



## ADDENDUM 2

### Questions/Answers

1. Under V. BUDGET – Can you please clarify the budget and corresponding period of performance? Specifically, since June 30, 2020 has passed, is the maximum budget from contract start through June 30, 2021 equal to \$120,000?

**The budget is \$40,000 for the initial contract period January through June 2021, with the option by both parties to review the needs and renew the contract up to \$80,000 from July 1, 2021 through June 30, 2021 and in subsequent years.**

2. Under V. BUDGET – Does the budget include direct costs associated with potential advertising buys as well as any printing costs (in addition to plan development, materials, and venues)?

**The budget is intended to pay for the development of the ad campaign content (messages, graphics, videos, etc.), ad plans, and assistance with placement (the marketing options and costs per impressions, recommendations, partnership building, and post-campaign evaluation). If possible, it could cover social media and digital advertising as well. There is a separate budget for advertising buys. Initially the committee's budget is expected to cover planning and understanding the market, but over time more of the overall budget could be allocated to direct marketing costs.**

3. Under VI. RECOMMENDATIONS & DELIVERABLES – Is a recommended marketing and communications plan expected in the proposal? Section VI identifies Recommendations and Deliverables however they are not listed in VII as Content of Proposal. Please confirm that VI will be developed once the project starts.

**Yes, the communications plan development is contingent upon selection and would be developed once the project starts. Initial ideas and recommendations are helpful to give the selection team a flavor for what you would propose and could offer, but a detailed communications plan need not be a part of the application.**

4. Under VII. CONTENT OF PROPOSAL – Can you clarify the staff matrices that are to be included in the proposal? For Section 2c, are you asking for a staff loading chart that identifies the labor hours per project member by task? For Section 3a, does the matrix seek to capture the availability of proposed project members, and should include the % time committed to other projects and resulting availability for this project?

**The proposer is asked to detail anticipated labor hours for this project by task.**

5. Finally, for Section 3b, is this matrix intended to capture the noted information on our past performance references, as opposed to all of the firm's clients over three years?

**Yes, applicant is asked to list relevant examples of past performance; a comprehensive list is not expected.**

6. The RFP calls for the consultant to research and make recommendations for market venues. Do you imagine that the consultant will also place advertisements on MWCOG's behalf?

**Yes.**

7. Will advertising expenses come out of the project budget?

**Ad production, strategy and placement is expected to come out of the project budget, but there is a separate fund for ad buys.**

8. Please elaborate on what this means: "How can the CEC increase recognition of its PYP brand and messages by using our branding in marketing plans/proposals?"

**The Protect Your Pipes campaign (PYP for short) was initiated in 2015 and it has its own logo and characters. We would like the public to recognize what issues/behaviors the characters symbolize. More is on our website, [www.protectyourpipes.org](http://www.protectyourpipes.org)**

9. Will all members of the Community Engagement Campaign oversee the work? Or will there be some kind of steering committee?

**The consultant will be asked to present concepts and recommendations to the full committee via their monthly calls (on MS Teams), but the consultant will work more narrowly with the committee chair and COG staff member for finalizing concepts and making decisions.**

10. Who will serve as project manager at MWCOG?

**Heidi Bonnaffon, Senior Planner.**

11. Would the selected consultant/agency be responsible for placing PSAs or is that a function carried out by communications personnel at MWCOG and its affiliate organizations?

**Yes, the consultant would be responsible. COG is able to manage posts and boosts on Facebook, Twitter and the COG and PYP websites, but for PSAs in terms of figuring out the type of PSA, the particular venues, budget allocations, and the placement of the PSAs we would be looking for the consultant to make recommendations and help to negotiate ad terms.**

12. And, if the selected consultant/agency is responsible, does MWCOG have a history of making and placing PSAs? And, if so, would they provide those contacts to the consultant/agency?

**For its Protect Your Pipes campaign the CEC ran Metro subway and bus poster ads (2015, routes to match the CEC membership) and WTOP news talk radio ads (2019, 2020), but**

members are interested in possibly local newspapers, radio, TV, Washington Post ads, and digital ads (google/YouTube/Pinterest), etc. as ad venues.

We are seeking advice on which venues to use for which campaigns and a better understanding of which ones to reach target audiences (by survey demographics, including age) and also the “best bang for the buck.” We would like to understand the value of an impression via one type of media versus another type. We are also interested in possibly expanding our outreach in Spanish in FY '22 if not this year.

12. Can COG be used as a reference?

**No. It is preferred that the references relate to agencies other than COG.**