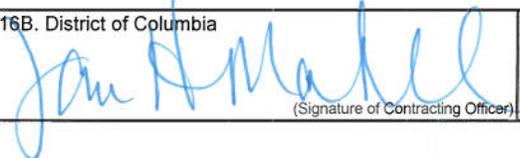


AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. Solicitation Number DCHT-2010-R-1313	Page of Pages 1 23
2. Amendment/Modification Number A0003	3. Effective Date 7/13/10	4. Requisition/Purchase Request No.	5. Solicitation Caption Marketing and Outreach Initiatives	
6. Issued By: Office of Contracting and Procurement 441 4th Street NW, Suite 700S Washington, D.C. 20001		7. Administered By (If other than line 6) Department of Health Care Finance 825 North Capitol, Street, N.E. Room 6037 Washington, DC 20002		
8. Name and Address of Contractor (No. Street, city, country, state and ZIP Code) POTENTIAL OFFERORS		9A. Amendment of Solicitation No. DCHT-2010-R-1313		
		9B. Dated (See Item 11) 6/14/2010		
		10A. Modification of Contract/Order No.		
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS				
<input 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. Offers 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) By completing Items 8 and 15, and returning two(2) copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or fax which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGEMENT 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 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, pursuant to the authority of 27 DCMR, Chapter 36, Section 3601.2.				
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 checked="" type="checkbox"/> is required to sign this document and return <u>2</u> copies to the issuing office.				
14. Description of amendment/modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.) Solicitation DCHT-2010-R-1313 is hereby amended as described on pages 2 - 23 that follow and Attachment A Responses to Questions About the Solicitation and Attachment B, Pre-proposal Conference attendance sheet. ALL OTHER TERMS AND CONDITIONS OF THE CONTRACT 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	15C. Date Signed	16B. District of Columbia	16C. Date Signed	
(Signature of person authorized to sign)			7/13/10 (Signature of Contracting Officer)	

Item Number 1, Section B.2 and B.3

Delete: In their entirety

Insert:

B.2 CONTRACT TYPE

B.2.1 INDEFINITE DELIVERY- INDEFINITE QUANTITY (IDIQ) CONTRACT

This is an IDIQ contract for the supplies or services specified, and effective for the period stated and a cost reimbursement component for the placement

B.2.2 Delivery or performance shall be made only as authorized by orders issued in accordance with the Ordering Clause described in Section G.12. The Contractor shall furnish to the District, when and if ordered, the supplies or services specified in the up to and including the following maximum quantity per Contract Line Item Number (CLIN):

CLIN 0001	\$975,000
CLIN 0002	\$975,000
CLIN 0003	\$350,000
CLIN 0004	\$350,000

The District will order at least the minimum quantity of \$10,000 total for each of the CLINs 0001 – 0004.

B.2.3 There is no limit on the number of orders that may be issued. The District may issue orders requiring delivery to multiple destinations or performance at multiple locations. Any order issued during the effective period of this contract and not completed within that period shall be completed by the Contractor within the time specified in the order. The contract shall govern the Contractor's and District's rights and obligations with respect to that order to the same extent as if the order were completed during the contract's effective period; provided that the contractor shall not be required to make any deliveries under this contract after the contract's period of performance.

B.3 PRICE SCHEDULE

The Contractor shall provide the requested Price Per Unit for each sub-CLIN within an Aggregate Award Group.

B.3.1 BASE YEAR (DATE OF AWARD THRU 12-MONTHS THEREAFTER)

AGGREGATE AWARD GROUP 1				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0001	Develop an organization-wide communication and outreach strategic plan as described in C.3.1			
0001AA	Executive Director	_____/ Hour	75	\$ _____
0001AB	Senior Manager	_____/ Hour	75	\$ _____
0001AC	Project Manager	_____/ Hour	75	\$ _____
0001AD	Public Relations Specialist	_____/ Hour	75	\$ _____
0001AE	Senior Analyst	_____/ Hour	75	\$ _____
0001AF	Administrative Assistant	_____/ Hour	75	\$ _____
0001AG	Cost Reimbursement Component as described in C.3.1.7			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 2				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0002	Develop and provide marketing and outreach initiatives as described in C.3.2			
0002AA	Senior Manager	_____/ Hour	75	\$ _____
002AB	Project Manager	_____/ Hour	75	\$ _____
0002AC	Media Specialist	_____/ Hour	75	\$ _____
0002AD	Graphics Illustrator	_____/ Hour	75	\$ _____
0002AE	Senior Analyst	_____/ Hour	75	\$ _____
0002AF	Public Relations Advisor	_____/ Hour	75	\$ _____
0002AG	Editor	_____/ Hour	75	\$ _____
0002AH	Cost Reimbursement Component as described in C.3.2.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 3				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0003	Develop social marketing education and training programs as described in C.3.3			
0003AA	Project Manager	_____/Hour	75	\$ _____
0003AB	Media Specialist	_____/Hour	75	\$ _____
0003AC	Technical Instructor/Course Developer	_____/Hour	75	\$ _____
0003AD	Public Relations Advisor	_____/Hour	75	\$ _____
0003AE	Administrative Aide	_____/Hour	75	\$ _____
0003AF	Cost Reimbursement Component as described in C.3.3.6			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 4				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0004	Provide printing and administrative services and support as described in C.3.4			
0004AA	Project Manager	_____/Hour	75	\$ _____
0004AB	Media Specialist	_____/Hour	75	\$ _____
0004AC	Technical Graphics Illustrator/Artists	_____/Hour	75	\$ _____
0004AD	Printing Supervisor	_____/Hour	75	\$ _____
0004AE	Administrative Aide	_____/Hour	75	\$ _____
0004AF	Cost Reimbursement Component as described in C.3.4.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

B.3.2 Option Year One

AGGREGATE AWARD GROUP 1				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0101	Develop an organization-wide communication and outreach strategic plan as described in C.3.1			
0101AA	Executive Director	_____/ Hour	75	\$ _____
0101AB	Senior Manager	_____/ Hour	75	\$ _____
0101AC	Project Manager	_____/ Hour	75	\$ _____
0101AD	Public Relations Specialist	_____/ Hour	75	\$ _____
0101AE	Senior Analyst	_____/ Hour	75	\$ _____
0101AF	Administrative Assistant	_____/ Hour	75	\$ _____
0101AG	Cost Reimbursement Component as described in C.3.1.7			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 2				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0102	Develop and provide marketing and outreach initiatives as described in C.3.2			
0102AA	Senior Manager	_____/Hour	75	\$ _____
0102AB	Project Manager	_____/Hour	75	\$ _____
0102AC	Media Specialist	_____/Hour	75	\$ _____
0102AD	Graphics Illustrator	_____/Hour	75	\$ _____
0102AE	Senior Analyst	_____/Hour	75	\$ _____
0102AF	Public Relations Advisor	_____/Hour	75	\$ _____
0102AG	Editor	_____/Hour	75	\$ _____
0102AH	Cost Reimbursement Component as described in C.3.2.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 3				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0103	Develop social marketing education and training programs as described in C.3.3			
0103AA	Project Manager	_____/Hour	75	\$ _____
0103AB	Media Specialist	_____/Hour	75	\$ _____
0103AC	Technical Instructor/Course Developer	_____/Hour	75	\$ _____
0103AD	Public Relations Advisor	_____/Hour	75	\$ _____
0103AE	Administrative Aide	_____/Hour	75	\$ _____
0103AF	Cost Reimbursement Component as described in C.3.3.6			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 4				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0104	Provide printing and administrative services and support as described in C.3.4			
0104AA	Project Manager	_____/Hour	75	\$ _____
0104AB	Media Specialist	_____/Hour	75	\$ _____
0104AC	Technical Graphics Illustrator/Artists	_____/Hour	75	\$ _____
0104AD	Printing Supervisor	_____/Hour	75	\$ _____
0104AE	Administrative Aide	_____/Hour	75	\$ _____
0104AF	Cost Reimbursement Component as described in C.3.4.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

B.3.3 Option Year Two

AGGREGATE AWARD GROUP 1				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0201	Develop an organization-wide communication and outreach strategic plan as described in C.3.1			
0201AA	Executive Director	_____/ Hour	75	\$ _____
0201AB	Senior Manager	_____/ Hour	75	\$ _____
0201AC	Project Manager	_____/ Hour	75	\$ _____
0001AD	Public Relations Specialist	_____/ Hour	75	\$ _____
0201AE	Senior Analyst	_____/ Hour	75	\$ _____
0201AF	Administrative Assistant	_____/ Hour	75	\$ _____
0201AG	Cost Reimbursement Component as described in C.3.1.7			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 2				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0202	Develop and provide marketing and outreach initiatives as described in C.3.2			
0202AA	Senior Manager	_____/ Hour	75	\$ _____
0202AB	Project Manager	_____/ Hour	75	\$ _____
0202AC	Media Specialist	_____/ Hour	75	\$ _____
0202AD	Graphics Illustrator	_____/ Hour	75	\$ _____
0202AE	Senior Analyst	_____/ Hour	75	\$ _____
0202AF	Public Relations Advisor	_____/ Hour	75	\$ _____
0202AG	Editor	_____/ Hour	75	\$ _____
0202AH	Cost Reimbursement Component as described in C.3.2.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 3				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0203	Develop social marketing education and training programs as described in C.3.3			
0203AA	Project Manager	_____/Hour	75	\$ _____
0203AB	Media Specialist	_____/Hour	75	\$ _____
0203AC	Technical Instructor/Course Developer	_____/Hour	75	\$ _____
0203AD	Public Relations Advisor	_____/Hour	75	\$ _____
0203AE	Administrative Aide	_____/Hour	75	\$ _____
0203AF	Cost Reimbursement Component as described in C.3.3.6			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 4				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0204	Provide printing and administrative services and support as described in C.3.4			
0204AA	Project Manager	_____/Hour	75	\$ _____
0204AB	Media Specialist	_____/Hour	75	\$ _____
0204AC	Technical Graphics Illustrator/Artists	_____/Hour	75	\$ _____
0204AD	Printing Supervisor	_____/Hour	75	\$ _____
0204AE	Administrative Aide	_____/Hour	75	\$ _____
0204AF	Cost Reimbursement Component as described in C.3.4.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

B.3.4 Option Year Three

AGGREGATE AWARD GROUP 1				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0301	Develop an organization-wide communication and outreach strategic plan as described in C.3.1			
0301AA	Executive Director	_____/ Hour	75	\$ _____
0301AB	Senior Manager	_____/ Hour	75	\$ _____
0301AC	Project Manager	_____/ Hour	75	\$ _____
0301AD	Public Relations Specialist	_____/ Hour	75	\$ _____
0301AE	Senior Analyst	_____/ Hour	75	\$ _____
0301AF	Administrative Assistant	_____/ Hour	75	\$ _____
0301AG	Cost Reimbursement Component as described in C.3.1.7			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 2				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0302	Develop and provide marketing and outreach initiatives as described in C.3.2			
0302AA	Senior Manager	_____/Hour	75	\$ _____
0302AB	Project Manager	_____/Hour	75	\$ _____
0302AC	Media Specialist	_____/Hour	75	\$ _____
0302AD	Graphics Illustrator	_____/Hour	75	\$ _____
0302AE	Senior Analyst	_____/Hour	75	\$ _____
0302AF	Public Relations Advisor	_____/Hour	75	\$ _____
0202AG	Editor	_____/Hour	75	\$ _____
0203AH	Cost Reimbursement Component as described in C.3.2.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 3				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0303	Develop social marketing education and training programs as described in C.3.3			
0303AA	Project Manager	_____/Hour	75	\$ _____
0303AB	Media Specialist	_____/Hour	75	\$ _____
0303AC	Technical Instructor/Course Developer	_____/Hour	75	\$ _____
0303AD	Public Relations Advisor	_____/Hour	75	\$ _____
0303AE	Administrative Aide	_____/Hour	75	\$ _____
0303AF	Cost Reimbursement Component as described in C.3.3.6			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 4				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0304	Provide printing and administrative services and support as described in C.3.4			
0304AA	Project Manager	_____/Hour	75	\$ _____
0304AB	Media Specialist	_____/Hour	75	\$ _____
0304AC	Technical Graphics Illustrator/Artists	_____/Hour	75	\$ _____
0304AD	Printing Supervisor	_____/Hour	75	\$ _____
0304AE	Administrative Aide	_____/Hour	75	\$ _____
0304AF	Cost Reimbursement Component as described in C.3.4.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

B.3.5 Option Year Four

AGGREGATE AWARD GROUP 1				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0401	Develop an organization-wide communication and outreach strategic plan as described in C.3.1			
0401AA	Executive Director	_____/ Hour	75	\$ _____
0401AB	Senior Manager	_____/ Hour	75	\$ _____
0401AC	Project Manager	_____/ Hour	75	\$ _____
0401AD	Public Relations Specialist	_____/ Hour	75	\$ _____
0401AE	Senior Analyst	_____/ Hour	75	\$ _____
0401AF	Administrative Assistant	_____/ Hour	75	\$ _____
0401AG	Cost Reimbursement Component as described in C.3.1.7			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 2				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0402	Develop and provide marketing and outreach initiatives as described in C.3.2			
0402AA	Senior Manager	_____/Hour	75	\$ _____
0402AB	Project Manager	_____/Hour	75	\$ _____
0402AC	Media Specialist	_____/Hour	75	\$ _____
0402AD	Graphics Illustrator	_____/Hour	75	\$ _____
0402AE	Senior Analyst	_____/Hour	75	\$ _____
0402AF	Public Relations Advisor	_____/Hour	75	\$ _____
0402AG	Editor	_____/Hour	75	\$ _____
0402AH	Cost Reimbursement Component as described in C.3.2.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 3				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0403	Develop social marketing education and training programs as described in C.3.3			
0403AA	Project Manager	_____/Hour	75	\$ _____
0403AB	Media Specialist	_____/Hour	75	\$ _____
0403AC	Technical Instructor/Course Developer	_____/Hour	75	\$ _____
0403AD	Public Relations Advisor	_____/Hour	75	\$ _____
0403AE	Administrative Aide	_____/Hour	75	\$ _____
0404AF	Cost Reimbursement Component as described in C.3.3.6			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

AGGREGATE AWARD GROUP 4				
Contract Line Item No. (CLIN)	Item Description	Price Per Unit	Estimated Quantity*	Estimated Total Price
0004	Provide printing and administrative services and support as described in C.3.4			
4004AA	Project Manager	_____/Hour	75	\$ _____
0404AB	Media Specialist	_____/Hour	75	\$ _____
0404AC	Technical Graphics Illustrator/Artists	_____/Hour	75	\$ _____
0404AD	Printing Supervisor	_____/Hour	75	\$ _____
0404AE	Administrative Aide	_____/Hour	75	\$ _____
0404AF	Cost Reimbursement Component as described in C.3.4.10			NOT TO EXCEED \$ 25,000

***The Estimated Quantities contained in the Price Schedule are to be used solely for the purpose of evaluating Price Proposals. Individual Task Orders to be issued will contain the appropriate estimated number of hours per position for the task.**

Item Number 2, Section C.3.1

Insert:

C.3.1.7 The Contractor shall provide on a cost reimbursement basis items specifically requested by the COTR in order to support the successful completion of related tasks.

Item Number 3, Section C.3.2

Insert:

C.3.2.10 The Contractor shall provide on a cost reimbursement basis items specifically requested by the COTR in order to support the successful completion of related tasks.

Item Number 3, Section C.3.3

Inert:

- C.3.3.6** The Contractor shall provide on a cost reimbursement basis items specifically requested by the COTR in order to support the successful completion of related tasks.

Item Number 4, Section C.3.4

Insert:

- C.3.4.10** The Contractor shall provide on a cost reimbursement basis items specifically requested by the COTR in order to support the successful completion of related tasks.

DCHT-2010-R-1313
 Amendment A0003
 Attachment A – Responses to Questions Received About the Solicitation

No.	Solicitation Section Referenced	Question	Response
1	B.2.2	Is each aggregate group budgeted at \$975,000?	See Amendment 0003, Item No. 1
2	B.2.2	Can you confirm the total budget for each CLIN?	See Amendment 0003, Item No. 1
3	B.2.2	Is there a minimum that would be expected if one receives the award?	See Section B.2.2
4	C.1	How will city-wide health care reform impact the work of each CLIN – if at all?	Outreach related to health reform initiatives that are within the DHCF purview will be included.
5	C.1	Will the health care reform work anticipated for any of the CLINs require coordination with the Department of Insurance and Banking?	No.
6	C.3.1	Within the communications plan/social marketing CLINs, how is DHCF looking to position advertising vs. public relations?	The organization-wide strategy will drive how much traditional advertising is procured vs. public relations strategies.
7	F.1	How will the award be affected by the fiscal year differing from the calendar year?	See Section F.1
8	L.1.1	Are multiple awards a possibility?	See Section L.1.1
9	L.1.1	Can one bid on a specific labor category/CLIN?	No. See Amendment 0003, Item Number 1
10	L.1.1	Is it the intent to award the entirety of the work to one contractor or are multiple awards anticipated?	See Section L.1.1
11	L.4	Is there an anticipated date of award?	DHCF will work diligently to make awards as soon as evaluation and review of proposals has been completed.

REQUEST FOR PROPOSAL
 SOLICITATION NO.: DCHT-2010-R-1313
 MARKETING AND OUTREACH INITIATIVES
 Tuesday, June 22, 2010 @ 11:00 am
 Department of Health Care Finance
 825 North Capitol Street, N.E
 6th Floor, Room 6130

FIRM NAME/ ATTENDEE	CONTACT PERSON/POSITION	ADDRESS	PHONE/FAX	E-MAIL (Please Print Clearly)
McNeazy Pubert + Fox	Crossi VP	611 COMMERCE ST #220 WASHINGTON DC 20001	615-259-4000 4000 OFFICE	crossi@mpff.com
Group 360	Mite Westin/COO Charlotte Fuchs/Asst.	710 First St. #310 Wash, DC 20001	(202) 204-2000 (202) 204-2115	mite.westin@360group.com Charlotte.fuchs@360group.com
AMG	Loren Matshin	18 R ST NE Wash DC 20002	(202) 543 8016	loren@15bmarketing.com
GAI	Jameson Strotman Tobi Davis	174 Waterfront St. National Wash, DC	240-289-4001 240-289-4002	jstrotman@globaladl.com tdavis@globaladl.com
OLP	Jim Marshall	1116 St U	202 721-4167	jim_marshall@dc.gov
DHCF	Diane Faup	825 N Capitol	202 442-5848	diane_faup@dc.gov
DHCF	JEREMY WHITE	825 N. Capitol St NE	202 442-9105	jeremy.white@dc.gov
DHCF	Lashon Beaman	"	202 442-8992	lashon.beaman@dc.gov
Root Branch Productions	Yanny Pethina	603 Raleigh Pl NW WDC 20002	202 240-244-6136	Yanny@rootbranchproductions.com