

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. Contract Number	Page of Pages 1 6	
2. Amendment/Modification Number 2	3. Effective Date See Box 16B	4. Requisition/Purchase Request No.		5. Solicitation Caption Marketing Media Campaign	
6. Issued By: DISTRICT DEPARTMENT OF TRANSPORTATION Office of Contracting and Procurement 2000 14th Street, N.W., 6th Floor Washington, D.C. 20009		Code		7. Administered By (If other than line 6) DISTRICT DEPARTMENT OF TRANSPORTATION Office of Contracting and Procurement 2000 14th Street, N.W., 6th Floor Washington, D.C. 20009	
8. Name and Address of Contractor (No. Street, city, country, state and ZIP Code)			(X)	9A. Amendment of Solicitation No. DCKA-2008-Q-0151	
				9B. Dated (See Item 11) 9/18/2008	
				10A. Modification of Contract/Order No.	
				10B. Dated (See Item 13)	
Code	Facility				
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. 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 <u>1</u> 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>1</u> copies to the issuing office.					
14. Description of amendment/modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.)					
<p>This amendment is to 1) respond to potential offerors questions and 2) revise provisions of the solicitation.</p> <p>1) See attached list of questions and answers 2) Delete page 4 of 42 and substitute page 4-R1 or 39 2) Delete page 5 of 42 and substitute page 5-R1 or 39 2) Delete page 12 of 42 and substitute page 12-R1 or 39 2) Delete page 26 of 42 and substitute page 26-R1 or 39</p>					
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 Kathy Hatcher		
15B. Name of Contractor		15C. Date Signed	16B. District of Columbia		16C. Date Signed
(Signature of person authorized to sign)			<i>Kathy S Hatcher</i> (Signature of Contracting Officer)		9-25-08

Questions and Answers

Question #1 In preparing our submission, the "Past Performance Evaluation Form" was not available for download on the OCP website. This causes concern for me because the document needs to be sent to three references who then in turn need to complete the document and submit it by next Wednesday. Should we complete the "Contractor Experience Questionnaire Form" instead?

Response #1 Offerors are requested to submit the company name, address, point of contact name and telephone number or e-mail address and the contract/project name and number, if applicable, and contract award amount dollar value of the award for each past performance reference. The contracting staff will conduct the past performance surveys.

Question #2 Will there be a pre-bid conference?

Response #2 NO

Question #3 Section J of the RFP which is supposed to have attachments, appears to be blank. Would it be possible for someone to send me the attachments, or is there a place online where I may download them?

Response #3 J.1.1 through J.1.3 is attached to the solicitation J.2.1 and J.2.2 can be downloaded at www.ocp.dc.gov.

Question #4 May we know the anticipated sizes of the items mentioned under section F.5? (This will help us deliver a more accurate budget.)

Response #4 Deliverables for budget purpose are for CIOT, as stated in B.5.3.
F.5.1.2 Poster size: 22" x 28", 2 Sides, one side English one side in Spanish, 4 over 4
F.5.1.1 Brochures: Quantity – 25,000 total approximately 4,100 per language
Size - 8-1/2" x 11", fold to #10,
Stock – 60# gloss, text,
Ink – 4/4 4-color process, heavy ink coverage, bleeds
Proofing - Digital 4-color, folded proof.
Packaging: brochures shall be banded in quantities of 250 and packaged in boxes. A sample of the brochure must be placed on the outside of the box along with the total amount of brochures contained in each box

Questions and Answers

Question #5 Is there an anticipated direct cost budget?

Response #5 NO. As tasks are assigned, the COTR will review the budget with the contractor before giving the contractor authorization to proceed with the work.

Question #6 Section B.2, Page 2 states that "The District intends to award a task order issued against an existing Federal or District of Columbia Supply Schedule contract..." Under Section J: List of Attachments, Page 26, we must complete Section J.2.1 Cost/Price Disclosure Certification and Section J.2.2 Cost/Price Data Requirements. Are these documents necessary since we are using approved rates from an existing Federal contract (GSA schedule)?

Response #6 Section J is revised to delete requirements for cost and price data. The offeror is required to submit his G & A rate.

Question #7 On page 7 under Requirements, C.3.1.4, "Provide 25 radio spots per station per week." Does this mean we are to provide 25 radio spots to a minimum of 7 to 10 stations per week for media placement?

Response #7 No, one spot must be developed in English and one in Spanish. The Spanish version must be culturally relevant in delivering the primary message developed in the English spot. We want from the stations chosen, a minimum of 25 spots run per station.

Question #8 On page 7 under Requirements, C.3.1.1, does creative concept/development refer to the development/production of 25 radio spots as well as other educational materials?

Response #8 Creative concept development is what the campaign will look like (visual), what it will say, (brochures), and what it will sound like (radio spots).

Question #9 Page 12 under Deliverables, do 25,000 copies refer to a total for each population, or the overall total?

Response #9 The overall total.

Questions and Answers

Question #10 Page 29 under Proposal Form, Organization and Content, L.2 refers to 6.5" x 11 bond paper, is this correct?

Response #10 Yes, 8.5" x 11" is the paper size. The type of paper is bond.

Question #11 Page 31 under Proposal Submission, please provide address for hand delivery of proposal.

Response #11 Attention: Bid Room
Reeves Center/ Bid Room
2000 14th Street, 5th
Washington, DC 20009

Question #12 Page 34, L.13 Electronic Copy of Proposal for Freedom of Information Act Requests, states that the offeror must submit an electronic copy of its proposal as well, please clarify.

Response #12 The offeror must submit a copy of its technical proposal and proposal on disk when it submits the hard copy proposal.

Question #13 Is there a separate budget for media buys?

Response #13 Not for the CIOT Campaign. The offeror must factor in all conceivable costs associated with developing and implementing this tasks. If sufficient information has not been provided to facilitate the process, offerors may ask additional specific questions and point out what additional information is needed.

Question #14 Is there an incumbent?

Response #14 There is no incumbent for this particular contract.

Question #15 H.3 Disadvantaged Business Enterprise, page 15, if the prime contractor is a DBE then does that mean that the 12% DBE requirement is fulfilled?

Response #15 Yes, the 12 % DBE requirement is fulfilled

Questions and Answers

Question #16 L.2 Proposal Form, Organization and Content, Page 29. You state the paper should be "6.5 x 11" – do you mean "8.5 x 11"?

Response #16 8.5" x 11" is the correct size

Question #17 L.3.3.1.4 Technical Approach, page 30,
do you want an approach to the Click It or Ticket campaign or a general approach to campaigns/projects?

Response #17 The offeror is required to submit a proposal and price for implementation of the Click It or Ticket It Campaign. See the response to question #13 for additional information. The offer is required to submit a technical approach to the CIOT campaign and should include everything in the scope of work under Section C. 3.1.

Question #18 L.13 Electronic Copy of Proposals for Freedom of Information Act Requests, Page 34 Do you want both the Technical and Price proposal electronically? Should these be submitted on 2 separate disks with the original proposals (technical and price)?

Response #18 They may be submitted on the same disks.

Question #19 Specialized Experience and Technical Expertise, M.3.1, Evaluation Standards, page 35 and M.4.2.1.1 Evaluation Factors, page 37
For Specialized Experience and Technical Expertise the description in M.3.1 Evaluation Standards and the description in M.4.2.1.1 Evaluation Factors are different. The Scope of Work for this solicitation matches the M.4.2.1.1 Evaluation Factors. Which one should we be following in forming a response to this solicitation?

Response #19 Offerors will be evaluated based on the extent to which they meet the evaluation factors listed in subsection M.4. Sections M.3 and M.4 are closely linked in that Section M.3 describes the type of information offerors should submit in their proposals in order to demonstrate how they meet the evaluation factors (standards).

Questions and Answers

Question #20 M.3.3 Past Performance page 37, in section M.3.3.2 it mentions the District's Past Performance Evaluation Form but Section J List of Attachments page 26 does not include the Evaluation Form. Do we need to include 3 or more Evaluation Forms as additional attachments? We tried to download the Evaluation form on the dc.gov website and were unable to download the form.

Response #20 Reference the response to question #1.

Question #21 Section L.2 (Page 29) states that the proposal needs to be on **6.5" by 11" bond paper** – is this correct, or is it supposed to be 8.5" by 11"?

Response #21 8-1/2" x 11" is the correct size

Question #22 The website that I have been looking at <http://app.ocp.dc.gov/rfq/rfq.asp> says that there are no attachments and no amendments. If this is not the right website, **please send me the link** to where the attachments, amendments and answers to questions is being posted.

Response #22 All documents can be found at www.ocp.dc.gov under "Vendor Portal" click on the bullet "Request for Quote/ Task Order Proposals".

SECTION J: LIST OF ATTACHMENTS

J.1 ATTACHMENTS INCORPORATED AS A PART OF THE TASK ORDER

The following attachments and forms, which must be completed, are incorporated as part of the contract resulting from this solicitation:

J.1.1 Wage Determination No. (2005-2103, Revision 6, dated 5/29/08).

J.1.2 Living Wage Act of 2006

J.1.3 Living Wage Act Notice

as part of the task order. The schedule shall include delivery dates for all products as well as scheduled meetings and reviews. The schedule shall include anticipated involvement of DDOT personnel or representatives where DDOT input impacts the schedule, such as document approval.

F.5 DELIVERABLES

- F.5.1 In performance of the CIOT Campaign the contractor shall submit the following deliverables to the COTR:
- F.5.1.1 Educational Materials – 25,000 brochures translated into six languages, English Spanish, Amharic, Chinese, Korean, and Vietnamese; Brochures: Approximately 4,100 per language
Size - 8-1/2” x 11”, fold to #10,
Stock – 60# gloss, text,
Ink – 4/4 4-color process, heavy ink coverage, bleeds
Proofing - Digital 4-color, folded proof.
- F.5.1.2 Packaging: brochures shall be banded in quantities of 250 and packaged in boxes. A sample of the brochure must be placed on the outside of the box along with the total amount of brochures contained in each box
- F.5.1.3 Posters – 2,000; Poster size: 22” x 28”, 2 Sides, one side English one side in Spanish, 4 over 4
- F.5.1.4 Presentation-style report that would assess the effectiveness of the campaign in terms of awareness and effective on behavior – one hard copy, one electronic copy;
- F.5.1.5 Detailed Report – 100 copies content to include graphics;
- F.5.1.6 Public Relations Services:
- F.5.1.6.1 Press Event media advisories,
- F.5.1.6.2 press releases,
- F.5.1.6.3 talking points for speakers
- F.5.1.6.4 press kit
- F.5.1.6.5 press Event speakers
- F.5.1.6.6 media summary of all print, radio, TV, website, Internet, etc. hits relating to the event must be submitted within one week after the event.

F.5.2 DELIVERABLES FOR OTHER BROCHURES

- F.5.2.1 brochures for child passenger safety, shall be translated into **six** languages, (English, Spanish, Amharic, Chinese, Vietnamese and Korean); and
- F.5.2.2 highway safety office brochures. **Quantities and delivery schedule to bedetermined by COTR.**

011			
Weighted Average Hourly Rate	All Labor Categories/Task		

A.

B.5.3 Other Direct Costs CIOT (subsection C.3.1 only)

B.5.4 General and Administrative Rate (G&A)

B.6 Option Year Price

Upon receipt of receiving notice from the District of its intent to extend the term of the contract, the contractor shall submit its current federal or District schedule contract labor rates. In the event the contractor does not have a federal or District schedule contract, the contractor's labor rates shall be increased as follows:

B.6.1 For each option year of the contract, concurrent to the exercise of the option, the fully loaded firm fixed labor hour rates will be adjusted by the annual percentage change in the Employment Cost Index for private industry workers, Professional and Business Services, total compensation (not seasonally adjusted) series CIU201540A000000A. That is, the increase to go into effect on the day the option year is exercised will be the annual percent change in the ECI from the contract award date to the effective date of the option year. For example:

B.6.2 **The price to be escalated** is: fully loaded firm fixed labor rates

B.6.3 **The index to be used** is: annual percentage change in the Employment Cost Index for private industry workers, Professional and Business Services, total compensation (not seasonally adjusted), series CIU201540A000000A.

B.6.4 **The frequency of adjustment** is: annually

B.6.5 **Example calculation is:** Assume that the fully loaded firm fixed labor rate for three labor categories are as follows:

Project Manager \$185.00
Graphics Designer 110.00
Technical Writer... 60.00

The annual percentage change in the ECI from the contract award date (After the initial contract award date, the effective date of the option year becomes the contract award date.) to the effective date of the option year is 3.1%. The adjusted labor rates are:

Project Manager \$185.00 * 3.1% = \$5.735
Graphics Designer 110.00 * 3.1% = \$3.41
Technical Writer... 60.00 * 3.1% = \$1.86

Project Manager \$185.00 + \$5.735 = \$190.74
Graphics Designer. 110.00 + \$3.41 = \$113.41
Technical Writer... 60.00 + \$1.86 = \$61.86

