



WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY
600 Fifth Street, NW, Washington, DC 20001-2651

AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT

1. AMENDMENT/MODIFICATION AM002	2. EFFECTIVE DATE 04/27/19		
3. ISSUED BY PURCHASING SECTION Monique Anderson Department of Procurement	4. ADMINISTERED BY (If other than block 3) Jawauna Greene Department of Customer Service, Communications and Marketing(CSCM) Marketing and Advertising		
5. CONTRACTOR NAME AND ADDRESS (Street, city, county, state, and Zip Code)	6. FORM TYPE (Check only one) <input checked="" type="checkbox"/> AMENDMENT OF SOLICITATION NO. <u>CQ18095/CDS</u> DATE <u>04/04/18</u> (See block <input type="checkbox"/> MODIFICATION OF CONTRACT/ORDER NO. _____ DATE _____ (See block 9)		
7. THIS BLOCK APPLIES ONLY TO AMENDMENTS OF SOLICITATIONS <input checked="" type="checkbox"/> The above numbered solicitation is amended as set forth in block 10. 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) By signing and returning <u>1</u> copies of this amendment; (b) by acknowledging receipt of this amendment on each copy of the offer submitted; or (c) by separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE ISSUING OFFICE 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 telegram or letter, provided such telegram makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.			
8. ACCOUNTING AND APPROPRIATION DATA (If required)			
9. THIS BLOCK APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS (a) <input type="checkbox"/> This Change Order is issued pursuant to _____ The Changes set forth in block 10 are made to the above numbered contract/order. (b) <input type="checkbox"/> The above numbered contract/order is modified to reflect the administrative changes (such as changes in paying office, appropriation data, etc.) set forth in block 10. (c) <input type="checkbox"/> This Supplemental Agreement is entered into pursuant to authority of _____ It modifies the above numbered contract as set forth in block 10.			
10. DESCRIPTION OF AMENDMENT/MODIFICATION The Purpose of the amendment is to provide clarifications and responses to questions per the attached pages. Except as provided herein, all terms and conditions of the document referenced in block 6, as heretofore changed, remain unchanged and in full force and effect.			
11. <input type="checkbox"/> CONTRACTOR/OFFEROR IS REQUIRED TO SIGN THIS MODIFICATION AND RETURN _____ COPIES TO ISSUING OFFICE.	<input type="checkbox"/> CONTRACTOR/OFFEROR IS NOT REQUIRED TO SIGN THIS DOCUMENT		
NAME OF CONTRACTOR/OFFICE BY _____ (Signature of person authorized to sign)	15. WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY BY <u>Monique Anderson/cds</u> (Signature of Contracting Officer)		
13. NAME AND TITLE OF SIGNER (Type or print)	14. DATE SIGNED	16. NAME OF CONTRACTING OFFICER (Type or print)	17. DATE SIGNED
		Monique M. Anderson	04/27/18

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A. Please note the change in the required volumes, number of copies, page limitations and electronic copies:

10. PROPOSAL FORMAT INSTRUCTIONS/REQUIREMENTS

Offerors shall submit proposals as follows:

(a) Proposal Format

The original of Volumes 1 and 2 shall be unbound. All copies of Volumes 1 and 2, as well as Volume 3, will be separately bound. All copies shall have the RFP number, the proposer's identity, volume number, and volume title printed on the cover page. **Offeror shall submit an electronic copy of all volumes via USB or CD.** Volumes shall be submitted in the following order:

- (1) Volume I – Cost/Price - One (1) original and one (1) copy of signed Price Schedule
- (2) Volume II – Technical - One (1) original and five (5) copies of the technical proposal (**Shall not include cost/price information**). **The Technical proposal shall not exceed 50 pages total. Appendix to Technical Proposal shall not exceed 10 pages.**
- (3) Volume III – Contractual - One (1) original and one (1) copy of the signed solicitation documents to include Solicitation, Offer & Award Form, Representations, Certifications, Pre-Award Data, Certificate(s) of Insurance, SBLPP requirements per Appendix C (if applicable).

B. List of Questions and Responses.

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Questions and responses received.

1. Page 16 #4 - Can we recommend amended hour estimates? If so, how should we do this (i.e. can we include our additional recommendations along with our pricing proposal)? You mention the hours are based on past work and projects. Can you provide more info on how you got to these hour estimates? Are the hour estimates based on full-time work? **RESPONSE: *The estimated hours are based on WMATA's perceived needs and past history and are for evaluation purposes only.***
2. Page 16 #6 - Is the total of \$7,000,000 for the first-year AND the two-year option combined? \$7,000,000. Does the \$7,000,000 includes a budget for media buys, or are media buys an additional (to be determined) cost? **Response: *\$7,000,000 represents the maximum value of the anticipated contract for the base period to include all requirements. The Base Period was clarified in Amendment 01.***
3. Page 18 (a) and page 102 mention "aiding the marketing staff". Can you give us details on who is on your staff and their roles? How will they manage the project(s)? Will they act as the "client" and not manage the agency staff? How do you envision the agency and your marketing staff will work together? **Response: *Metro's internal marketing staff is a small team. We are seeking a vendor to help amplify our efforts and ideas by providing services, technical advice and other recommendations from offerors. Metro Marketing Staff consist of one Director and 4 managers. At the direction of the Director, various staff both inside of marketing and from other offices may be tasked to work on specific projects.***
4. Page 18 (c) mentions "The Authority contemplates award of a firm fixed price contract." Is it your desire to have this as a Time & Materials situation rather than fixed price? **Response: No.**
5. Will you require in-person meetings with some or all of the selected agency staff? If so, how often? Will remote agencies or remote individuals on the agency team be considered for this work? **Response: *Some meetings will require in-person discussions based on the scope and magnitude of the project. The Offeror should use professional discretion as to which team members need to participate based on costs and duties.***
6. Has WMATA's marketing team already established a marketing plan which the agency will follow and execute? Or, will the agency be crafting and driving the marketing plan (or specific initiatives/campaigns)? **Response: *Metro has a general business plan, but given the nature of our industry priorities may shift.***
7. What is your total marketing budget for 2018? For 2019? What is WMATA's proposed annual budget for this contract? Of that amount, what is the proposed split between market research, creative services/production and paid media? **Response: The Authority cannot provide this information.**
8. Who is the incumbent agency for this contract? Are they eligible to rebid this contract? **Response: White64. Yes.**
9. Page 13 (Price Schedule) – The RFP notes that this Price Schedule and the hours listed herein (by labor category) are for evaluation purposes only. We assume that the labor rates will be agreed to with the winning Contractor. Then the labor hours for a given project/task will be estimated and approved, along with those labor rates, in a Task Order negotiated between WMATA and the winning Contractor. Is that correct? **Response: *Labor rates shall be fixed and are fully loaded hourly rates. Loaded hourly rates shall exclude direct billable items such as media placement and promotional items. These items shall be billed at cost as Other Direct Cost. Any services and supplies needed for the particular media campaign/events will be ordered per Section 6 – Ordering.***
10. Page 18 (Introduction) – The RFP mentions WMATA's desire to increase awareness amongst potential customers about rail and bus services, improve ridership, and disseminate information about value added programs. Who is WMATA's target audience of potential customers for rail services? Who is the audience of potential customers for bus services? Please share your thoughts on why are they not taking advantage of WMATA services now? **Response: The Washington Metropolitan Area.**
11. Page 59 (Billing and Payment) – The RFP states that WMATA shall pay and the Contractor shall accept the amounts set forth in the Price Schedule as full compensation. However, the Price Schedule only includes sample labor rates. Further, if campaign charges are going to be estimated via a Task Order, then we request that this language be modified to denote that WMATA shall pay and the Contractor shall accept amounts set forth in Task Orders as well. Reason being, Task Orders will stipulate monies needed for paid media, creative production and services, labor rates, and market research. **Response: See response to question #9**

12. Page 59 (Billing and Payment) – The RFP states that WMATA will pay all invoices marked “final” within 30 days of receipt. Will WMATA allow paid media invoices to be pre-billed (estimate billed) upon approval of a signed media plan and then post-billed (reconciled) after the campaign runs? This would occur on a monthly basis for the duration of the campaign. **Response: No.**
13. Are offerors permitted to use subcontractors’ experience for the past performance on page 24 (section 3, b) and page 107 (section 4, C). **Response: No**
14. On page 106, “background and experience” is limited to 10 pages; however, on page 107, the RFP states that offerors can provide “other relevant information” for “background and experience” in an appendix? Can WMATA please confirm that appendices for “background and experience” are permitted? **Response: Appendices shall not exceed 10 pages.**
15. The following requirement, “Qualifications and availability of key personnel assigned to the contract” is included under the “management plan” on page 106, but included under “background and experience” on page 107 for the “evaluation criteria.” Can WMATA clarify where this requirement should be included and how it will be evaluated? **Response: This information shall be included in the Technical Volume II and shall be evaluated per Section 14. Evaluation Criteria and Basis for Award.**
16. Can WMATA confirm if the company profile (page 107) is part of the 50-page technical volume? If so, under which section? Related to this, will be evaluated as part of both “background and experience” (weight: 35) and the “past performance” (weight: 10) criteria? **Response: Company profile is part of Volume II Technical Proposal, which has a 50 page limit.**
17. Regarding “web-page design” (listed on page 102, objective C); Please describe the extent of the services that the agency will be providing. Do you anticipate the need for a new website design (or redesign) including e-commerce functionality – or is this more about updating your existing site with new service offerings or occasional promotional updates? **Response: The Authority is unable to provide this information.**
18. Regarding “materials produced under this contract will become the property of WMATA”. Does the WMATA agency execute talent agreements, on your behalf, as all-rights buyouts or do they receive and/or execute licensing rights as needed for your talent usage (talent, photography, video, illustrations, actors, etc.) for specific usage rights? **Response: Yes.**
19. Under company profile (4.C – page 107), “provide an overview of your company’s audited billing history for the past 3 years”: Will you accept similar evidence of financial stability; a letter from a Certified Public Accountant, banking relationship, compilations and/or notarized statements of sufficient working capital and positive net worth? **Response: No**
20. Will WMATA allow the offeror access (full or anonymized) to the transactional data on rail and bus ridership to support campaign development? **Response: Yes**
21. How was the current contract awarded—as a single award or multiple award? **Response: Single Award**
22. If the resultant contract will be multiple award, will orders be competed against all prime contract holders? **Response: No.** 21(a) Can other primes partner together in a prime-subcontractor relationship? **Response: Yes.**
23. What will be the evaluation factors for future orders—will it be best value or low-price technically acceptable? If low-price technically acceptable, will WMATA consider a volume discount structure on the hourly rates in response to work orders for competitive purposes? **Response: The Authority contemplates award of a firm fixed price contract.**
24. What is the anticipated award date and start date for this contract? **Response: The Authority anticipate an award and contract start in June 2018.**
25. Page 16 (Price Schedule Sheet) – Will WMATA allow offerors to apply their standard indirect costs to ODC? Applying our indirect rates is part of our disclosure statement and is an industry standard accounting practice to recover these costs as part of doing business under this procurement. **Response: Per Price Schedule Note to Offerors: Loaded hourly rates shall exclude direct billable items such as media placement and promotional items. These items shall be billed at cost as Other Direct Cost.**
26. Page 38 – questions 9 and 10 request the “full particulars” regarding each occurrence. Please explain what is required for “full particulars.” **Response: Offeror shall provide details on awards in which the Offeror was the intended awardee and was denied the award.**

27. Page 38, – Regarding question 9, what does WMATA mean by “denied an award”? Is this referring to contracts that were awarded and then subsequently withdrawn? **Response: Yes.**
28. Page 24 – it states, “Offeror shall provide a statement of the Offeror’s billing for the past 5 years.” On page 107 it states, “Provide an overview of your company’s audited billing history for the past 3 years.” Should offerors provide billing history for the past 3 years or 5 years? **Response: 5 years.**
29. Please clarify: what does WMATA require to be included in the Work Plan? Should the Work Plan outline a 1-year plan? **Response: See SOW. Plan should cover the Base Period.**
30. Page 108 – under Responses to Creative Strategy Brief, it states, “WMATA wants to see offeror’s creative process by developing and justifying creative recommendations based upon a strategy brief to be provided by WMATA.” What is the strategy brief and when will it be provided to offerors? **Response: The Creative Strategy Brief is for Offeror who are deemed within the Competitive Range.**
31. Page 107 (company profile) – WMATA requests offerors to “submit an example of your firm’s standard project estimate form.” What form is WMATA referring to and does WMATA have an example? **Response: This is an industry form in which the Offeror provide information to clients for specified campaigns that includes budget, tactics, media costs for materials, staffing, etc.**
32. Will WMATA provide a transcript of the Q&A from the pre-proposal conference and a list of attendees? **Response: Yes.**
33. Are offerors required to submit electronic copies of the three volumes as well? If so, can they be submitted together on a flash drive? **Response: Yes. Offerors shall provide one electronic copy of the three volumes.**
34. Please confirm: Are a table of contents, cover page, and transmittal letter excluded from the 50- page limit of the technical proposal? **Response: Yes.**
35. Please confirm: are appendices for resumes and other relevant information that are mentioned on RFP pg. 106 excluded from the 50-page limit of the technical proposal? **Response: Appendix shall not exceed 10 pages and the page count is not included in the 50 page limit for the Technical Proposal Volume II.**
36. Please confirm: Are the Creative Samples, Company Profile, and Responses to Creative Strategy Brief that are described on RFP pgs 107–108 excluded from the 50-page limit of the technical proposal? **Response: No.**
37. What is the process for evaluating the proposals? **Response: See Section 14 – Evaluation and Basis for Award.**
38. Are proposals evaluated by a selection panel only, or will other entities, such as the board of directors, also evaluate the proposals? **Response: Proposals are evaluated by a Technical Evaluation Team.**
39. Are you able to share any existing research/resources on your organization and industry in advance of the RFP due date? **Response: No**
40. In Section 4 (pg106), when you ask about experience in certain categories, may we include collective experience of our team members from previous jobs? **Response: Yes. However, the Offeror must have the requirement years of experience.**
41. In addition to what's outlined in section 10a of the solicitation instructions (pg21), are there any other formatting requirements we need to follow for our Technical Proposal? Any page size (letter, legal,etd) or orientation (portrait, landscape) requirements? Are we permitted to include digital or video creative assets in our response envelopes? What documents format are acceptable? PDF? **Response: Offerors shall provide an electronic copy of all volumes. There are no page size or orientation limits. Digital or video creative assets are not permitted. The page count for Technical Proposal Volume II is 50 pages and the page count for the Appendix is 10 pages.**
42. Under "Evaluation of Technical Proposal" section 2b, you mention that Account Executives, Account Supervisors and Account Creative Directors shall have a minimum of 5 years of experience. Are you referring to 5 years total professional experience or 5 year specifically in marketing/communications? **Response: Five years’ experience in the marketing/advertising/communications industry.**
43. How has the current campaign performed? Do you have any matric or tracking studies that you can share? Any anecdotal feedback you can provide? **Response: No.**