

RFP Solicitation Number RFP CQ11220/CPR
Date of Issue: November 17, 2010
RFP Closing Date: November 29, 2010

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY
600 FIFTH STREET, N.W.
WASHINGTON, DC 20001

November 23, 2010

AMENDMENT NO. 1
TO
WMATA Merchandise Sales Program

TO WHOM IT MAY CONCERN:

This amendment responds to the questions submitted and accepted as of November 23, 2010 for RFP CQ11220/CPR:

B. ACKNOWLEDGMENT

Proposer's are required to acknowledge receipt of this amendment in writing on the Solicitation Form in the space provided on the Solicitation Form or by separate letter or facsimile.

Original signed 11/23/10
Kevin A. Green
Contracting Officer

Questions/Clarification and Responses

Q1: Is there an existing contract in place? When does it revert to month to month?

Contract expires on December 31 and there is no month-to-month contingency.

Q2: If so, what are the annual revenues for the most recent three years?

	# Orders	Revenue	Average Order
2008	429	\$16,177.36	\$37.71
2009	250	\$ 9,306.98	\$37.23
2010*	349	\$14,923.09	\$42.76

***Through 11/21/10**

Q3: Are you pleased with the performance of the existing supplier?

Yes

Q4: Please expand on the proficiencies and deficiencies of the current contract?

N/A

Q5: Typically, successful contracts of this nature require the principle (WMATA) to post a security deposit for a percentage of the inventory value to the agent (vendor)? Is WMATA willing post a security deposit?

No

Q6: The obligation for the vendor to provide a marketing plan is quite vague and provides no specifics. Therefore, can WMATA provide the geographic area, number of retail outlets, number of employees and any other pertinent details regarding the audience, demographics, etc.?

WMATA service area can be defined as Montgomery Co and Prince George's Co in MD; Arlington Co, Fairfax Co and the City of Alexandria in VA; and the District of Columbia. However, this is not the limits of the geographic audience. There are transit enthusiasts and tourists from all over the world. WMATA has 10,000 employees.

Q7: Is there a list of successful and unsuccessful products from the current contract that you can provide?

Products are featured on our website under gifts.

Q8: Because API offers a wide variety of web carts, will the WMATA web cart require any specific features and capabilities? Basically, are you looking for a state of the art cart or is a web cart with basic functionality acceptable?

Web cart with basic functionality is acceptable.

Q9: Can you expand on the vendor selection process? For example, if a high end shopping cart produces \$500,000 in revenue with a 10% royalty, would that carry more merit than a basic shopping cart that yields only \$250,000 in revenue with a 15% royalty to WMATA? In summary, is the percentage of royalty more important or the total revenue more important to WMATA? Or possibly some other measurable variable?

Only the technical proposals that have been rated “acceptable” or better will move to the next step of commission evaluation. The revenue generated in the past 3 years (see response to Q2) has been less than \$20,000 per year. WMATA’s primary objective is to generate the maximum revenue through a concise and comprehensive merchandise sales program.

Q10: If API is awarded this contract, what WMATA resources can API access? (I.e. WMATA email distribution lists, etc.)

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