



# County of Fairfax, Virginia

## NOTICE OF AWARD

Date of Award: June 1, 2023

**\*\*Multiple awards were made as a result of this solicitation. Departments may select any awarded contractor for services valued at \$10K and below without requesting additional quotes from the other awarded contractors. All services valued at above \$10K require departments to solicit quotes from all awarded contractors. Departments shall select the contractor with the lowest price meeting all requirements of the services.**

**See List of Awarded Contractors on page 4\*\***

CONTRACT TITLE: Marketing and Communication Services

RFX NUMBER: 2000003602

CONTRACT NUMBER: 4400011979

CONTRACT TYPE: Requirements Contract

NIGP CODE(S): 91522, 91826, 96153

CONTRACT PERIOD: Date of Award through May 31, 2026

RENEWALS: Two (2) one-year renewals

CONTRACTOR:  
J.R. Reingold & Associates, Inc  
1321 Duke Street  
Alexandria, VA 22314-3507

SUPPLIER CODE:  
1000051403

Contact: Joseph Ney  
Telephone: 202-559-4435  
E-mail: [jney@reingold.com](mailto:jney@reingold.com)  
TERMS: Net 30 days

DELIVERY: N/A  
FOB: Destination  
PRICES: See Attached

DPM CONTACT: Name: Flor Morrobel, Contract Specialist II  
Telephone: 703-324-7561  
Fax: 703-324-3228  
E-mail: [flor.morrobel@fairfaxcounty.gov](mailto:flor.morrobel@fairfaxcounty.gov)

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Contract Number 4400011979  
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**ORDERING INSTRUCTIONS:**

Any county department may enter into FOCUS (Fairfax County Unified Systems) a shopping cart indicating the item/service required, the quantity, the payment terms and the delivery date. The shopping cart must be annotated with the contract number. Requests exceeding the small purchase threshold (\$10k) will be routed to DPMM and a purchase order will be executed.

*Flor Morrobel*  
Flor Morrobel  
Contract Specialist II

**DISTRIBUTION:**

Finance – Accounts Payable/e  
Office of Public Affairs – Jeremy Lasich/e

DPMM - Contract Specialist – Flor Morrobel

**PRICING**

	<b>Year 2 (ending May 2024)</b>	<b>Year 2 (ending May 2025)</b>	<b>Y3 (ending May 2026)</b>	<b>Y4 (ending May 2027)</b>	<b>Y5 (ending May 2028)</b>
<b>Principal Consultant</b>	\$ 232.75	\$ 238.57	\$ 244.53	\$ 250.65	\$ 256.91
<b>Project Director Low</b>	\$ 106.40	\$ 109.06	\$ 111.79	\$ 114.58	\$ 117.45
<b>Project Director High</b>	\$ 180.50	\$ 185.01	\$ 189.64	\$ 194.38	\$ 199.24
<b>Communications Planning Low</b>	\$ 96.90	\$ 99.32	\$ 101.81	\$ 104.35	\$ 106.96
<b>Communications Planning High</b>	\$ 159.60	\$ 163.59	\$ 167.68	\$ 171.87	\$ 176.17
<b>Researcher Low</b>	\$ 66.50	\$ 68.16	\$ 69.87	\$ 71.61	\$ 73.40
<b>Researcher High</b>	\$ 95.00	\$ 97.38	\$ 99.81	\$ 102.30	\$ 104.86
<b>Event Planning High</b>	\$ 120.65	\$ 123.67	\$ 126.76	\$ 129.93	\$ 133.18
<b>Writer/Editor Low</b>	\$ 68.40	\$ 70.11	\$ 71.86	\$ 73.66	\$ 75.50
<b>Writer/Editor High</b>	\$ 129.20	\$ 132.43	\$ 135.74	\$ 139.13	\$ 142.61
<b>Graphic Design Low</b>	\$ 64.60	\$ 66.22	\$ 67.87	\$ 69.57	\$ 71.31
<b>Graphic Designer High</b>	\$ 138.70	\$ 142.17	\$ 145.72	\$ 149.36	\$ 153.10
<b>Art Director</b>	\$ 131.10	\$ 134.38	\$ 137.74	\$ 141.18	\$ 144.71
<b>Web Designer Low</b>	\$ 72.20	\$ 74.01	\$ 75.86	\$ 77.75	\$ 79.70
<b>Web Designer High</b>	\$ 201.40	\$ 206.44	\$ 211.60	\$ 216.89	\$ 222.31
<b>Web Programmer Low</b>	\$ 90.25	\$ 92.51	\$ 94.82	\$ 97.19	\$ 99.62
<b>Web Programmer High</b>	\$ 193.80	\$ 198.65	\$ 203.61	\$ 208.70	\$ 213.92

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**Department of Procurement and Material Management**

12000 Government Center Parkway, Suite 427

Fairfax, VA 22035-0013

**Website:** [www.fairfaxcounty.gov/procurement](http://www.fairfaxcounty.gov/procurement)

**Phone** (703) 324-3201, **TTY:** 711, **Fax:** (703) 324-3228

**\*\*LIST OF AWARDED CONTRACTORS**

<b>CONTRACTOR</b>	<b>CONTRACT NUMBER</b>
DepartmentC LLC	4400011975
Eastern Research Group, Inc.	4400011976
Identika LLC	4400011977
Reingold, Inc.	4400011979
Rigaud Global Company	4400011980