



DISTRICT OF COLUMBIA WATER AND SEWER AUTHORITY | 5000 OVERLOOK AVENUE, SW | WASHINGTON, DC 20032

September 5, 2018

TO ALL PROSPECTIVE RESPONDENTS:

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

Addendum Number: 1
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 5, 2018 to respond to questions submitted by the deadline.

Question 1: What is the estimated budget for this project? Does the budget include all costs for media and digital? What percentage of the budget do you anticipate using on research? On paid media?

Answer 1: DC Water does not disclose project budgets during the bidding process. However, bidders are encouraged to price media separately.

Question 2: Which firm completed the recent polling referred to on page 3 of Attachment A? Could you distribute that report?

Answer 2: IMPAQ completed the recent polling. A copy of the report will be shared when it is finalized. DC Water anticipates the report to be finalized in the next week or two.

Question 3: What method of polling was conducted in the previous polling referenced on page 3 of Attachment A? Was it telephone, online, paper, or some combination?

Answer 3: A combination of methods were used to complete the polling. The IMPAQ report will provide more details.

Question 4: What percentage of customers does DC Water have email addresses for?

Answer 4: DC Water has e-mail addresses for nearly 40% of its' customers.

Question 5: Should the research include surveying commercial customers?

Answer 5: The research should not include commercial customers.

Question 6: Have you started to educate customers about rate increases? If so, how? What's driving your six month timeline?

Answer 6: Yes. DC Water held town hall meetings in Spring, 2018, to educate the customers about the rate increases. Prior to this year, DC Water has used bill inserts, social media, and articles in its "What's on Tap" customer newsletter to communicate with customers about rates. DC Water has also done Public Service Announcements (PSA) using traditional media regarding the Water System

Replacement Fee. The six month timeline is driven by DC Water's interest in getting the word out to customers as soon as possible.

Question 7: The Minimum Qualifications tab referenced in the Submittal Requirements of Attachment B seems to be missing. Could we get a copy of Attachment B that includes it?

Answer 7: Instead of reading Minimum Qualifications, it should read Company Introduction in the Submittal Requirements.

Question 8: Does being certified as a LDBE (Local Disadvantaged Business Enterprise) through the Metropolitan Washington Airport Authority count towards the LBE preference in this procurement?

Answer 8: Yes, the LDBE MWAA certification can be counted regarding preference points as long as the firm's headquarters (main location) is local.

Question 9: Under the Submission Requirements tab in Attachment B, you ask for references that are similar in size and scope, with utility customers preferred. On the References tab of Attachment B and in Attachment A, you ask for references where we have successfully completed campaign services for rate payer support. Could you specify which you prefer to see?

Answer 9: DC Water is requesting references that are utility(ies) that have provided a campaign for rate payer support.

Question 10: Attachment B indicates that the entire proposal must be submitted within the provided Excel document. Is this correct? Some sections don't seem adequate to submit the amount of information and work samples required such as radio and digital video.

Answer 10: Any documents that can't be sent using excel, another format can be used as long as it is electronic and received by the closing date and time.

Question 11: While I have the experience and managed very large marketing campaigns, I have only been in business a few months. What can I provide in place of 3 years of financials and past performance examples?

Answer 11: DC Water will except three years of tax returns for financials. DC Water will leave it up to the individual firm to provide their past performance history.

Question 12: Will prior and current financial situation be weighted heavily on bidders ability's to perform contract at high level?

Answer 12: Please read the instructions. It gives the instructions for evaluating the proposals.

Question 13: Do you want to see a detailed marketing plan with suggested media outlets?

Answer 13: The more detail bidders use in their response, the better.

Question 14: Will there be a pre-conference?

Answer 14: There will not be a pre-conference for this solicitation.

Question 15: Will you provide a list of larger companies that have bid? I would like to offer my services to them as a sub in case I don't win the contract.

Answer 15: Upon award of the solicitation, a Notice of Award letter will be sent to all firms that responded with the name of the successful firm.

Question 16: DC Water clearly stipulates it is seeking a proposal to develop, execute and measure the referenced marketing communications campaign. However, the RFP requests a Firm Fixed Price (FFP) from responding firms. Given the challenges of pricing out the execution of a specific campaign that's yet to be developed and approved, will DC Water entertain a firm fixed price for the process of creating the plan and evaluating (pre/post) its effectiveness, and consider overall rate cards for gauging potential investment for execution phase (knowing any approved plan ultimately would need an approved budget to execute thereafter)? If not, what further pricing guidance and parameters specific to the execution phase can DC Water offer?

Answer 16: DC Water provided a pricing schedule that allows the firm to tell us the positions that are required to complete the scope of work and estimated hours that it would take. We've also listed a table for the cost of actual deliverables.

Question 17: DC Water requests responding firms propose a communications plan to include an appropriate mix of a campaign theme, tactical plan, execution and evaluation – is the agency seeking spec creative to include potential themes, specific tactics, sample social posts, etc., or is the agency requesting firms detail the approach and methods to arrive at those details once a firm is selected and onboarded?

Answer 17: DC Water is requesting firms to submit details of their approach and methods in their proposal. Specific themes, tactics, and proposed communications can be shared after the award is made.

Question 18: DC Water references internal polling and offers some high-level takeaways – will the agency consider sharing the full research instrument and results with bidders agreeing to a NDA? If not, will the agency share overall takeaways specific to customer sentiment toward DC Water overall?

Answer 18: IMAQ report results will be shared.

Question 19: The RFP states a six-month campaign. Does this include the full execution of the plan or the initial research and development of the plan and then execution and post research to be an additional time frame?

Answer 19: The six-month campaign includes the full execution of the plan.

Question 20: DC Water states additional points will be given for local business enterprise and local small business enterprise. As DC Water covers DC, MD and VA would "local business" include the DMV region or just DC?

Answer 20: Local refers to the District of Columbia, and the user jurisdiction that includes: Montgomery County, Prince Georges County, Fairfax Virginia, Alexandria Virginia, and Loudoun County.

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.

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