



ADDENDUM 2
September 13, 2022

1. Change in Budget –

The projected budget is increased.

The F. Project Timeline and Budget are revised as follows:

ARTICLE IV. SCOPE OF WORK

F. Project timeline & BUDGET

Provide a comprehensive budget, up to \$18,000, for recruiting for and conducting the focus group meetings and reporting the findings and making outreach recommendations. Please detail your estimated costs. The project timeline will be from the time of contract execution (estimated to be October 30, 2022 through January 15, 2023).

A revised Proposal Response form is attached.

2, If the bidder(s) have an existing budget authorization for market research with another COG member, would it be possible to use that to expand the budget for this project?

No. Projects have different funding sources.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
RFP 23-002 COMMUNITY ENGAGEMENT CAMPAIGN
MARKETING RESEARCHER

XIII. PROPOSAL RESPONSE FORM (REVISED)

RFP 23-002 Response Form (*Page 1 of 3*)

Addendum 2

DATE: _____

Company Name - _____

Pricing Breakdown

Tasks	Description	Costs
1	Comparison of CEC survey findings with other surveys and national research about public confidence in tap water.	
2	literature review of national data and trends about perceptions of drinking tap water, and where applicable compare with our survey's findings	
3	Conduct focus groups	
4	Report on the national research and focus group findings and recommendations about types and format for messaging that would be most effective for reaching our target audiences.	
5	Based on the focus group discussion, provide a written report and presentation to the CEC about focus group findings	

Deliverables	Description	Costs
1	Provide your recommendation for focus group composition. Including, but not limited to, numbers of individuals per group, number of groups, compensation, ethnic diversity, equity, inclusion, and geographic diversity.	
2	Proposed report that you (or you in combination with subcontractors) would be able to provide summarizing the full scope of marketing research	

TOTAL	Cost, not to exceed \$18,000	
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Pricing for succeeding work will be based on getting quotations based on Task Orders. All work is based on available funding for each succeeding year.

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
RFP 23-002 COMMUNITY ENGAGEMENT CAMPAIGN
MARKETING RESEARCHER

RFP 23-002 Response Form (Page 2 of 3)

Submission Check List and Required Forms -

ITEM	YES	NO
Attachment A - Acknowledge and accept all Terms & Conditions	___	___
<i>(if answered NO - T & C exceptions must be noted on a separate sheet with all other exceptions)</i>		
Attachment B - Certification Regarding Debarment	___	___
Attachment C - References	___	___
Attachment D - DBE form	___	___
Attachment E - Cooperative Rider Clause - Acknowledge	___	___
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 RFP 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.

RFP 23-002 Response Form (Page 3 of 3)

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.

COMPANY: _____

ADDRESS: _____

TELEPHONE: _____ WEBSITE: _____

EMAIL: _____

NAME: _____

SIGNATURE: _____

TITLE: _____

CONTRACTS Representative -

NAME: _____

EMAIL: _____

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