



FAYETTEVILLE PUBLIC WORKS COMMISSION

PROCUREMENT DEPARTMENT

<https://www.faypwc.com/bids/>

Bid Addendum

PWC Number: PWC2425069

Bid Title: On-Call Communication & Community Relation Support Services

Submission Date and Time: April 16, 2025 @ 3:00pm

Addendum Number: 1

Addendum Date: April 7, 2025

Procurement Advisor: JoAnn Bowman
procurement@faypwc.com

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1. Return one properly executed copy of this addendum with bid response or prior to the Bid Opening Date/Time listed above.
 2. Following are questions received about the solicitation and the SME's answers to the questions
 - Q1.** We are bidding on the graphic design portion, is PDF format acceptable for the portfolio examples? For the PowerPoint I assume you need the presentation itself?

A1. PDF format is the preferred format for the examples. For the PowerPoint presentation, each page of the slide deck will count toward the page count.
 - Q2.** Are submittals only via email in digital file or do you allow paper submission and physical samples? Tabs, dividers one sided pages are mentioned so curious about that.

A2. Submittals will only be accepted via email digital file(s). If you have dividers, blank pages, etc. these will count towards the page count.
 - Q3.** 153mb limit is mentioned for size limit, most email servers can only transmit up to 20 mb normally, is there an upload link in case? Emails over any network limits may not reach intended destination and may not notify the sender.

A3. 153mb is the correct sizing limit. Emails over 153mb will not reach our network nor will we receive a notice. You are welcome to reach out to JoAnn Bowman at procurement@faypwc.com to confirm receipt of your submission or request for a read/delivery receipt when submitting.
 - Q4.** Are there specific times of year (e.g., hurricane season, winter weather, rate changes) that require more focused content?

A4. PWC maintains a year-round presence on social media where we schedule content daily. We do have heavier traffic times – Storms (hurricane or winter), Boil Water Advisory, Large Scale Outage, but those are incident dependent.

It is PWC's intent to handle all emergency and day-to-day operational advisories on social media while our consultant(s) will be responsible for the scheduled content creation and posting.

We would engage with our consultant(s) to create emergency communications graphics and templates that our team members can use for brand and messaging consistency.

Q5. Are there campaigns or annual initiatives (e.g., energy-saving tips, water conservation weeks) that we should build into the schedule?

A5. PWC does have specific campaigns each year that are important to our overall customer education. A few examples of those are: Time of Use, Water Treatment Changeover, Rate Changes, Water Quality, High Bills (heat/ac), and Storm Prep.

Q6. What metrics or KPIs matter most to you? (e.g., reach, engagement, clicks, sentiment, follower growth)

A6. PWC's goal with our Social Media presence is to educate our customers through engaging, interesting, and useful content. That will be evaluated on a combination of follower growth, reach, and sentiment.

Q7. How often would you like performance reports or analytics summaries?

A7. Monthly

Q8. What's your process for handling outages, boil water advisories, or other urgent updates on social media?

A8. Currently, social media alerts for urgent events are secondary notifications. We use channels required by regulation first. However, social media is an important tool in communicating during these events which will be the responsibility of the Communications Department. We will be working with the selected consultant(s) to create templates that can be used in emergencies and for day-to-day operational advisories

Q9. Do you have a chain of approval for emergency posts?

Q9. Yes, any communications or social media posts outside of the social media posting schedule will have to be reviewed and approved by the Communications Department. If the consultant(s) identifies a need to create a post in response to emerging social media traffic, they should reach out to their liaison at PWC

Q10. Who on your team will approve content, or will we have autonomy within guidelines?

A10. Content will be approved by the PWC Communications Department Manager

Q11. Are there any internal departments (e.g., HR, customer service, sustainability) that regularly need social media support?

A11. All PWC Social Media Communications that need coordination with internal stakeholders will be handled by the Communications Department team members before being released for publication.

Failure to acknowledge receipt of this addendum may result in rejection of the response. Check ONE of the following options:

- ☐ Bid has not been mailed. Any changes resulting from this addendum are included in our bid response.
- ☐ Bid has been mailed. No changes resulted from this addendum.
- ☐ Bid has been mailed. Changes resulting from this addendum are as follows:

Execute Addendum:

Offeror: _____

Authorized Signature: _____

Name and Titled (Typed): _____

Date: _____