

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
RFP 25-008
COMMUNITY ENGAGEMENT CAMPAIGN MARKETING CONSULTANT

February 26, 2025

ADDENDUM #2
QUESTIONS/**ANSWERS**

5. What are the top 3-5 pain points you are dealing with in regards to communications?

- Reaching a diverse audience
- Building and maintaining trust in utilities and our drinking water, and
- Quickly and effectively communicating to the public during water-related emergencies.

6. Will MWCOG be providing a list of preferred or pre-approved influencers, or should we source and vet them independently?

MWCOG does not have a list of preferred or pre-approved influencers.

7. Are there any existing creative assets or branding guidelines we should adhere to, or will we be developing all assets from scratch?

Refer to the website Protect your Pipes (PYP) (<https://protectyourpipes.org/>) that includes some already created videos and outreach material. PYP branding guidelines can be found and downloaded here: <https://protectyourpipes.org/license>.

8. What specific metrics will be used to determine the success of the campaign (e.g., engagement rates, audience reach, behavioral changes)?

MWCOG's CEC conducts an annual survey relating to the CEC's campaigns. We will use the results of the 2026 survey to determine behavioral changes. Other than that, this is the first year the CEC is implementing a Communication Plan such as this and the CEC plans to establish a baseline.

9. Will MWCG provide access to past campaign performance data to establish benchmarks?

Last year the PYP website had 151,000 visitors with the vast majority of those visits happening during the winter months to our frozen pipes pages. Other than website views, the CEC is hoping to establish a baseline for performance.