

MEMORANDUM

To: Offerors

From: Cindy D. Smith *Cindy D. Smith*
Contract Administrator

Date: April 25, 2018

Subj: CQ18095/CDS
Pre-Proposal Meeting

The Pre-Proposal Conference was held at WMATA on Thursday, April 19, 2019 at 1:30.

The attached agenda and presentation was provided to all attendees. The Contract Administrator provide a copy of Amendment 01, which clarified the period of performance. In addition, the number of copies of Volume I, II and III were clarified in the presentation. The Authority will issue an amendment with responses to all questions received by the questions submittal deadline of April 23, 2018.

Attachments:

Pre-Proposal Agenda

Pre-Proposal Presentation

Amendment 01

REQUEST FOR PROPOSAL - RFP CQ18095/CDS
Full Service Advertising/Marketing Consulting Services

PRE-PROPOSAL CONFERENCE AGENDA



DATE: April 19, 2018
TIME: 1:30 PM
LOCATION: WMATA Jackson Graham Building

1. Attendee Sign- In
2. Welcome and Introductions:
 - a. Contract Administrator: Cindy D. Smith
 - b. Contracting Officer: Monique M. Anderson
 - c. Program Office – Project Manager/COTR: Jawauna Greene
Department of Customer Service, Communications
and Marketing (CSCM) – Marketing & Advertising
 - d. Representative from Technical Team: Jawauna Greene
 - e. Potential Proposer: Please make sure to sign the attendance sheet
3. General Information: The purpose of this voluntary Pre-Proposal Conference is to provide an **“Informal”** forum for the potential Proposers to ask questions and gain clarifications on the requirements identified in the Request for Proposals No. CQ18095/CDS.
 - a. All answers by WMATA Representatives to potential Proposers questions are considered **Informal** and non-binding on WMATA.
 - b. All formal questions, clarification requests or change **must be submit in writing to the Contract Administrator**
 - 1.) Contract Administrator Cindy D. Smith Email Address: cdsmith1@wmata.com
 - 2.) All Formal answers to written Proposers questions, or request for clarification or changes will be issued by Amendment to RFP: CQ18095 by the Contract Administrator or Contracting Officer.

IMPORTANT NOTE: In order to ensure a fair and competitive environment, direct communication between WMATA employees other than the Contract Administrator or Contracting Officer is strictly prohibited. A violation of this provision, deemed willful by the Authority, may result in a determination that an offeror is not responsible, and thus ineligible for award, for purposes of this and/or future Authority solicitations.

**Washington
Metropolitan Area
Transit Authority**

600 Fifth Street, NW
Washington, D.C. 20001
202/962-1234

*By Metrorail:
Judiciary Square-Red Line
Gallery Place-Chinatown
Red, Green and
Yellow Lines*

*A District of Columbia
Maryland and Virginia
Transit Partnership*

REQUEST FOR PROPOSAL - RFP CQ18095/CDS
Full Service Advertising/Marketing Consulting Services

4. Schedule
 - a. Deadline for Request for Clarification or Change: April 23, 2018
 - b. Proposal Due Date and Time: May 8, 2018 (2:00 PM)
 - c. Anticipated Project Timeline:
 - Technical Evaluation Completed: May 2018
 - Cost /Price Evaluation Completed: June 2018
 - Award Package Completed: June 2018
 - Contract Award: Late June 2018

5. Overview of RFP Documents/ Changes – Cindy D. Smith
 - Representations and Certifications
 - Technical Proposal Submissions
 - Solicitation Questions

6. Technical Requirements/Scope of Work – Jawauna Greene

7. Proposer Questions, and Clarification or Change Request – Technical Team



The Washington Metropolitan Area
Transit Authority



PRE-PROPOSAL CONFERENCE RFP No. CQ18095/CDS

Advertising/Marketing Services

April 19, 2018

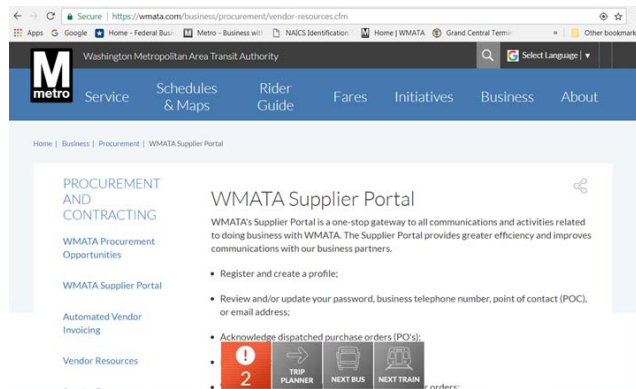
Disclaimer

**The information contained in
this presentation is for
informational purposes only**

**In the event of a discrepancy
between the information
contained herein and the RFP
documents, the RFP
documents will take precedence**

Vendor Registration – Supplier Portal

All Contractors must register with WMATA at
<https://wmata.com/business/procurement/vendor-resources.cfm>



Summary of Solicitation

- Procurement Method: Best Value Procurement
- The technical merit of the proposal is significantly more important than the price, and price must be fair, reasonable and affordable.
- Performance Period: Base Period of Three Years
- Option Years: Two (2) one-year options, at the discretion of the Authority
- Anticipated Contract Award: June 2018
- Contract Type: Requirements Contract with Firm Fixed Labor Rates
- Contractors are encouraged to ask questions or clarifications during the Q&A period

Proposal Requirements

Proposals shall be submitted in three (3) parts, envelope must be sealed and separately marked and addressed to:

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY
 600 5th Street, N.W.
 Washington, DC 20001
 Room 3C-02
 Attn: Cindy D. Smith/CA

**ALL ENVELOPES OR PACKAGES MUST BE SEPARATELY MARKED WITH
 THE SOLICITATION NUMBER CQ17139/CDS**

**PROPOSALS SHALL BE TIMELY MAILED OR HAND DELIVERED TO REACH WMATA BEFORE
 2:00 P.M. (LOCAL TIME) May 8, 2018 ON DAY OF PROPOSAL CLOSING.**

Proposal Requirements

THE FOLLOWING FORMS MUST BE **COMPLETED & SUBMITTED** AS SPECIFIED BELOW WITH YOUR OFFER. Offeror shall submit electronic copies of all volumes via USB or Disk.

- **VOLUME I - (1) One Original and (1) One Copy**
 - Price Schedule
- **VOLUME II - (1) One Original and (5) Five Copies**
 - Technical Proposal
- **VOLUME III – (1) One Original and (1) One Copy**
 - SOLICITATION, OFFER & AWARD FORM (Must be signed)
 - REPRESENTATIONS AND CERTIFICATIONS
 - PRE-AWARD DATA TO INCLUDE FINANCIALS AND OTHER SCHEDULES
 - ACKNOWLEDGMENT OF AMENDMENTS (IF ANY)
 - PROOF OF INSURANCE ELIGIBILITY

Proposal Submissions - Volume II – Technical Proposal

Do not include any Price Proposal information in any of the technical proposal sections

BEST VALUE

Proposals will be evaluated based upon application of the following Evaluation Criteria:

Evaluation Factor 1 : Technical Approach – Creative Strategy

Evaluation Factor 2 : Qualification and Experience

Evaluation Factor 3 : Past Performance

Technical Considerations Most Important:

The Authority is more concerned with obtaining superior technical or business management features than with making an award at the lowest overall cost to the Authority. However, the Authority will not make an award at a significantly higher overall cost to achieve only slightly superior technical or management features.

Design & Quality of Products of Products is most important than Technical Approach, Technical approach is more important than Qualification. Qualification is more important than Past Performance. When combined , these 3 factors are more important than price.

Proposal Amendments

ACKNOWLEDGMENT OF AMENDMENTS

Offerors are required to acknowledge receipt of all amendment(s) to the solicitation on the designated form to be submitted with their proposal. Failure to do so may, at the Contracting Officer's discretion, jeopardize the offeror's right to have its proposal reviewed by the Authority.

THE UNDERSIGNED ACKNOWLEDGES RECEIPT OF THE FOLLOWING AMENDMENTS (Page 5 of the Solicitation)

TO SOLICITATION RFP CQ18095/CDS

Amendment Number _____

Dated _____

Amendment Number _____

Dated _____

Amendment Number _____

Dated _____

Failure to acknowledge receipt of all amendments may render the offer unacceptable.

Authorized Signature

Company Name

Date

Proposal Amendments**Amendment No. 01 Issued April 19, 2018****PROCUREMENT SCHEDULE**

RFP RELEASE	April 4, 2018
RFP DUE DATE	May 8, 2018
TET EVALUATION	May 2018
BEST AND FINAL OFFER PERIOD	Early June 2018
CONTRACT AWARD	June 30, 2018



**Technical
Scope of Work
Department of Customer Service,
Communications and Marketing (CSCM)**



QUESTIONS?



Thank You For Attending This
Pre-Proposal Conference

All final questions are due by 4:00pm
Monday, April 23, 2018

Sign-In Sheet

Name	Company	Email	Phone #
TERRY ALBERT	PENINGOOD	T.ALBERT@PENINGOOD.COM	203-830-0002
Bill Hartman	MDB	BHARTMAN@MDB.COM	703-655-8833
Maria George	MDB COMMUNICATIONS	mgeorge@mdbcomm.com	240-672-5687
Elaine Murray	Nyada Comms	emurray@nyada.com	202-997-1049
Marilou Gray	Ace Magnet Solutions	marilou@acesolutions.com	301-641-8091
Mercedita Roxas-Murray	Montage	mroxas@murraymarketing.com	703-215-4201
Trisha Pierce	SO	trisha@smithgifford.com	703-532-5992
Wendy Enrich	Integrated Designs	wenrich@idcorpmd.com	410-760-3360
Karen Branch	Integrated Designs	kbranch@idcorpmd.com	410-760-3360
Rachel Fletcher	White64	rachel.f@white64.com	703-793-3422
Nicole Savage	WHITE64	Nicole.S@white64.com	703-793-3422
KIPP MCH ROE	WHITE64	KIPPM@white64.com	703-657-9524
MATT WHITE	WHITE64	MATTW@WHITE64.COM	703-887-5001
Sam Funt	Creative Circle	stunt@creativecircle.com	202-827-2207

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Sign-In Sheet

Name	Company	Email	Phone #
Herri Weir	Anaxi Solutions Inc.	k.weir@anaxisolutions.org	571-317-4475
Carol Hartz	MD8 Communications	chartz@md8comm.com	202-728-0132
Christy Phillip	OSI/NI	Chris.fillipa@osilny.com	202-729-4123
Pava Cohen	Sage Communications	pcohen@aboutsage.com	703 584 5649
Jade Carlson	WHITE 64	joseph@white64.com	703 887 5012
Jim Lansbury	RP3	j.lansbury@rp3agency.com	301 502 2992
Maggie Bergin	RP3	mbergin@rp3agency.com	
Jeb Emami	RP3	jemami@rp3agency.com	339-237-2319
Robert Pienze	BAO Cypress Media	Robert@2ba-cypress.com	202-236-1798

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Sign-In Sheet

Name	Company	Email	Phone #
Karen Branch	Integrated Designs	kbranch@idcorpmd.com	410-760-3360
Wendy Emrich	Integrated Designs	wemrich@idcorpmd.com	410-760-3360
Michael Green	Avenue Publishing Comp.	Mjglaw4u2004@yahoo.com	(202) 882-7144
Jim Wright	PULSAR ADVERTISING	JWRIGHT@PULSARADVERTISING.COM	(703) 801-9758
Ingrid Vax	Spurrier Group	ivax@spurriergroup.com	804-698-6333
April Brown	NBS MEDIAL SOLUTIONS	april@nbsmedia.com	202-669-9467
Cheryl Fung	ADX-TFC	Cheryl@adx-tfc.com	410-888-7280
Ryan LeBlanc	Statocomm	Rleblanc@statocomm.net	202-497-4457
GARRY RAIM	G-KU	garry.19im@ghku.com	410-234-2474
Michael Green	Avenue Publish Comp.	Mjglaw4u2004@yahoo.com	(202) 882-7144

