



## REQUEST FOR QUALIFICATIONS NO. 580-24-RFA-0019

### FOR

### STATEWIDE WATER AWARENESS CAMPAIGN

#### ADDENDUM 1 – QUESTIONS AND ANSWERS

1. Question: Can you identify metrics for measurement and measurable, time-based goals for the campaign? What are the measurable KPIs?

TWDB Response: The grant recipient will be responsible for identifying and subsequently proposing metrics, goals, and KPIs in collaboration with the TWDB.

2. Question: Item 4ai makes reference to sample budgets, but there were no sample budgets in the document. Can you provide those sample budgets?

TWDB Response: Please reference the Task and Expense Budget Form added to the updated RFA and addendum.

3. Question: Can you provide more context to item 4ii regarding any additional sources of funding to supplement the campaign?

TWDB Response: The TWDB would like to know if applicants have or anticipate receiving funding from other sources that will be used to supplement the campaign, either now or in the future. For example, does the applicant have funding currently budgeted to support work related to this type of campaign, or has the applicant applied for funding from other sources that could be used to support this type of effort? Applicants may list funding opportunities applied for even if the outcome of those processes is not yet known.

4. Question: Are there any specific messages being considered for this campaign or will the research guide that decision?

Questions & Answers Addendum  
Solicitation No. 580-24-RFA-0019

If two or more similar questions are submitted (*i.e.*, redundant questions), it is best practice to either provide the exact same answer to both questions or answer the first question and then include a cross reference to the first answer when responding to the second question.

TWDB Response: Research conducted/facilitated by the grant recipient will meaningfully inform messaging, strategy development, and identification of target audiences. The TWDB also has significant existing data and resources that should be used during this process. The grant recipient will work closely with the TWDB to propose specific messaging and strategies, which the TWDB will approve prior to use.

5. Question: Are there any geographic or demographic targets identified for this campaign?

TWDB Response: The campaign must be statewide and take into account differences in water needs of various geographic regions of the state. The grant recipient will be responsible for identifying geographic and demographic targets and tailoring strategies to reach them.

6. Question: To confirm, is the budget template you would like us to use called, "TWBD Budget Template for Projects", found in the Forms Library? (template budget attached)

TWDB Response: Please reference the Task and Expense Budget Form added to the updated RFA and addendum.

7. Question: Can you specify the fiscal calendar timeline to which grant terms will be subject?

TWDB Response: While the TWDB's fiscal calendar is September 1 through August 31, the grant terms of this contract will be subject to an annual timeline based on the date of contract execution (when the contract is signed by all parties and goes into effect).

8. Question: Outside of what is listed in the application, what, if any, top priorities, actions, or impacts would TWDB like this campaign to drive?

TWDB Response: The TWDB looks forward to collaborating with the grant recipient on the development of messaging objectives and strategies and subsequently reviewing vetted, data-backed recommendations before approving the final messaging, call/s to action, and overall strategy. We are interested in a campaign that aligns with the TWDB mission to ensure a secure water future for Texas, reflects the agency's goals, draws on the work of the agency's program areas, and utilizes and/or cross-promotes the resources and information we have available. Please visit the [TWDB website](#) to learn more about agency programs.

9. Question: What audience databases, if any, would TWDB be willing to provide to campaign activities, and what demographics do they represent?

TWDB Response: The TWDB is responsive to a varied and diverse set of audiences, including utilities/water providers, consultants, the general public, scientists, academics, other water organizations, cities/communities, non-profits, and businesses in Texas. We would be pleased to share any available datasets as well as related applications and resources, including but not limited to: Water Use Surveys, Water Loss Audits, the Water Service Boundary Viewer, state water planning data, Water Data for Texas, Water IQ, Save Texas Water, the TWDB Groundwater Database, and the Texas Water Data Hub, among other resources. Additional information about these datasets and applications is available on the TWDB website. We expect the grant recipient to present a campaign direction and strategy to reach targeted audiences that is based on thorough research and data and optimizes use of this type of information as appropriate throughout the campaign.

10. Question: Does the RFA application process allow for supplemental documents to be submitted, like a one-page cover letter or table of existing projects?

TWDB Response: Yes, but please keep in mind any page limits for specific sections as noted in the How to Apply section of the RFA.

11. Question: Are we able to introduce additional partners/subcontractors throughout the campaign process? For example, selecting a media partner once a campaign strategy has been aligned with the TWDB team.

TWDB Response: Yes, absolutely. Please note the use of potential subcontractors in the application.

12. Question: Do you accept fiscal sponsors for this grant opportunity?

TWDB Response: To be eligible for this grant funding, the entity that the fiscal sponsor represents must be a nonprofit or governmental entity.

13. Question: Do you accept subcontractors for parts of the work outlined in the bid?

TWDB Response: Yes. Please note the use of potential subcontractors in the application.

14. Question: Can a company submit to fulfill parts of the work but not the whole?

TWDB Response: The TWDB plans to award one contract to an entity that will be required to fulfil the entire contract.

15. Question: In second paragraph of the RFA, eligible applicants must be a governmental entity with an existing or proposed statewide Texas water awareness program or campaign. What is considered an eligible program or campaign?

TWDB Response: Eligible applicants must 1) be a governmental entity or nonprofit organization and 2) have an existing statewide water awareness campaign or be proposing a new (not yet implemented, and possibly not even formulated) statewide water awareness campaign. Whether existing or proposed, the campaign will be held to the criteria and tasks outlined in this RFA, which will be further refined in collaboration with the grant recipient during the contract development process.

16. Question: Does this specific program or campaign have to be the one included in the application?

TWDB Response: The RFA's "How to Apply" section requests information regarding the statewide water awareness campaign to be funded through this grant, as well as information regarding the applicant's relevant experience and, if applicable, existing statewide awareness program or campaign. Item 5 of this section is an opportunity to provide additional information if the applicant has an existing statewide water awareness campaign, regardless of whether the applicant proposes to use that campaign as part of the grant. Applicants should clearly describe in the response if they are requesting this funding for a new campaign, an existing campaign, or some combination thereof. If the funding will support an existing campaign, the applicant should also clearly describe how the funds will be used for it.

17. Question: The Texas A&M AgriLife Extension Service has many statewide programs about water awareness but may propose a new program or campaign under this application. Would that be eligible?

TWDB Response: To be eligible for funding under this grant, an applicant must be a governmental entity or nonprofit organization. State universities are considered governmental entities.

18. Question: Does what is being proposed to this RFA count as a proposed statewide Texas water awareness program under this section?

TWDB Response: The TWDB is exploring the possibility of pursuing TWDB-led initiatives that could further water public awareness in Texas that may extend

beyond the scope of this campaign. Depending on the outcome of those deliberations, the campaign developed under this RFA may constitute the full extent of a statewide public awareness program, or additional initiatives may be pursued in the future under the umbrella of a slightly larger statewide public awareness program.

19. Question: Where does the statewide Texas water awareness program or campaign have to be proposed to be eligible?

TWDB Response: “Statewide” refers to the campaign targeting and applicable to the entire state, versus strictly focusing on one area or region. The campaign should take into account differences in water needs of various geographic regions of the state; attitudes toward water issues; potential barriers to achieving the campaign goals; and how these factors may shape the messaging as well as complement and support existing local and regional water education or awareness programs.

20. Question: What criteria must be met for the program to be claimed as existing?

TWDB Response: An existing campaign/program is already developed and active. Please provide the information requested under Item 5 of the How to Apply section so the TWDB can learn more about the program. Please also explain under Item 3 how you will use the funding to accomplish the campaign goals and tasks outlined in this RFA.

21. Question: In the scoring criteria, the final criteria is “the ability to financially supplement and sustain the statewide water campaign.” Just to confirm, this is requesting the entity to financially continue the statewide water campaign beyond the award period, correct? Can this be a plan for sustaining the program beyond the award period?

TWDB Response: Applicants are not required to have funding available to sustain the campaign beyond the award period as a condition for selection. However, the TWDB would like to know if applicants have such outside funding available to supplement and sustain the campaign, and if not, if the applicants have identified specific funding sources that will be targeted for this purpose.