AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT

AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT		1. Solicitation Number **DCHC-2010-R-7262**	Page of Pages 1	9
2. Amendment/Modification Number **A0003**	3. Effective Date **See Block 16 C**	4. Requisition/Purchase Request No. **RQ687262**	5. Solicitation Caption **Live Well DC- District-wide Social Marketing Campaign**	

6. Issued by: Code ABB

Office of Contracting and Procurement
441 4th Street, NW, Suite 700 South
Washington, DC 20001

7. Administered By: (If other than line 6)

Office of Contracting and Procurement
441 4th Street, NW, Suite 700 South
Washington, DC 20001

8. Name and Address of Contractor (No. street, city, county, state and zip code)

ALL PROSPECTIVE OFFERORS

X 9A. Amendment of Solicitation No. **DCHC-2010-R-7262**

9B. Dated (See Item 11) **May 27, 2010**

10A. Modification of Contract/Order No.

10B. Dated (See Item 13)

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☒ The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers ☒ is extended. ☐ is not extended. Offerors must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) completing Items 8 and 15, and returning ___one____ copy of the amendment; (b) acknowledging receipt of this amendment on each copy of the offer submitted; or (c) separate letter or fax which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by letter, telegram or fax, provided each letter or telegram makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. Accounting and Appropriation Data (If Required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS,
IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

	A. This change order is issued pursuant to (Specify Authority): The changes set forth in Item 14 are made in the Contract/Order No. in Item 10A.
	B. The above numbered Contract/Order is modified to reflect the administrative changes (such as, changes in paying office, appropriation date, etc.) set forth in Item 14
	C. This supplemental agreement is entered into pursuant to authority of:
	D. Other (Specify type of modification and authority)

E. IMPORTANT: Contractor ☐ is not ☐ is required to sign this document and return ____ copies to the issuing office.

14. Description of Amendment/Modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.)

Solicitation NO. DCHC-2010-R-7262 is hereby amended as described on pages 2-9 that follows and Attachments A and B.

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A remain unchanged and in full force and effect.

15A. Name and Title of Signer (Type or print)		16A. Name of Contracting Officer **James H. Marshall**	
15B. Name of Contractor (Signature of person authorized to sign)	15C. Date Signed	16B. District of Columbia (Signature of Contracting Officer)	16C. Date Signed 7-9-10

No.	Solicitation Reference	Amendment	Amended Provision
1	Section A, page 1, block 9	Delete: July 12, 2010 Insert: July 19, 2010	July 19, 2010
2	Section B.3	Delete: In its entirety Insert: Section B.3.1 (Amendment 0002 Attachment A)	See revised Section B.3, Attachment A
3	C.4.1	Fourth sentence, Delete: In its entirety Insert: The ten tenets of the *Live Well DC* program are: eat right, move more, don't smoke, love responsibly, reduce stress, see your doctor, wash your hands, be prepared, make peace, and share literacy.	The ten tenets of the *Live Well DC* program are: eat right, move more, don't smoke, love responsibly, reduce stress, see your doctor, wash your hands, be prepared, make peace, and share literacy.
4	C.4	The unnumbered paragraph after C.4.2 and before C.5 Insert: C.4.3 before the paragraph	C.4.3 DC DOH envisions emerging media and technology formats that shall be utilized and emphasized to reach audiences that historically have proved hard to reach and difficult to influence….

No.	Solicitation Reference	Amendment	Amended Provision
5	C.5.1.2	Delete: In its entirety Insert: C.5.1.2 The contractor shall utilize best practices and a research-based approach for the program development and implementation to support the goals of the District-wide social marketing, public education and communications program; Eat Healthy – Nutrition and Obesity, move more – physical activity, and don't smoke.	C.5.1.2 The contractor shall utilize best practices and a research-based approach for the program development and implementation to support the goals of the District-wide social marketing, public education and communications program; Eat Healthy – Nutrition and Obesity, move more – physical activity, and don't smoke
6	C.5.9	Delete: In its entirety Insert: **C.5.9 Social Marketing, Public Education and Communications Program Performance and Evaluation Plan** C.5.9.1 The contractor shall develop and submit for the review and approval of the COTR within 60 days after contract award a "draft" performance and evaluation plan to measure the effectiveness of social marketing, public education and communications program and the public's awareness of Live Well DC. The performance and evaluation plan shall include at a minimum the following:	**C.5.9 Social Marketing, Public Education and Communications Program Performance and Evaluation Plan** C.5.9.1 The contractor shall develop and submit for the review and approval of the COTR within 60 days after contract award a "draft" performance and evaluation plan to measure the effectiveness of social marketing, public education and communications program and the public's +awareness of Live Well DC. The performance and evaluation plan shall include at a minimum the following:

		a) Performance measures for the goals of the procurement (C.1) including promoting the following tenets: i. Eat Healthy – Nutrition and Obesity ii. Move More – physical activity iii. Don't Smoke b) Performance measures for the goals of the Comprehensive Plan; c) Quantitative and qualitative measurement tools to measure the success achieved for each performance measure. C.5.9.2 The contractor shall submit quarterly results of the performance and evaluation plan.	a) Performance measures for the goals of the procurement (C.1) including promoting the following tenets: a. Eat Healthy – Nutrition and Obesity b. Move More – physical activity c. Don't Smoke b) Performance measures for the goals of the Comprehensive Plan (C.5.1); c) Quantitative and qualitative measurement tools to measure the success achieved for each performance measure. C.5.9.2 The contractor shall submit quarterly results of the performance and evaluation plan.
7	C.5.10	Delete: In its entirety	Not applicable.
8	C	Insert: **C.6 Social Marketing, Public Education and Communications Program Implementation** The Contractor shall perform the following tasks in order to achieve the objectives of this procurement identified in C.4.2 **C.6.1** The Contractor shall conduct the placement of advertising in a range of media outlets as determined by the approved Comprehensive and Work Plan.	**C.6 Social Marketing, Public Education and Communications Program Implementation** The Contractor shall perform the following tasks in order to achieve the objectives of this procurement identified in C.4.2 **C.6.1** The Contractor shall conduct the placement of advertising in a range of media outlets as determined by the approved Comprehensive Plan and Advertising Plan.

		C.6.2	The Contractor shall contact media outlets to obtain quotes on advertising based on size, color, frequency, and other relevant advertisement features, and provide information to the COTR.	**C.6.2**	The Contractor shall contact media outlets to obtain quotes on advertising based on size, color, frequency, and other relevant advertisement features, and provide information to the COTR.
		C.6.3	The Contractor shall confirm placement of the advertising with the media outlet, including contract details or other relevant agreements.	**C.6.3**	The Contractor shall confirm placement of the advertising with the media outlet, including contract details or other relevant agreements.
		C.6.4	The Contractor shall provide artwork/creative material that has been approved by the COTR to the media outlet in the appropriate format and in time to meet media outlet deadlines.	**C.6.4**	The Contractor shall provide artwork/creative material that has been approved by the COTR to the media outlet in the appropriate format and in time to meet media outlet deadlines.
		C.6.5	The Contractor shall confirm to the COTR that the advertising is placed in accordance with the contract/agreement details.	**C.6.5**	The Contractor shall confirm to the COTR that the advertising is placed in accordance with the contract/agreement details.
		C.6.6	The Contractor shall pay the media outlets for advertising under the terms agreed upon with each outlet.	**C.6.6**	The Contractor shall pay the media outlets for advertising under the terms agreed upon with each outlet.
		C.6.7	The Contractor shall keep a record of all payments made to media outlets.	**C.6.7**	The Contractor shall keep a record of all payments made to media outlets.
		C.6.8	The Contractor shall provide a quarterly summary of all payments made in accordance with a reporting format provided by the COTR.	**C.6.8**	The Contractor shall provide a quarterly summary of all payments made in accordance with a reporting format provided by the COTR.
		C.6.9	The Contractor shall remediate any disputes related to the advertising placement, such as	**C.6.9**	The Contractor shall remediate any disputes related to the advertising placement, such as missed publication or airing, incorrect ad sizes

<table>
<tr><td></td><td></td><td>missed publication or airing, incorrect ad sizes or other details that affect placement schedules.

C.6.10 The Contractor shall manage delivery of event planning and logistical support requirements in conjunction with the COTR.</td><td>or other details that affect placement schedules.

C.6.10 The Contractor shall manage delivery of event planning and logistical support requirements in conjunction with the COTR.</td></tr>
<tr><td>9</td><td>F.3
Deliverables
C.5.9.1
C.5.10.1
C.5.10.2</td><td>Delete:
In their entirety

Insert:
<table><tr><td>C.5.9.1</td><td>Performance and Evaluation Plan</td><td>1 each</td><td>Hard Copy and Electronic Copy</td><td>Within 60 days from contract award</td></tr><tr><td>C.5.9.2</td><td>Performance and Evaluation Plan Report</td><td>1 each</td><td>Hard Copy and Electronic Copy</td><td>Quarterly beginning 90 days from Contract award</td></tr></table></td><td><table><tr><td>C.5.9.1</td><td>Performance and Evaluation Plan</td><td>1 each</td><td>Hard Copy and Electronic Copy</td><td>Within 60 days from contract award</td></tr><tr><td>C.5.9.2</td><td>Performance and Evaluation Plan Report</td><td>1 each</td><td>Hard Copy and Electronic Copy</td><td>Quarterly beginning 90 days from Contract award</td></tr></table></td></tr>
</table>

No.	Solicitation Reference	Amendment	Amended Provision
10	L.2.1.2 d-h	Delete: In their entirety Insert: d. Sample Branding Messages produced for projects similar in size and scope of those described in C.5 e. Sample Graphics and Visuals produced for projects similar in size and scope of those described in C.5 f. Sample Printed Materials produced for projects similar in size and scope of those described in C.5 g. Sample Multi Media Materials produced for projects similar in size and scope of those described in C.5 h. Samples Advertising Plan produced for projects similar in size and scope of those described in C.5	d. Sample Branding Messages produced for projects similar in size and scope of those described in C.5 e. Sample Graphics and Visuals produced for projects similar in size and scope of those described in C.5 f. Sample Printed Materials produced for projects similar in size and scope of those described in C.5 g. Sample Multi Media Materials produced for projects similar in size and scope of those described in C.5 h. Samples Advertising Plan produced for projects similar in size and scope of those described in C.5
10	L.2.1.3 d	Delete: In its entirety Insert: d. Offeror shall have a minimum of three (3) Past Performance Evaluation Forms (Attachment J.9) completed by the entities identified in L.2.1.2 c above. The Offeror shall include the completed Past Performance Evaluations in the Offeror's Technical Proposal, Section 2.	d. Offeror shall have a minimum of three (3) Past Performance Evaluation Forms (Attachment J.9) completed by the entities identified in L.2.1.2 c above. The Offeror shall include the completed Past Performance Evaluations in the Offeror's Technical Proposal, Section 2.

No.	Solicitation Reference	Amendment	Amended Provision
11	L.2.1.4	Delete: In its entirety Insert: **L.2.1.4** **<u>Section 3- Attachments</u>**: The Offeror shall provide the following representations and certifications: a) Signed Solicitation, Offer, and Award (page 1) b) Attachment J.3 c) Attachment J.4 d) Attachment J.7 e) Section K.1 f) Section K.2 g) Section K.3 h) Section K.4 i) Section K.5	**L.2.1.4** **<u>Section 3- Attachments</u>**: The Offeror shall provide the following representations and certifications: a. Signed Solicitation, Offer, and Award (page 1) b. Attachment J.3 c. Attachment J.4 d. Attachment J.7 e. Section K.1 f. Section K.2 g. Section K.3 h. Section K.4 i. Section K.5
12	L.2.2	Delete: In its entirety Insert: **L.2.2 Price Proposal** The information in this section shall facilitate the evaluation of the offeror's price proposal. The price proposal will be evaluated separately from the technical proposal. The offeror shall include the following information in the price proposal:	**L.2.2 Price Proposal** The information in this section shall facilitate the evaluation of the offeror's price proposal. The price proposal will be evaluated separately from the technical proposal. The offeror shall include the following information in the price proposal:

		a) The complete price schedule (Section B.3) (Amendment 0002 Attachment A) b) Cost/Price Certification and Cost/Price Data (Attachment J.8); the Cost/Price Data shall be provided in Microsoft Word or Microsoft Excel. c) Completed Section K.6 d) Price proposal narrative to explain and describe how each of the cost elements included in the Offeror's Priced Proposal was developed.	a) The complete price schedule (Section B.3) (Amendment 0002 Attachment A) b) Cost/Price Certification and Cost/Price Data (Attachment J.8); the Cost/Price Data shall be provided in Microsoft Word or Microsoft Excel. c) Completed Section K.6 d) Price proposal narrative to explain and describe how each of the cost elements included in the Offeror's Priced Proposal was developed.
13	L.3.1	First sentence Delete: In its entirety Insert: Proposals must be submitted no later than **2:00 PM on July 19, 2010**	Proposals must be submitted no later than **2:00 PM on July 19, 2010.**

B.3 PRICE SCHEDULE – FIRM FIXED PRICE/COST REIMBURSEMENT

B.3.1 Base Year

Contract Line Item No. (CLIN)	Item Description	Total Price
0001	Develop and implement a District-wide social marketing, public education and communications program to the public regarding healthy lifestyle choices that ultimately improve the quality of life as described in C.5.	$ ___________
0002	Cost Reimbursable Component as described in C.6	**Not to Exceed $75,000**
Base Year Period of Performance Total		$ ___________

B.3.2 Option Year One

Contract Line Item No. (CLIN)	Item Description	Total Price
1001	Develop and implement a District-wide social marketing, public education and communications program to the public regarding healthy lifestyle choices that ultimately improve the quality of life as described in C.5.	$ ___________
1002	Cost Reimbursable Component as described in C.6	**Not to Exceed $75,000**
Option Year One Period of Performance Total		$ ___________

B.3.3 Option Year Two

Contract Line Item No. (CLIN)	Item Description	Total Price
2001	Develop and implement a District-wide social marketing, public education and communications program to the public regarding healthy lifestyle choices that ultimately improve the quality of life as described in C.5.	$ ___________
2002	Cost Reimbursable Component as described in C.6	**Not to Exceed $75,000**
Option Year Two Period of Performance Total		$ ___________

B.3.4 Option Year Three

Contract Line Item No. (CLIN)	Item Description	Total Price
3001	Develop and implement a District-wide social marketing, public education and communications program to the public regarding healthy lifestyle choices that ultimately improve the quality of life as described in C.5.	**$ ___________**
3002	Cost Reimbursable Component as described in C.6	**Not to Exceed $75,000**
Option Year Three Period of Performance Total		**$ ___________**

B.3.5 Option Year Four

Contract Line Item No. (CLIN)	Item Description	Total Price
4001	Develop and implement a District-wide social marketing, public education and communications program to the public regarding healthy lifestyle choices that ultimately improve the quality of life as described in C.5.	**$ ___________**
4002	Cost Reimbursable Component as described in C.6	**Not to Exceed $75,000**
Option Year Four Period of Performance Total		**$ ___________**

Attachment B - Responses to Questions About the Solicitation

No.	Solicitation Reference	Question	Response
1	B.3	What does the Cost Reimbursement component CLIN 0002, 1002, 2002, 3002 and 4002 of the solicitation cover?	See Amendment 0003, Item No. 8
2	B.3	What are the allowable costs for reimbursement? We need a list of the cost restrictions and rate restrictions. [Or, does someone have this or can search for it?]	See Amendment 0003, Item No. 8
3	B.3	Are printing costs included in the budget?	See Amendment 0003, Item No. 8
4	B.3 C.5.5	On page 2, where should the budget for section C.5.5, Graphics and Visuals, be inserted?	See Amendment 0003, Item No. 8
5	B.3 C.5.8	Is paid media an option to include in budget for C.5.8, the advertising plan?	See Amendment 0003, Item No. 8
6	B.3	What are the budget parameters?	See Solicitation DCHC-2010-R-7262, Section G.10
7	B.4 H.10.2	Will offerors proposals be considered responsive or non-responsive if they submit a notarized subcontracting plan that meets the 35% goal with subcontractors who are small businesses but are NOT certified as a small business enterprise by the District of Columbia? H.10.2 seems to indicate that offerors' proposals will be responsive but we want to be sure.	See Section B.4 and H.10.2
8	C.5.3.1	Section C.5.3.1 specifies that a work plan, including a plan for an audit of materials to "identify effective and successful messages," be submitted within 30 days of contract award. However, section C.5.4.1 requires the submission of messages within 30 days of contract award. If we are to develop research-based messages, we will need to develop them after we perform the materials audit and other research and analyze the results. Therefore, shouldn't the due date for submitting messages be changed to within 60 days of contract award?	No.

No.	Solicitation Reference	Question	Response
09	C.5.4.1	If the due date for submitting messages under section C.5.4.1 is changed from 30 days to 60 days from contract award, the due date for submitting brand graphics under Section C.5.5.1 must change also because the brand graphics will be based on messaging. Can that due date be changed to 90 days from contract award?	No.
10	C.5.8	Regarding media, are you looking for paid, earned, or both?	Both
11	C.5.10.1	Section C.5.10.1 calls for submission of "sample" plan effectiveness tool, by which the comprehensive plan can be assessed and evaluated, within 60 days of the contract award. However, the draft advertising plan under section C.5.7.1 is not due until 90 days after contract award. Because the plan effectiveness tool will depend in part on the advertising plan, can the due date for the tool be changed to follow the submission of the advertising plan? If not, should the tool suggest measures of advertising effectiveness simply in generic, hypothetical terms?	No.
12	C.5.10.1	Is quantitative or qualitative research a part of C.5.10.1, to help evaluate the impact of the campaign?	See Amendment 0003, Item No. 6.
13	L.2.1.2	Should the proposal include efforts to translate the work into languages other than Spanish?	No
14	L.2.1.2	L.2.1.2: Section 1: Technical Approach, Parts d. – h. refer to Samples of work. Would you like to see samples we will create for this campaign, or are you referring to past samples of work the Offeror has previously completed for other clients?	See Amendment 0003, Item No. 10.
15	L.2.1.3 d	In section L.2.1.3d, you say that the "offeror shall submit a minimum three completed past performance evaluation forms." I assume this is intended to be filled out by former	See Amendment A0003, Item No. 11

		clients- not us. Is that correct?	
16	L.2.1.4	According to Section L.2.1.4 (Section 3 – Attachments), offerors are required to submit attachments J.3, J.4 and J.7. Can you please confirm that offerors are NOT required to submit the Contractor Experience Questionnaire or the Human Care Agreement Contractor Qualifications Record forms? It helps to be certain.	See Amendment 0003, Item No. 12
17	L.2.2	Do they have any software requirements for the digital file of the Cost Proposal (is pdf or excel ok).	See Amendment 0003, Item No. 13
18	L.4	Regarding the deadline for submitting questions, are the numbers of days mentioned (10) business or calendar days?	See Solicitation DCHC-2010-R-7262, Section I.4
19	General	Was there an agency that helped developed Live Well DC?	No
		Will this agency be participating in the RFP process?	Not applicable.
20	General	Will the contractor roll out the full program in year one and continue the program during years 2-4 or do you want the contractor to use a phased approach, rolling out part of the program each year?	
21	General	Can you share research that went into the development of the Live Well DC program or share key insights for background purposes?	That information is not available.
22	General	Why were the 10 tenants for Live Well DC selected as priorities and can you share research that led to the selection of these tenants as priorities?	That information is not available.
23	General	Do you have existing program messages you want to push forward, or would you want us to create and test messages? If you have existing program messages, can you share research or target audience insights that led to the development of these messages?	No. See Solicitation DCHC-2010-R-7262, Section C.5.4.
24	General	Because Live Well DC is a long-term campaign, is there greater emphasis on some tenants over others in years 1 and 2? If yes, can you please share the priority tenants with us?	See Amendment 0003, Item No. 5.
25	General	What do you consider the greatest challenges to activating Live Well DC in DC communities?	The solicitation does not identify greatest challenges to activating Live Well DC.

		Do you have existing research you can share on strengths, weakness, opportunities and threats to the Campaign?	No.
26	General	What type of research has already been done by the DC Dept of Health?	See Solicitation DCHC-2010-R-7262, Section C.2.
		Is there any existing public opinion research we could use? If so who has participated in said outreach/research – target population?	No.
27	General	Do you have neighborhood/ward research that influenced the development of this campaign and that will guide campaign roll-out?	No.
28	General	Can you share prioritized primary and secondary target groups for this campaign if you have identified them? For example - residents/parents, teens/youth, business community, healthcare community, community centers/organizations etc.?	No
29	General	What kind of stakeholder outreach has been done in the past and are there already viable partners on board?	See Solicitation DCHC-2010-R-7262, Section C.4.3
30	General	Are their priority neighborhoods and wards where an outreach emphasis against specific Live Well DC tenants is needed?	No, this is a city-wide campaign.