



Metropolitan Washington
Council of Governments

ADDENDUM 3
May 23, 2022

Questions/Answers

1. Who will serve as the project manager on behalf of the Anacostia Messaging Workgroup?
Anacostia Restoration Program Manager
2. Is there an incumbent vendor on this project?
Yes, RAFTELIS, LLC
3. If so, is this vendor eligible to re-bid?
Yes.
4. What is the desired budget range for the scope of work identified in the RFP?
Answered in Addendum 2. The annual budget is not expected to exceed \$30,000.
5. www.enjoytheanacostia.org is published using Squarespace. Are web analytics installed to allow the vendor to review visitation history?
Squarespace Analytics can be provided upon request.
6. The vendor is expected to supervise an intern for social media posting. Is the vendor expected to recruit interns for this purpose? If not, where is the intern located?
This will be negotiated with the winning vendor.
7. Is the most recent Communication, Outreach and Messaging Plan available for vendor review?
Answered in Addendum 2. Appendix 3
8. The demographics of the 2021 survey respondents do not closely resemble the Anacostia watershed population. Is the AMW open to revisiting its survey methodology to secure a more representative sample?
AMW is willing to review an alternate survey methodology. However, the survey should include the Anacostia watershed population, people that would recreate or interested in learning about the watershed's improvement.