

Request for Proposals to Provide Agency of Record Services for a Series of Residential Advertising Projects

Posted: March 6, 2026

This Addendum No. 1 shall be considered part of the Request for Proposals (“RFP”) for Agency of Record (“AOR”) Services for a Series of Residential Advertising Projects and is intended to correct, change, and/or add to the documents as described below. Please make sure to complete the *Addenda Acknowledgement* form included in the *Required Forms* (Exhibit B).

Listed below are questions received with answers from SWACO:

Question #1: *When looking to "design and manage several residential diversion advertising programs" - are these to stem from the existing campaigns? Or, are these complete new initiatives? Please advise on any goals or details about the programs you are looking to create and/or enhance.*

Answer: SWACO is open to creating new content up to a point but expects that most of the budget will be taken up by the ad buy rather than spent on new content. The goals are the ones stated in the project scope in Exhibit A.

Question #2: *The RFP states that the target award time period is April. Does SWACO have target months when each of the three campaigns - Save More Than Food, Recycle Right, Choose To Reuse - would be active in 2026 and 2027? If yes, please provide those preferred months for each of the three campaigns.*

Answer: We envision that all three campaigns will generally be active throughout 2027 and the remainder of 2026 though the calendar for each can be adjusted to limit the amount that their messages are competing with each other.

Question #3: *To confirm, is the timeframe for the partnership from April of 2026 through December of 2027?*

Answer: Correct.

Question #4: *Does SWACO have a preferred percentage of the total budget that should be spent on out-of-pocket paid media? If yes, please share that percentage.*

Answer: There is not a set percentage, but we expect that it will take up the majority of the budget, followed by things like content creation and overhead.

Question #5: *The RFP states that there should be an emphasis on Recycle Right and Save More Than Food. Does SWACO have a preferred breakdown of how much budget should be used for each campaign (for example: 40% to SMTF, 40% to RR, and 20% to CTR). If yes, please share that breakdown.*

Answer: SWACO has budgeted one hundred fifty thousand dollars (\$150,000.), or about forty-three percent (43%) each, for *Recycle Right* and *Save More Than Food*. Fifty thousand dollars (\$50,000), about fourteen percent (14%), was budgeted for *Choose To Reuse*.

Question #6: *Because the budget for 2027 is yet-to-be-determined, is there a tentative project budget that can be used to provide our estimated cost plan for 2027? If yes, please share that tentative project budget. Or, parameters from the past campaign budgets that we could base our preliminary scope around.*

Answer: There is not a tentative budget for 2027, and the final amount will not be known until the SWACO Board of Trustees approves the 2027 budget in the late fall of 2026. However, it is the project team's intention for the 2027 budget to be similar to that of 2026.

Question #7: *In addition to the four responsibilities outlined in the Scope of Work in Exhibit A Section C, does SWACO expect/want any research with target audiences prior to creative development or media planning to inform these activities?*

Answer: We are open to this and envision that it might be part of the first bullet point about developing the media advertising plan.

Question #8: *Are there any recent research findings or exercises conducted that would be provided that would cover the insights needed for a particular topic or population - allowing us to save costs on new research efforts for a specific initiative?*

Answer: We have the results from recent years' ad campaigns that may be helpful in this area as well as an ongoing waste characterization study.

Question #9: *Will each of the three campaigns - Save More Than Food, Recycle Right, Choose To Reuse - be maintaining their existing campaign look-and-feel, messaging, and call-to-action? Or will the Proposer be responsible for developing a new (or updated) look-and-feel, messaging, and call-to-action for any/all of the campaigns?*

Answer: We expect to need very few updates to *Choose To Reuse*, perhaps a mild rework of *Save More Than Food*, and a bit more of a refresh for *Recycle Right*.

Question #10: *Has any of the three campaigns or initiatives mentioned in the RFP recently undergone a revamp or update that we should maintain for the beginning of the partnership? And if so, would you be wanting to update later? Please advise for each campaign.*

Answer: *Choose To Reuse* is new as of last year. *Save More Than Food* saw a full new look for 2025, though some of that has reverted since back to its previous look and feel. *Recycle Right* has not been updated in several years.

Question #11: *Does SWACO expect/want any testing of creative assets and/or messaging with target audiences after creative development but prior to launch?*

Answer: We are open to discussing this as part of the plan.

Question #12: *Regarding media and outreach, does SWACO have media tactics that it wants to be included?*

Answer: We are open to a wide spectrum of advertising media.

Does SWACO have media tactics that should be excluded from our plans? If yes, please advise for both preferred included and excluded tactics.

Answer: SWACO currently does not have any media tactics that should be excluded.

Question #13: Aside from the goals listed in the RFP, such as awareness and site traffic - what other KPIs and metrics will be considered important to the success of these programs that the vendor would be responsible for?

Answer: Additional metrics have not been identified at this time.

Question #14: When tracking “increases in residents’ use of food waste drop-off sites and at-home composting options” - how can the vendor track these results? Will SWACO be responsible for reporting on this - or the vendor? Please advise.

Answer: SWACO attempts to track these metrics already, through recycling, hauling, and other statistics, as well as through a study of the waste that arrives at the landfill, though it is an inexact science.

Question #15: Are there any media plans or outreach efforts that the vendor will need to maintain at the beginning of the partnership? When would you want new initiatives up and running? Please advise.

Answer: We would like this Project to begin with a fast start. Please include what you think is reasonable to expect.

The deadline for questions relating to this RFP is 4:00 p.m., March 10, 2026.

Proposals are due no later than 1:30 p.m., March 19, 2026.

++ This completes Addendum No. 1 ++