hour, 2 hours)? Are there seasonal considerations (e.g., hurricane season) that would require heightened availability?

Answer: For crisis communications and emergent situations, we expect a rapid response of approximately one to two hours. This timeframe may vary depending on the severity of the situation. For seasonal events such as hurricane season, we proactively plan ahead to stay ahead of media requests, press conferences and public education efforts.

12. What is the approximate volume and frequency of translation work anticipated? Are translations needed for all customer-facing materials, or only specific categories? Which ones?

Answer: We require translation services primarily in Spanish and Vietnamese to support regulatory materials and select public outreach campaigns.

13. How many events per year does SWBNO typically host that require coordination support? Should the scope include event logistics (venue, catering, A/V) or primarily communications-related event support (media coordination, materials, talking points)?

Answer: We aim to host district community meetings at least twice per year, which will require event logistics support excluding catering. In addition, we may host a press event or ribbon cutting that will also require logistic coordination. Communication-related support will be required as well.

14. The RFP asks for hourly rates and an "estimated budget." Should the estimated budget be structured as an annual not-to-exceed amount, or should proposers provide estimated hours by task area mapped to the scope of work categories (2.2.1–2.2.10)?

Answer: I believe annually not to exceed will work best.

15. Page limits: Is there a maximum page count for the technical proposal? If so, do resumes, title page, table of contents, cover letter, project descriptions, and required forms count toward the limit?

Answer: There are no page limit restrictions.

16. Must DBE firms be listed on the SWBNO-approved vendor list specifically, or are firms certified through Louisiana's Unified Certification Program (LaUCP) or other state/local programs also acceptable?

Answer: Sewerage and Water Board only recognizes DBEs certified via SLDBE or LAUCP for credit purposes. Certified DBEs can be located on Sewerage and Water Board's website at <https://www.swbno.org/Business/DisadvantagedBusinesses>

17. The evaluation uses a 0–5 scale with percentage weights. Can you clarify how the raw consensus score (0–5) is converted to the weighted percentage? Is the maximum possible technical score 500 points (5 x 100)?

Answer: The maximum points to be obtained will be 100 points. Each category has a weighted score that is tabulated to produce a final score.

18. Since the cost proposal is only open for the awarded respondent, is cost not a scored evaluation factor? Will the selection be made solely on technical merit, with cost used only as a basis for negotiation?

Answer: Please refer to section 3.3 on page 17.

19. The RFP requires Commercial General Liability including "Explosion, Collapse, and Underground Property Damage Hazards." Given that this is a professional services/marketing contract, are these specific hazards endorsements truly required, or can they be waived?

Answer: These requirements can be addressed after award.

20. What specific metrics or KPIs does SWBNO expect to be included in the monthly performance reports and quarterly strategy reviews?

Answer: KPI's would include but not limited to Content quality, Message penetration, Sentiment, Business Impact, Delivery and professionalism.

21. Does SWBNO have existing tools or platforms (e.g., email marketing, media monitoring, project management) that the selected firm will be expected to use, or should the firm propose its own tools?

Answer: We have our own tools.

22. With regard to "creation of communications" and "content, email updates, newsletters," do these phrases mean the contractor will create vehicles, templates and products or systems for the use of the SWBNO Communications staff? Or do these phrases mean the contractor will be responsible for creating the actual internal communications that employees will receive on such created vehicles?

Answer: The contractor will be responsible for both developing communications templates and when needed, creating the content itself.

23. Does this bullet point mean the contractor will provide communications professionals on-call 24/7/365 to respond to crises? Or does this bullet mean the contractor will be responsible for preparing SWBNO employees for such circumstances?

Answer: Depending on the severity of the emergency, the contractor will be required to remain available to respond 24/7/365.

24. Does this bullet mean the contractor will manage all such on-site events? Or does this bullet mean the contractor will be responsible for preparing SWBNO employees for such events? Or does this bullet mean SWBNO employees will handle most small events and engage the contractor for major events a few times per year?

Answer: The contractor will be asked to assist with event planning and on-site coordination. Engagement will typically be for larger scale events; however, the contractor should remain flexible and available to support smaller events as needed.

25. Do these two bullets mean the contractor will be responsible for providing these services directly? Or do these bullets mean the contractor will be responsible for engaging a third-party service provider and billing SWBNO as incurred?

Answer: The contractor can engage a third-party provider for translation services.

26. Does this phrase mean the contract period is one year with two one-year renewal options? Or does this phrase mean the contract period is two years with two one-year renewals?

Answer: The initial contract period is two years with. The renewal option is (2) one-year extensions.

27. "Please note: if you are a DBE bidding as a prime contractor, you cannot count yourself toward the DBE participation requirement. You must select another certified DBE from the SWBNO-approved vendor list to fulfill this requirement." Does this phrase mean a DBE partnering with a NON-DBE cannot serve as prime on the contract?

Answer: Firms certified as DBEs are eligible to submit bids as prime contractors on Sewerage and Water Board contracts. However, a prime contractor that holds a DBE certification may not count its own work towards meeting established DBE participation goals. To satisfy these requirements the prime contractor must engage other certified DBE firms.

28. During the conference, DBE participation was referred to as DVBE, which involves companies owned by a disabled veteran. Would the inclusion of a partnering company headed by a disabled veteran be mandatory? Or, would a traditional DBE partner suffice? Also, is there a list of preferred DVBE vendors, and if so, can you please send that to us? Finally, what is the percentage of responsibility for this partner?

Answer: There was no mention of a DVBE during the pre-proposal meeting. Sewerage and Water Board only recognizes DBEs certified via SLDBE or LAUCP for credit purposes. Certified DBEs can be located on Sewerage and Water Board's website at <https://www.swbno.org/Business/DisadvantagedBusinesses>

29. Is there an approximate amount of the budget earmarked for paid media?

Answer: No, it does not include a specific amount for paid media. Please provide an overall plan recommending individual budgets for paid media.

30. Are the insurance requirements needed for submission of the RFP? Or would they be required only upon award of the contract?

Answer: Insurance requirements are required after award.

31. Can SWBNO confirm whether there is an incumbent contractor currently providing marketing and communications services? If so, please provide the name of the incumbent firm, the scope of their current services, and the approximate annual contract value.

Answer: The incumbent contractor is HDR Engineering. The value of the annual contract is \$350,000.00

32. Can SWBNO confirm whether DBE participation must be fulfilled using firms listed on the SWBNO-approved vendor list specifically, or if any firm that is SLDBE or LaUCP certified is acceptable regardless of whether they appear on the SWBNO list?

Answer: A firm may select a subcontractor that is not listed on SWBNO's website. SWBNO only recognizes firms certified via SLDBE or LAUCP for credit purposes. If a prime contractor wishes to select a DBE subcontractor that is not listed on SWBNO's approved vendor listing, documentation confirming the DBE's certification via SLDBE or LAUCP should be included with the proposal upon submission.

33. SWBNO noted during the pre-proposal conference that an anticipated budget is not typically provided. To support development of a responsive and appropriately scaled cost proposal, can SWBNO clarify whether there are any internal budget parameters, funding constraints, or not-to-exceed thresholds that proposers should consider when structuring their pricing?

Answer: Based on a comparable scope of work provided by the incumbent, I anticipate this contract to be valued between \$350,000 and \$375,000.

34. Can SWBNO provide additional guidance on the anticipated level of effort for ongoing communications support, such as an estimated monthly hours range, FTE equivalent, or expected volume and frequency of key deliverables (e.g., media relations, social content, public outreach, and crisis communications activities)?

Answer: We currently average around 180 hours a month without contractor's team. Tasks may vary and include project management, communications planning, content development etc.

35. Does SWBNO have a preferred pricing structure, such as a fixed monthly retainer, time-and-materials, or a hybrid approach for ongoing and surge support? Finally, are there prescribed labor categories or position types that proposers are expected to include in their cost proposals?

Answer: Currently the pricing structure is based on cost allocations for the task and a price breakdown of labor costs per month.

36. Can SWBNO clarify expectations for crisis communications and surge support, including what types of events would activate this support, whether on-site presence is required during events such as hurricanes, and the expected response times and duration of support?

Answer: Examples of crisis/emergency support include but are not limited to inclement weather events, saltwater intrusion, major infrastructure failures. During these events, onsite support may or may not be needed; however, the contractor should remain available to respond 24/7/365.

37. The RFP references required submission of the EDBP Participation Summary Sheet Form and the EDBP Acknowledgement of Negotiated Terms Form; however, these forms do not appear to be included in the attachments. Can SWBNO confirm whether official templates for these forms will be provided? If not, should proposers create their own versions using the required information outlined in the solicitation?

Answer: See response to question #1.

38. Can SWBNO confirm that the Conflict of Interest, Corporate Resolution, Convicted Felon, Non-Solicitation, and Non-Collusion forms do not need to be submitted with the proposal and will only be required to be submitted if selected for award?

Answer: These documents will be required from the awarded proposer at contract time.

39. As key clarifications, including anticipated level of effort, pricing structure, and crisis communications expectations, may materially impact proposers' technical approach and cost proposals, would SWBNO consider extending the proposal due date to allow adequate time to incorporate the issued addendum into a fully responsive and well-informed submission?

Answer: The date will remain the same.

40. Can you provide clarity on the required forms we will be including in the proposal? A couple of the forms say "Submitted as a Separate Attachment" in the instructions. Do you want us to include separate attached files for those two, or would you prefer I put them in a Required Forms section at the end of the Technical Proposal? The solicitation just asks for 2 files (Technical Proposal and Cost Proposal), but the language in those required forms instructions suggests otherwise.

Answer: on page 22 of the proposal document, it details the documents that you have to submit. If it states "separate file" that means you will be submitting two separate files by the due date instead of one large file. You are required to submit the technical proposal, cost proposal, and attachments. Some of the attachments are due at submission and others are due if you are awarded. Please adhere to that language. EDBP forms can be accessed via the SWBNO website.

The changes, additions, and/or deletions included herein are hereby made part of the solicitation documents for 2026-SWB-02 Marketing and Communications Services, as fully and completely as if the same were set forth therein. The bidder shall be responsible for having knowledge of all addenda issued for this RFP.

***** END OF ADDENDUM *****