

September 7, 2018

**TO ALL PROSPECTIVE RESPONDENTS:**

**Subject:** Request for Proposals (RFP):  
18-PR-OMAC-51

**Addendum Number:** 2

**For:** Campaign for Rate Payer Support for Water and Sewer  
Infrastructure Funding

**Closing Date:** September 14, 2018

The subject RFP 18-PR-OMAC-51, for Campaign for Rate Payer Support for Water and Sewer Infrastructure Funding, was issued August 14, 2018 with a closing date of September 14, 2018. The closing date remains September 14, 2018. This addendum is being issued on September 7, 2018 to respond to questions submitted by the deadline.

**Question 1:** How many people will be involved in the project from the DC Water team. What are their roles?

**Answer 1:** The number of people that will be involved from DC Water will be determined prior to award of the contract.

**Question 2:** The RFP asks for pre- and post-campaign polling efforts. Can you provide any further details regarding the scope of the polling efforts? For example:

a. Are you looking to conduct a certain type of polling (e.g., phone vs. street vs. online polling)?

**Answer 2a.** This can be determined at the consultant's discretion. We anticipate phone and polling and focus groups will be most effective, but we are flexible.

b. Should we seek a statistically relevant sample for the polling efforts, or are you looking for a self-selected group of ratepayers who we reach out to via existing DC Water communications channels?

**Answer 2b.** The consultant selected can reach out using existing communication channels.

c. Are you looking to reach a certain number of people from different parts of the city (e.g., an even distribution of rate payers from across the wards)?

**Answer 2c.** Yes. We are interested in hearing from customers city-wide.

d. Any additional information you believe may be relevant to accurately scoping/budgeting the polling effort.

**Answer 2d.** None.

**Question 3:** The RFP notes that among other services, the strategy may incorporate the implementation of web copy. Do you envision this work to pertain primarily to DC Water's website, or any other resources (e.g., DC government websites that reference DC Water, a blog related to campaign efforts)? Do you envision the contractor will perform any web development or design work?

**Answer 3:** The consultant can certainly post copy to DC Water's website, but we do not envision that a new website or blog will be created.

**Question 4:** Do you have existing assets for targeting efforts that we could leverage (e.g., email lists, direct mail lists)?

**Answer 4:** We will provide our customers addresses for purposes of mailings. We have email addresses for 40% of our customers.

**Question 5:** Are there specific wards or neighborhoods you are looking to engage more heavily than others?

**Answer: 5:** No.

**ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.**

All offerors responding to solicitation RFP 18-PR-OMAC-51, Campaign for Rater Payer Support for Water and Sewer Infrastructure Funding, must sign and complete the last page, attach copies to the electronic submission to the DC Water POC and return all documents as specified in the RFP for submission of offers. In the event your offer had been previously emailed, submit this addendum under a separate email. This addendum, together with your offer and any revisions or changes occasioned by this addendum, must be received prior to the deadline set for submission of offers.



Teresa L. Scott  
Category Manager

**FAILURE TO ACKNOWLEDGE RECEIPT OF THIS ADDENDUM MAY BE CAUSE FOR REJECTION OF YOUR OFFER.**

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This addendum is acknowledged and is considered a part of RFP Number 18-PR-OMAC-51, Campaign for Rate Payer Support for Water and Sewer Infrastructure Funding.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Name of Firm

\_\_\_\_\_  
Date