

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

March 4, 2025

ADDENDUM #3
QUESTIONS/ANSWERS

QUESTION PERIOD IS CLOSED.

10. Page 11 of the RFP mentions "Provide a proposed Statement of Work ("SOW")". Is this expected to be a unique, separate document? Or will our 8-9 page technical response suffice in terms of meeting this request?

The technical response should detail a statement of work within the 8-9 pages. There should not be a separate document.

11. Does the budget include advertising spend?

Yes

12. Can you please clarify what should be included in the "Marketing Materials" proposal file?

Marketing Materials is an optional element to support your company's experience and expertise.

13. Your recent addendum indicates that an Intent to Bid is not required to submit a proposal; however, our Bonfire portal indicates that we cannot submit a bid because an Intent was not provided. Are you able to turn off this requirement in the portal or extend the Intent to Bid deadline so we can submit our intent?

Intent to bid is not a requirement to submit. The flag has been turned off.

14. Does COG have additional funding for other direct costs, such as influencer incentives, advertising (including digital and social media advertising), printing, mailing, etc., or do these need to fit within the anticipated budget listed in your RFP?

These costs need to fit within the anticipated budget.

15. Will the production of educational videos require videography services, or does COG have existing footage it intends to use for this purpose?

Video production is one of the possible creative material deliverables. COG does not have existing footage.

16. The RFP lists the Latinx community as one of your target audiences for the campaign. Does the COG envision campaign materials being developed in both Spanish and English? Are there specific resources allocated for translation?

Translated content would help, but these costs would need to fit within the anticipated budget.

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17. Regarding DBE requirements: Which specific certifications qualify as eligible DBE certifications for this RFP? Does Women-Owned Small Business (WOSB) certification from the U.S. Small Business Administration under the Women-Owned Small Business Federal Contract Program (as set forth in Title 13, Part 127 of the CFR) qualify as an acceptable DBE certification for this procurement?

Refer to RFP Section IX.

- A. Disadvantaged Business Enterprise (“DBE”) participation shall be an integral component of the Contractor selection process for this RFP. COG’s DBE Policy may be viewed on its website www.mwcog.org. Responding firms shall submit with their proposals a DBE Participation Plan to meet this goal. The plan shall identify any DBE (defined in 49 CFR Part 26) that shall be participating in the Contract, including the Proposer.

The plan shall include the name and address of the participating firm, a copy of the firm's current DBE Certification from any federal, state, or local government agency that certifies DBE ownership (please note only **DBE** certifications will be accepted by COG for this purpose). *Failure to provide DBE certification proof with the submission will result in no points being awarded for DBE. No exceptions.*

18. Regarding survey data: Task 2 references leveraging insights from annual surveys. Will the contractor have access to historical survey data, and are there specific findings from past surveys that should inform the communication plan?

Yes, the contractor will have access to historical survey data. See Addendum 2

19. Regarding team experience requirements: The requirements for the technical submission state we should add the “number of years of experience supporting natural resources planning work” for each team member, is such experience required to be competitive?

Team Experience is an evaluation criterion.