

AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT			1. Contract Number	Page of Pages	
				1	5
2. Amendment/Modification Number A0002	3. Effective Date See Block 16 C	4. Requisition/Purchase Request No. RQ688367	5. Solicitation Caption Asthma Self-Management Campaign		
6. Issued by: Office of Contracting and Procurement 441 4 th Street, NW, Suite 700 South Washington, DC 20001		Code ABB	7. Administered By: (If other than line 6) Office of Contracting and Procurement 441 4 th 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		9A. Amendment of Solicitation No. DCHC-2010-R-8367	9B. Dated (See Item 11) July 21, 2010		
TIN		10A. Modification of Contract/Order No.	10B. Dated (See Item 13)		
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input checked="" type="checkbox"/> The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers <input type="checkbox"/> is extended. <input checked="" type="checkbox"/> 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 <u>one</u> copies 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 <input type="checkbox"/> is not <input type="checkbox"/> 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.) The above mentioned Solicitation (DCHC-2010-R-8367) is hereby amended as follows: Solicitation No: DCHC-2010-R-8367; is hereby amended as described on pages 2-5 that follows and Attachment A.					
ALL OTHER TREMS AND CONDICTIONS 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 Marshall			
15B. Name of Contractor (Signature of person authorized to sign)	15C. Date Signed	16B. District of Columbia James Marshall (Signature of Contracting Officer)		16C. Date Signed 8-23-10	

No.	Solicitation Reference	Amendment	Amended Provision
1	C.5.3.1	<p>Delete: In its entirety</p> <p>Insert: C.5.3.1 The contractor shall develop and submit for the review and approval of the CA within 10 days after contract award a "Draft" Work Plan. The work plan shall outline all the required services tasks and subtasks, including timelines and lists the required service, responsible party and expected date of completion. In addition, the contractor shall be sure to include a best practices review that includes, but is not limited to, audit of existing social marketing materials including District, local providers, and other regions of the country, to identify effective and successful messages and communication methods specific to target populations in the District.</p>	<p>C.5.3.1 The contractor shall develop and submit for the review and approval of the CA within 10 days after contract award a "Draft" Work Plan. The work plan shall outline all the required services tasks and subtasks, including timelines and lists the required service, responsible party and expected date of completion. In addition, the contractor shall be sure to include a best practices review that includes, but is not limited to, audit of existing social marketing materials including District, local providers, and other regions of the country, to identify effective and successful messages and communication methods specific to target populations in the District.</p>
2	C.5.3.1.1	<p>Insert: C.5.3.1.1 The contractor shall submit the final work plan to the CA 20 days after contract award.</p>	<p>C.5.3.1.1 The contractor shall submit the final work plan to the CA 20 days after contract award.</p>
3	C.5.4.2	<p>Delete: In its entirety</p> <p>Insert: C.5.4.2 The contractor shall develop the "Draft" messages of the program for review and approval by the CA, within 10 days after contract award. The messages shall be in accordance with the program requirements, utilizing culturally appropriate messages that appropriately address the general and target populations (African American, Latino, Asian, Pacific Islander and African Immigrant).</p>	<p>C.5.4.2 The contractor shall develop the "Draft" messages of the program for review and approval by the CA, within 10 days after contract award. The messages shall be in accordance with the program requirements, utilizing culturally appropriate messages that appropriately address the general and target populations (African American, Latino, Asian, Pacific Islander and African Immigrant).</p>
4	C.5.4.2.1	<p>Insert: C.5.4.2.1 The contractor shall submit the final message to the CA 20 days after contract award.</p>	<p>C.5.4.2.1 The contractor shall submit the final message to the CA 20 days after contract award.</p>
5	C.5.5.1	<p>Delete: In its entirety</p> <p>Insert: C.5.5.1 The contractor shall develop the "Draft" graphics and visuals that serve as the "brand" for the asthma self-management social marketing, public education and communications campaign and</p>	<p>C.5.5.1 The contractor shall develop the "Draft" graphics and visuals that serve as the "brand" for the asthma self-management social marketing, public education and communications campaign and indicate the methodology by which the</p>

		indicate the methodology by which the decisions were made and submit the information to the CA for review and approval 10 days after contract award.	decisions were made and submit the information to the CA for review and approval 10 days after contract award.
6	C.5.5.1.1	Insert: C.5.5.1.1 The contractor shall submit final graphics and visuals to the CA 20 days after contract award.	C.5.5.1.1 The contractor shall submit final graphics and visuals to the CA 20 days after contract award.
7	C.5.6.1.1	Insert: C.5.6.1.1 The contractor shall submit the final advertising plan to the CA 15 days after contract award.	C.5.6.1.1 The contractor shall submit the final advertising plan to the CA 15 days after contract award.
8	C.5.6.2	Delete: In its entirety Insert: C.5.6.2 The contractor shall implement, 30 days after contract award the advertising plan that is culturally and linguistically appropriate for the target populations and that support the goals of the comprehensive plan, based upon research, best practices and the plan requirements.	C.5.6.2 The contractor shall implement, 30 days after contract award the advertising plan that is culturally and linguistically appropriate for the target populations and that support the goals of the comprehensive plan, based upon research, best practices and the plan requirements.
9	C.5.7.1.1	Insert: C.5.7.1.1 The contractor shall submit final multi-media materials to the CA 20 days after contract award.	C.5.7.1.1 The contractor shall submit final multi-media materials to the CA 20 days after contract award
10	C.5.7.2	Delete: In its entirety Insert: C.5.7.2 The contractor shall implement, 30 days after contract award the multi-media materials for various formats, including emerging technology, such as, Twitter, text messaging, ipod, web sites, interior bus cards, exterior bus king and queens posters for Washington Metro Transit Authority (buses/trains), Metro Center dioramas, television and radio public service announcements (PSAs); utilizing the asthma self-management social marketing campaign brand, that are culturally and linguistically appropriate for the target populations that support the goals of the comprehensive plan, based upon research, best practices and the plan requirements.	C.5.7.2 The contractor shall implement, 30 days after contract award the multi-media materials for various formats, including emerging technology, such as, Twitter, text messaging, ipod, web sites, interior bus cards, exterior bus king and queens posters for Washington Metro Transit Authority (buses/trains), Metro Center dioramas, television and radio public service announcements (PSAs); utilizing the asthma self-management social marketing campaign brand, that are culturally and linguistically appropriate for the target populations that support the goals of the comprehensive plan, based upon research, best practices and the plan requirements.
11	C.5.7.4.1	Insert: C.5.7.4.1 The contractor shall submit final printed materials to the CA 20 days after contract award	C.5.7.4.1 The contractor shall submit final printed materials to the CA 20 days after contract award
12	C.5.8.1.1	Insert:	

		C.5.8.1.1 The contractor shall submit the final performance and evaluation plan to the CA 20 days after contract award	C.5.8.1.1 The contractor shall submit the final performance and evaluation plan to the CA 20 days after contract award																																																																																										
13	C.5.9.10	<p>Delete: In its entirety</p> <p>Insert: C.5.10 Asthma Health Marketing/Media Campaign Kick-off</p> <p>The contractor shall develop and host an Asthma Health Marking/Media Campaign "Kickoff", 30 days after contract award. The contractor shall be responsible for all logistics i.e. identifying location, development of invitation letter and list; and press releases.</p>	<p>C.5.10 Asthma Health Marketing/Media Campaign Kick-off</p> <p>The contractor shall develop and host an Asthma Health Marking/Media Campaign "Kickoff", 30 days after contract award. The contractor shall be responsible for all logistics i.e. identifying location, development of invitation letter and list; and press releases.</p>																																																																																										
14	F.3 Deliverables	<p>Delete: In its entirety</p> <p>Insert: F.3</p> <table border="1"> <thead> <tr> <th>No.</th> <th>Deliverable</th> <th>Quantity</th> <th>Format/Method of Delivery</th> <th>Due Date</th> </tr> </thead> <tbody> <tr> <td>C.5.1.1</td> <td>Program Approach and Comprehensive Plan (C.5.1.1)</td> <td>1 each</td> <td>Electronic & hard copy</td> <td>10 days after contract award</td> </tr> <tr> <td>C.5.3.1</td> <td>"Draft" Work Plan (C.5.3.1)</td> <td>1 each</td> <td>Electronic & hard copy</td> <td>10 days after contract award</td> </tr> <tr> <td>C.5.3.1.1</td> <td>Final Work Plan (C.5.3.1.1)</td> <td>1 each</td> <td>Electronic & hard copy</td> <td>20 days after contract award</td> </tr> <tr> <td>C.5.4.2</td> <td>"Draft" Branding Messages (C.5.4.1)</td> <td>1 each</td> <td>Electronic & hard copy</td> <td>10 days after contract award</td> </tr> <tr> <td>C.5.4.2.1</td> <td>Final Branding Messages (C.5.4.2.1)</td> <td>1 each</td> <td>Electronic & hard copy</td> <td>20 days after 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No.	Solicitation Reference	Question	Response
1	B.3	Is the \$75,000 reimbursable only allocated for the implementation tasks outlined in C.5.9 and therefore potential contractors are to propose a budget for what the development costs would be?	<p>Yes, the \$75,000 is only for reimbursable items as outlined in Section C.5.9</p> <hr/> <p>Yes, offerors are required to budget development cost</p>
2	C.5.3.1	Regarding Section C5 of the RFP: Can you clarify for me sub-sections C.5.3.1, C.5.4.2, C.5.5.1, C.5.6.1, C.5.6.2, C.5.7.1, C.5.7.2, C.5.7.4, C.5.8.1 and C.5.9.10? It appears to me that these sub-sections require the submission of actual final product (such as messages, brand and brand identity, print collateral, other paid/earned media, etc) within 10-15 days (depending) of contract signing. Is this correct?	See Amendment A0002, Item No. 1
3	C.5.4.2	Regarding Section C5 of the RFP: Can you clarify for me sub-sections C.5.3.1, C.5.4.2, C.5.5.1, C.5.6.1, C.5.6.2, C.5.7.1, C.5.7.2, C.5.7.4, C.5.8.1 and C.5.9.10? It appears to me that these sub-sections require the submission of actual final product (such as messages, brand and brand identity, print collateral, other paid/earned media, etc) within 10-15 days (depending) of contract signing. Is this correct?	See Amendment A0002, Item No. 3
4	C.5.5.1	Regarding Section C5 of the RFP: Can you clarify for me sub-sections C.5.3.1, C.5.4.2, C.5.5.1, C.5.6.1, C.5.6.2, C.5.7.1, C.5.7.2, C.5.7.4, C.5.8.1 and C.5.9.10? It appears to me that these sub-sections require the submission of actual final product (such as messages, brand and brand identity, print collateral, other paid/earned media, etc) within 10-15 days (depending) of contract signing. Is this correct?	See Amendment A0002, Item No. 5
5	C.5.6.1	Regarding Section C5 of the RFP: Can you clarify for me sub-sections C.5.3.1, C.5.4.2, C.5.5.1, C.5.6.1, C.5.6.2, C.5.7.1, C.5.7.2, C.5.7.4, C.5.8.1 and C.5.9.10? It appears to me that these sub-sections require the submission of actual final	Unchanged

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7	C.5.7.1	Regarding Section C5 of the RFP: Can you clarify for me sub-sections C.5.3.1, C.5.4.2, C.5.5.1, C.5.6.1, C.5.6.2, C.5.7.1, C.5.7.2, C.5.7.4, C.5.8.1 and C.5.9.10? It appears to me that these sub-sections require the submission of actual final product (such as messages, brand and brand identity, print collateral, other paid/earned media, etc) within 10-15 days (depending) of contract signing. Is this correct?	Unchanged
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9	C.5.7.4	Regarding Section C5 of the RFP: Can you clarify for me sub-sections C.5.3.1, C.5.4.2, C.5.5.1, C.5.6.1, C.5.6.2, C.5.7.1, C.5.7.2, C.5.7.4, C.5.8.1 and C.5.9.10? It appears to me that these sub-sections require the submission of actual final product (such as messages, brand and brand identity, print collateral, other paid/earned media, etc) within 10-15 days (depending) of contract signing. Is this correct?	Unchanged

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12	General	Is there a page limit /expectation for the proposal?	No
13	General	Does the District have a set indirect rate?	No
14	General	Is the District of Columbia open to an out-of-district/state contractor responding to this RFP?	No