



Metropolitan Washington  
Council of Governments

**ADDENDUM 3**  
**May 25, 2022**

**Questions/Answers**

1. Solicitation number is listed differently as 22-013 and 22-0013. Can MWCOG confirm the correct number?

**The Solicitation number is RFP 22-013.**

2. Task A, Page 5, in the SOW lists a series of primary work areas, and Task O, page 14, also lists a series of services, many of which repeat services described in Tasks A through N.  
Will MWCOG allow for cross references within the proposal where an approach and capabilities for a task area have previously been described?

**Task A provides a more in-depth description of the “Primary Services” and although Task O has some of the same services, it’s meant to summarize key project service areas. If the proposer wishes to cross-reference the two tasks in the proposal, that would be acceptable.**

3. Page 5 IV Scope of Work, Section A (Primary work on the project) Will MWCOG provide direct access to website analytics and social media channels for metrics?

**COG/TPB staff will provide periodic reports of the social media metrics to the contractor on a monthly basis.**

4. Page 10 G. Web site advertising, social marketing, and key word placement (SEO) Will MWCOG provide access to Google Analytics and Cyfe for reviewing and analyzing data?

**There will be reports from COG/TPB staff which will be provided to the contractor on a monthly basis.**

5. Page 6 IV Scope of Work, Section B Evaluation Will past marketing data be made available for the task “review existing and previous marketing efforts”

**Yes. This information is already available on the Regional TDM Marketing Group meeting page where campaign summary documents can be accessed. It can be accessed here: [https://www.mwcog.org/events/?F\\_committee=67&F\\_dept=0](https://www.mwcog.org/events/?F_committee=67&F_dept=0)**

6. Page 21 – 22 Section A, B, and C **Possible question** does DBE also incorporate women owned and minority? Clarification on classification

**DBE is for Disadvantaged Business Enterprise only. Refer to the DBE Section beginning on Page 21. ONLY certified DBE's are accepted. No other certifications are accepted.**

7. Page 17 VIII Content of Proposal, A. Section 1 "Cover Letter" Can MWCOG clarify that when it says Section III Scope of Work, it means Section IV Scope of Work?

**Yes. This should read Section IV and is corrected as follows:**

A. Section 1. Cover Letter/Proposed method to accomplish the work

1. In this section of the proposal, respondents must provide a detailed description of their approach for accomplishing the tasks specified in **Section IV** (Scope of Work).

8. Page 17 VIII Content of Proposal A. Section 1 "Cover Letter" and B. Section 2 Qualifications of the firm and key personnel 3. MWCOG requests a list of clients, is this specific to just state and local transportation clients?

**Reference can include any clients that the proposed team for this project will be working with.**

9. Page 19 IX. Questions, Exceptions, and Submission Instructions – Section D There is no reference as to where to place the ACORD Insurance Policy, or the Proposal Response Form – in which file do you want these two forms attached?

**Place the ACORD Insurance Policy, DBE Plan, and the Proposal Response Form in Section 3 with the Pricing.**

10. Page 24 XII. Proposal Response Form is labeled RFP 20-013, should this read the correct RFP number of RFP 22-013?

**Yes.**

11. Page 24 XII. Proposal Response Form - Form states Page 1 of 2, only 1 page has provided, should there be 2 pages?

**Yes. The Proposal Response Form is attached here as Pages 3 and 4 and will be separately posted with the Addendum 3 as Attachment 1.**

12. Does the government anticipate pricing proposals for the base year and option year or just the base year because that was the only funding that has been shared?

**We just need pricing for the base year.**

13. Who is the incumbent agency?

**O'Donnell Company**

14. Can you share the past year's creative work?

**This information can be accessed under the Commuter Connections Regional TDM Marketing Group meeting page on the COG website. The group meets quarterly and there are both presentations and Campaign Summary documents that illustrate the creative components for each of the Commuter Connections marketing campaigns. Visit [https://www.mwcog.org/events/?F\\_committee=67&F\\_dept=0](https://www.mwcog.org/events/?F_committee=67&F_dept=0) to access the information.**

15. What percentage of past fees were devoted to production?

**It varies by campaign and there is not a set percentage allocated to this task.**

16. Historically, what has the media spend breakdown been between digital (banners, SEM) v. traditional (OOH, TVC)

**See the campaign summary documents on the Regional TDM Marketing campaign. These outline all expenditures for each marketing campaign. [https://www.mwcog.org/events/?F\\_committee=67&F\\_dept=0](https://www.mwcog.org/events/?F_committee=67&F_dept=0)**

17. Can you advise if videos or hyperlinks in the submission are acceptable?

**Hyperlinks are required. Do not submit videos with the proposal. We do not have space in the submission portal for videos.**

18. Is there original creative work that is expected in the proposal?

**Finalized creative materials should be included in the proposal to illustrate the qualifications of the firm(s).**

**XII. Proposal Response Form**

**RFP 20-013 Response Form (Page 1 of 2)**

DATE: \_\_\_\_\_

Company Name - \_\_\_\_\_

Submission Check List and Required Forms -

ITEM	YES	NO
Attachment A - Acknowledge and accept all Terms & Conditions	___	___
<i>(if answered NO - T &amp; C exceptions <b>must</b> be noted on a separate sheet with any other exceptions)</i>		
Attachment B - Certification Regarding Debarment	___	___
Attachment C - References	___	___
Accept Electronic Payment (See Terms and Conditions)		
P-Card	___	___
ACH	___	___
Insurance Acord Form - Proof of Insurance provided by the insurer as per the Terms and Conditions	___	___
Exceptions -	___	___

*(If yes please attach all on separate sheet(s) at the end of the RFQ response.)*

Addendums Acknowledged (if applicable) -

Addendum #1	YES ___	NO ___	N/A ___
Addendum #2	YES ___	NO ___	N/A ___
Addendum #3	YES ___	NO ___	N/A ___
Addendum #4	YES ___	NO ___	N/A ___

Others \_\_\_\_\_

**NOTE:** Failure to acknowledge ALL addendums could result in disqualification of the submission.

**XII. RFP 20-013 Response Form (Continued page 2 of 2)**

In submitting a bid in response to this RFP, the authorized signatory below acknowledges having read and understood the entire solicitation and agrees to accept the Terms and Conditions set forth in this RFP.

The signatory below represents that he/she has the authority to bind the entity named below to the response submitted and any contract awarded as a result of this solicitation.

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_

*Note: Unsigned responses may be disqualified. E-signatures are acceptable.*