REQUEST FOR PROPOSALS

MONROE COUNTY WATER AUTHORITY

2026 Annual Report Design and Production

October 26, 2026

Monroe County Water Authority
475 Norris Drive
Rochester, New York 14610

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APPENDICES

A. Bidder/Offerer Disclosure

SECTION 1 – INVITATION TO PARTICIPATE

1.1 Purpose

The Monroe County Water Authority (the "Authority") is soliciting responses from experienced and qualified firms to provide Design and Production Services for the Authority's 2026 Annual Report, including planning, design, development, printing and mailing. The Authority will retain full ownership of the report, including all photographs, infographics and other design elements.

Prospective Proposers must offer a Statement of Qualifications and a proposal that will meet the scope of services, qualifications and general description of work activities identified in Section 2 of this document.

In responding to this RFP, Proposers must follow the prescribed format as outlined in Section 3.4. By so doing, each Proposer will be providing the Authority with comparable data submitted by other Proposers and, thus, be assured of fair and objective treatment of the Authority's review and assessment process.

1.2 Procurement Officer

The Procurement Officer identified below is the primary point of contact regarding this RFP from the date of issuance until the selection of the successful Proposer.

Kerry Sharp
Monroe County Water Authority
475 Norris Drive
Rochester, New York 14610
Email: kerry.sharp@mcwa.com
Phone: 585-442-2001, ext. 252 Fax: 585-442-2907

1.3 Presentation and Clarification of the Authority's Rights & Intentions

The Authority intends to enter into a contract with the selected Proposer to supply the information described in this RFP. However, this intent does not commit the Authority to award a contract to any responding Proposer, or to pay any costs incurred in the preparation of the proposal in response to this request, or to procure or contract for any services. The Authority reserves the right in its sole discretion to: (a) accept or reject in part or in its entirety any proposal received as a result of this RFP if it is in the best interest of the Authority to do so, and (b) award one or more contracts to one or more qualified Proposers if necessary to achieve the objectives of this RFP if it is in the best interest of the Authority to do so.

1.4 Timeline

The schedule of events for this RFP is anticipated to proceed as follows:

- All requests for RFP clarification and/or questions must be submitted in writing to the RFP Procurement Officer at the email address provided in Section 1.2 and received no later than 1:00 PM on **November 2, 2026**.

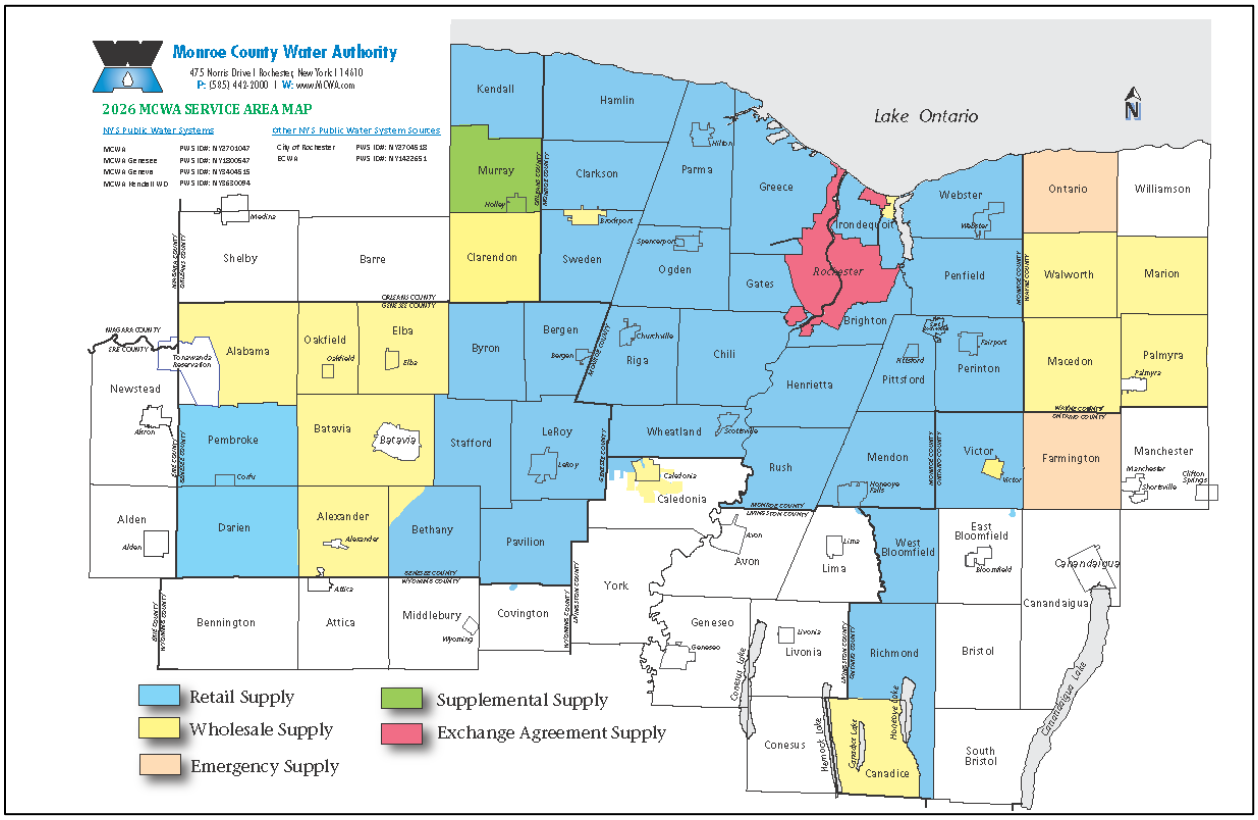
- If required, all questions will be answered and documented in writing as an addendum to the RFP. These will be sent out to all Proposers who received the original RFP on or before **November 6, 2026**.

- The final RFP submissions must be received by 1:00 p.m. on **November 13, 2026** at the address shown in Section 3.1.

1.5 Overview of the Organization

The Authority is a public benefit corporation organized under the Public Authorities Law of the State of New York to provide high quality, safe and reliable water in a financially responsible manner. The authority is the third largest water supplier in New York State and was formed in 1959 to solve the water supply needs of this community. The Authority took over the assets of the private New York Water Service Corporation that had 27,000 retail customers, serving just portions of the County's inner ring towns and portions of the City. As surrounding towns and villages faced new water supply challenges, the Authority's service area has steadily grown. Today the Authority provides water to approximately 800,000 individuals and services approximately 200,000 separate accounts in every town and village in Monroe County and certain municipalities in Ontario, Genesee, Livingston, Orleans, and Wayne Counties. The MCWA system infrastructure includes its main operations center, meter shop, three water treatment plants, 48 remote pumping stations, 50 tanks, two storage reservoirs and nearly 3,500 miles of transmission and distribution water mains.

For additional information on MCWA, visit www.mcwa.com.



SECTION 2 – DETAILED SCOPE OF WORK

We are seeking a creative partner to plan, design and produce the Authority's 2026 annual report in hard copy form as well as digital format. Our goal is to create a product that tells the story through the narrative as well as through the graphic visualization of key statistics and figures. The annual report will weld dynamic content with a visionary letter from our Executive Director and Board Chairman that will serve to guide the report narrative.

It is the intention of the Authority to award a contract to run for two years with the possibility of extending the contract for up to two additional years.

2.1 Annual Report Content and Design Development

A. Theme Identification and Required Content

- Determination of a theme to guide narrative and visual content throughout the report
- Narrative, driven by the theme, that emphasizes the value of the Authority's services and highlights contributions by various departments

- Joint letter from the Executive Director and Chairman of the Board
- Achievements and accomplishments from the Fiscal Year 2026
- Financial highlights, operating statistics, performance metrics and customer data

B. Design and Refinement

- Layout and design of approximately 16 pages of text, images and infographics that align with mutually agreed upon theme
- Vendor responsible for providing stock photography and developing infographics
- Professional, modern and easy to read
- At least three rounds of editing to incorporate comments and feedback provided by the Authority

2.2 Annual Report Production and Delivery

A. Production – Quantity of approximately 800

- **Printing and Binding**
  i. 8 ½ x 17 two-sided full-color printing, stapled in center (creating two full pages per sheet on each side)
  ii. Front and back cover
  iii. High gloss photo quality paper

- **Mailing**
  i. Mailing list provided by the Authority in .xls format
  ii. Address and mail to approximately 650 recipients

- **Digital File**
  i. Provide a website-ready, accessible PDF

SECTION 3 – SPECIFIC PROPOSAL REQUIREMENTS

3.1 Submission of Proposer's Statement of Qualifications and Proposal

A. Acceptance Period and Location: To be considered, Proposers must submit a complete response to this RFP. Proposers not responding to all information requested in this RFP or indicating exceptions to those items not responded to may have their proposal rejected. **The Bidder/Offerer Disclosure Form must be completed, signed and returned with the proposal.**
All proposals must be received in a sealed envelope, clearly labeled with the information in Section 3.1B at the address below before the time listed in Section 1.

US Postal Service mail delivery is NOT an acceptable means for delivery to this location. Delivery services, such as FedEX, must be provided instructions to **"Deliver to the bid box located at the Employee Entrance, Door #19".** (Proposers submitting via delivery service are encouraged to call the Procurement Officer and confirm receipt of the documents). **Proposals submitted via US Postal Service will be returned, unopened.**

Monroe County Water Authority
Attn: Kerry Sharp
475 Norris Drive
Rochester, New York 14610

There will be no public opening of the submittals. Proposals received after the Proposal Due Date will not be considered, nor will faxed or emailed proposals, whenever received. Failure to submit a proposal on time will not be waived by the Authority under any circumstances (e.g., traffic conditions, mail or courier failure, etc.).

B. **Required Copies: Submittals must be hardcopy.** Proposers must submit one (1) signed, original Qualifications Statement and five (5) additional copies in a sealed envelope with the following designation on the outside of the envelope:

Proposal For:	Kerry Sharp
Submitted To:	Monroe County Water Authority
Submitted By:	Respondent's Name Respondent's Address Primary Contact Person Telephone Number of Primary Contact Date Submitted

B. Economy of Preparation: Proposals should be prepared as simply as possible and provide a straightforward, concise description of the Proposer's capabilities to satisfy the requirements of the RFP. Expensive bindings, color displays, promotional material, etc., are neither necessary nor desired. Emphasis should be on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled. Vague terms such as "Proposer complies" or "Proposer understands" should be avoided.

3.2 Clarification of RFP and Questions

Questions that arise prior to or during proposal preparation must be submitted **in writing via email** no later than 1:00 PM on **November 2, 2026**. Questions and answers will be provided to all Proposers who have received RFPs and must be acknowledged in the RFP response. MCWA reserves the right to not respond to questions. No contact will be allowed between the Proposer and any other member of the Authority regarding this RFP during the RFP process unless specifically authorized in writing by the RFP Procurement Officer. Prohibited contact may be grounds for Proposer disqualification.

3.3 Addenda to the RFP

In the event it becomes necessary to revise any part of this RFP, addenda will be provided to all that received the basic RFP. An acknowledgement of such addenda, if any, must be submitted with the RFP response.

3.4 Organization of Submittal

This section outlines the information that must be included in your submittal. Please respond with your information in the same order as the items in the section.

A. Summary of Proposal: Include a table summarizing the proposal that clearly outlines the costs and options of your proposal.

B. Company Information: Provide a brief history of your company including the number of years in business, identification of company ownership, and the number of employees.

C. Project Team: Provide a description of the project team's organization and roles. List the specific project team members, including resumes. Please note the Authority places great importance on the individual team members. Those proposed should be available if selected. If in doubt, listing alternatives is acceptable.

D. Approach to the Project: Describe in detail your approach to the project, clearly delineating the anticipated scope of services to be provided, particularly breaking out responses to the separate items identified in Section 2.

E. Qualification Description: Provide detailed information relating to the qualifications of the personnel proposed to support this engagement. Describe a minimum of three engagements of similar scope that best demonstrate the company's (and sub-consultants as appropriate) qualifications to undertake all aspects of the work.

F. Sample of Work: Provide at least three physical samples of reports and/or other publications your company has created for comparable projects.

G. References: Provide a minimum of three clients for whom your company has provided similar services. Include the following information for each client:

i. Name and address of the client
ii. Name and telephone number of contact person
iii. Summary of the services provided

H. Procurement Form: Include the completed Bidder/Offerer Disclosure Form contained in the Appendix. **Failure to sign and submit the form will preclude consideration of the submittal.**

3.5 Method of RFP Evaluation

A. Evaluation Committee: Selected personnel from MCWA will form the evaluation committee for this RFP. It will be the responsibility of this committee to evaluate all properly prepared and submitted proposals for the RFP and make a recommendation for award.

B. Evaluation and Selection Criteria: All properly prepared and submitted Proposals shall be subject to evaluation deemed appropriate for the purpose of selecting the Proposer with whom a contract may be signed. Evaluation of the proposals will consider several factors, each of which has an impact on the relative success of the Proposer to provide the services as outlined in Section 2. Responses to this RFP will be evaluated according to the following criteria:

a. Qualifications
b. Prior experience
c. Quality of samples
d. Project team
e. Cost

C. Contract Approval Process: Proposers must be aware that any contract resulting from this request for proposals is subject to prior approval by the MCWA Board of Directors. MCWA anticipates awarding this contract on or around December 10, 2026.

SECTION 4 – GENERAL INFORMATION FOR THE PROPOSER

4.1 Reservation of Rights

MCWA reserves the right to refuse any and all proposals, in part, or in their entirety, or select certain portions from various Respondent's proposals, or to waive any informality or defect in any proposal should it be deemed to be in the best interest of the Authority. The Authority is not committed, by virtue of this RFP, to award a contract or to procure or contract for services. The proposals submitted in response to this request become the property of the Authority. The award will be made to the firm whose proposal is deemed to be in the best interest of the Authority at the Authority's sole discretion. If it is in its best interest to do so, MCWA reserves the right to:

A. Make selections based solely on the proposals or negotiate further with one or more Proposers. The Proposer selected will be chosen on the basis of greatest benefit to MCWA as determined by an evaluation committee.

B. Negotiate contracts with the selected Proposers.

C. Award a contract to more than one Proposer.

4.2 Investigations

The Authority reserves the right to conduct any investigations necessary to verify information submitted by the Respondent and/or to determine the Respondent's capability to fulfill the terms and conditions of the anticipated contract. The Authority will not consider Respondents that are in bankruptcy or in the hands of a receiver at this time of tendering a submittal or at the time of entering into a contract.

4.3 Incurring Costs

The Authority is not liable for any costs incurred by the Proposer prior to the effective date of the contract.

4.4 Material Submitted

All right, title and interest in the material submitted by the Proposer as part of a proposal shall vest in MCWA upon submission of the Proposer's proposal to MCWA without any obligation or liability by MCWA to the Proposer. MCWA has the right to use any or all ideas presented by a Proposer.

MCWA reserves the right to ownership, without limitation, of all proposals submitted. However, because MCWA could be required to disclose proposals under the New York Freedom of Information Law, MCWA will, to the extent permitted by law, seek to protect

the Proposer's interests with respect to any trade secret information submitted as follows:

> Pursuant to Public Officers Law § 87, MCWA will deny public access to Proposer's proposal to the extent the information constitutes a trade secret, which if disclosed would cause substantial harm to the Proposer's competitive position, provided the Proposer identified the information it considers to be a trade secret and explains how disclosure would cause harm to the Proposer's competitive position.

In view of these obligations it is incumbent on the RFP that the submittal indicate any specific material in the response that constitutes a trade secret and should be redacted.

4.5 Property Rights

For purposes of this RFP and for the contract, the term "Work" is defined as all data, records, files, information, work products, and thumb-drives, CDs, discs or tapes developed, produced or generated in connection with the services to be provided by the respondent. The Authority and the respondent intend the contract to be a contract for services, and each considers the Work and any and all documentation or other products and results of the services to be rendered by the respondent to be a work made for hire. In submitting a response to this RFP, the respondent acknowledges and agrees that the Work (and all rights therein) belongs to and shall be the sole and exclusive property of the Authority.

The Respondent and the Responder's employees shall have no rights in or ownership of the Work and any and all documentation or other products and results of the services or any other property of the Authority. Any property or Work not specifically included in the Contract as property of the respondent shall constitute property of the Authority.

In addition to compliance with the right to audit provisions of the contract, the respondent must deliver to the Authority, no later than twenty-four (24) hours after receipt of the Authority's written request for same, all completed or partially completed Work and any and all documentation or other products and results of the services under such contract. The Respondent's failure to timely deliver such work or any and all documentation or other products and results of the services will be considered a material breach of the contract. With the prior written approval of the Authority, this twenty-four (24) hour period may be extended for delivery of certain completed, or partially completed, Work or other such information, if such extension is in the best interests of the Authority. The Respondent will not make or retain any copies of the Work or any and all documentation or other products and results of the services provided under such Contract without the prior written consent of the Authority.

4.6 Contract Payment

The Authority's selection of one or more successful Proposers shall require the approval of the Authority Board of Directors. No payment shall be made under a contract until such approval is obtained. Actual terms of payment will be the result of agreements reached between the Authority and the Proposer selected.

4.7 News Release

News releases pertaining to this RFP or the services to which it relates will not be made without prior approval by the Authority and then only in coordination with the Authority's Procurement Officer.

4.8 Indemnification

The successful respondent shall defend, indemnify and save harmless the Authority, its officers, agents, servants and employees from and against all liability, damages, costs or expenses, causes of actions, suits, judgments, losses, and claims of every name not described, including attorneys' fees and disbursements, brought against the Authority which may arise, be sustained, or occasioned directly or indirectly by any person, firm or corporation arising out of or resulting from the performance of the services by the respondent, its agents or employees, the provision of any products by the respondent, its agents or employees, arising from any act, omission or negligence of the respondent, its agents or employees, or arising from any breach or default by the respondent, its agents or employees under the Agreement resulting from this RFP. Nothing herein is intended to relieve the Authority from its own negligence or misfeasance or to assume any such liability for the Authority by the respondent.

4.9 Procurement Policy

Pursuant to State Finance Law §139-j and §139-k, this Request for Proposal includes and imposes certain restrictions on communications between a Governmental Entity (including the Authority) and Bidder/Offerer during the procurement process. A Bidder/Offerer is restricted from making contacts from the earliest notice of intent to solicit offers through final award and approval during the Authority's procurement process to other than the Authority's Procurement Officers unless it is a contact that is included among certain statutory exceptions set forth in State Finance Law §139-j(3)(a). The Authority's Procurement Officers for this Governmental Procurement as of the date hereof, are identified herein. Authority employees are also required to obtain certain information when contacted during the restricted period and make a determination of the responsibility of the Bidder/Offerer pursuant to these two statutes. Certain findings of non-responsibility can result in rejection for contract award and in the event of two findings within a four (4) year

period, the Bidder/Offerer is debarred from obtaining governmental Procurement Contracts. Further information about these requirements may be obtained from the Procurement Officers.

The Authority reserves the right to terminate this contract in the event it is found that the certification filed by the Bidder/Offerer in accordance with State Finance Law §139-k(5) was intentionally false or intentionally incomplete. Upon such finding, the Authority may exercise its termination right by providing written notification to the Bidder/Offerer in accordance with the written notice terms of this contract.

BIDDER/OFFERER DISCLOSURE OF PRIOR NON-RESPONSIBILITY DETERMINATION & AFFIRMATION/CERTIFICATION IN ACCORDANCE WITH NYS FINANCE LAW 139-J AND 139-K

Name of Individual or Entity Seeking to Enter into the Procurement Contract:

_____

Address _____

Name & Title of Person Submitting this Form: _____

CONTRACT PROCUREMENT NUMBER 261012-01 Date: _____

1. In the previous four years, has any Governmental Entity made a finding of non-responsibility regarding the individual or entity seeking to enter into the Procurement Contract?

   ❑ No ❑ Yes

   If yes, answer the next questions.

2. Was the basis for the finding of non-responsibility due to a violation of State Finance Law 139-j?

   ❑ No ❑ Yes

3. Was the basis for the finding of non-responsibility due to the intentional provision of false or incomplete information to a Governmental Entity?

   ❑ No ❑ Yes

4. If you answered YES to any of the above questions, provide details regarding the finding of non-responsibility below.

   Governmental Entity: _____

   Date of Finding of Non-Responsibility: _____

   Basis of Finding of Non-Responsibility: _____

   _____

   _____

   _____

   (Add additional pages as necessary.)

5. Has any Governmental Entity or other governmental agency terminated or withheld a Procurement Contract with the above-named individual or entity due to the intentional provision of false or incomplete information?

   ❑ No ❑ Yes

6. If yes, provide details below:

Governmental Entity: _____

Date of Termination or Withholding: _____

Basis of Termination or Withholding: _____

_____

_____

_____

(Add additional pages as necessary.)

By signing below, Bidder/Offerer affirms that he/she understands and agrees to comply with the Monroe County Water Authority's Procurement Disclosure Policy, Code of Ethics Policy, and Conflict of Interest Policy as required by State Finance Law 139-J(3) and 139-j(6)(2) and certifies that all information provided to the Water Authority with respect to State Finance Law 139-j and 139-k is complete, true, and accurate.

By: _____ Date: _____
(Signature of Person Certifying)

Print Name: _____

Print Title: _____

Bidder/Offerer Name: _____
(Company Name)

Bidder/Offerer Address: _____

Phone: _____

Email: _____