MONROE COUNTY WATER AUTHORITY
P.O. Box 10999 • 475 Norris Drive • Rochester, N.Y. 14610-0999
Phone: (585) 442-2000 Fax (585) 442-0220

November 4, 2026

ADDENDUM NO. 1
TO THE
REQUEST FOR PROPOSAL
FOR

2026 ANNUAL REPORT DESIGN AND PRODUCTION

This contains the above-referenced addendum.

You must acknowledge receipt of this addendum by signing below and submitting this cover sheet either with your proposal or via email to kerry.sharp@mcwa.com by 1 p.m. EST on **Friday, November 13, 2026**.

ACKNOWLEDGEMENT OF RECEIPT:

_____
Signature

_____
Name and Title *(Please Print)*

_____
Company Name *(Please Print)*

ADDENDUM NO. 1

TO THE

REQUEST FOR PROPOSAL

FOR

2026 ANNUAL REPORT DESIGN AND PRODUCTION

TO: All holders of the RFP

Your attention is directed to the following questions received for the above-referenced RFP.

1. **Section 2.2.A.i lists *"8 ½ x 17 two-sided full-color printing, stapled in center (creating two full pages per sheet on each side)."* Is the intended finished size standard letter portrait? (8.5" x 11" finished size, folded from 11" x 17" flat sheets)**

   Yes, the intended finished size is letter portrait, 8.5" x 11", folded from 11" x 17" flat sheets.

2. **Does the *16 pages* include the front and back covers? (i.e., a 16-page self-cover booklet consisting of 4 folded sheets), or is it 16 interior pages plus a separate 4-page cover (20 total pages)**

   Yes, 16 pages includes the front and back covers, consisting of four folded 11" x 17" sheets.

3. **Will MCWA provide fully drafted narrative copy and department updates for the vendor to edit, format, and fit to layout, or will the vendor be responsible for some copywriting (conducting interviews with department heads to collect input and generate the text)?**

   Vendor is responsible for copywriting. Vendor will collaborate with MCWA to develop a theme to guide the report, then conduct interviews with department heads and relevant employees as identified by MCWA to generate narrative.

4. **Does MCWA have an existing library of high-resolution professional photography of facilities, staff, and leadership for use in the publication, or will the visual layout depend predominantly on vendor-sourced stock photography?**

   MCWA will provide headshots and photographs of noteworthy events from the report year. Vendor is responsible for supplementing with stock photography and/or scheduling additional photography to coordinate with selected report theme.

5. **In what format will the financial, operating, and customer performance metrics be delivered (e.g., audited CAFR / ACFR reports, raw Excel tables, or pre-summarized bullet points)?**

Operating statistics, financial highlights and customer base files will be provided in Microsoft Excel tables. Performance metrics will be delivered via pdf comment, with updates marked on the previous year's report.

6. **The RFP requests a *"website-ready, accessible PDF."* Please define the specific requirements for this request. Do you require PDF/UA tagging, or is a properly optimized standard web PDF sufficient?**

   PDF should be compliant with PDF/UA and WCAG 2.1 AA standards.

7. **The RFP specifies *"high gloss photo quality paper."* Do you have a preferred paper weight for the interior and cover? (ie: 80 lb. or 100 lb. gloss cover for exterior / 80 lb. or 100 lb. satin text for interior)**

   Preferred 100 lb. gloss cover and 100 lb. gloss text for interior.

8. **What class of mail is anticipated for the mailing? (e.g., Presorted First-Class vs. USPS Marketing Mail / Standard Presort)**

   USPS Marketing Mail. Postage will be drawn directly from MCWA account.

9. **Is the report intended to be mailed as a self-mailer (wafer-sealed with an address block printed directly on the back cover), or will it be inserted into large envelopes or polybags?**

   Self-mailed, wafer sealed with address block printed directly on back cover.