



December 17, 2018

**MEMORANDUM**

**TO:** Offerors/Recipients

**FROM:** Alieu Turay  
Contracts and Procurement Analyst II

**SUBJECT:** Addendum No. 1 to RFP No. 19-005: Community Engagement Campaign (CEC)  
Communications & Public Engagement Project Consultant

**NOTIFICATION:**

This addendum is issued to publish answers to questions received via email and is hereby made part of the RFP documents. Please attach this addendum to the documents in your possession.

**Questions and Answers**

**QUESTION 1:** Is there an incumbent or preferred vendor?

***ANSWER: For this consultant position? No. For developing some of our branding and marketing materials? Yes, we have relied on a few proven companies.***

**QUESTION 2:** What (if any) platforms do you currently use to manage social media and email marketing?

***ANSWER: Tweetdeck and Hootsuite, and Informz for e-newsletters. We are starting to utilize Canva for some design work.***

**QUESTION 3:** What (if any) advertising channels have been used to promote CEC programs?

***ANSWER: WMATA ads, Express newspaper and other local newspapers; NCM movie theater ads; Facebook boosts; vehicle magnets***

**QUESTION 4:** Does the "time and materials" budget include any advertising spend that we may recommend? What were the key messages?

***ANSWER: You aren't expected to be spending on advertising out of this budget. It's to cover your time and travel costs. We aren't expecting to be developing too many new materials in the next six months. Our priority is on developing plans, doing social media, and networking.***

**QUESTION 5:** Page 5, #8, states that funding is pursuant on COG receiving funds from the sponsoring agency. Is it known when the funding will be approved?

***ANSWER: The internal funds and member dues have been appropriated to this project, so the funding is in place.***

**All other terms and conditions to RFP No. 19-005 remain the same.**