



WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY
600 Fifth Street, NW, Washington, DC 20001-2651
AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT

1. AMENDMENT/MODIFICATION Amendment 01	2. EFFECTIVE DATE (Same as block 17)
3. ISSUED BY PURCHASING SECTION Office of Procurement and Materials Wondem Asres	4. ADMINISTERED BY (if other than block 3)
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>FQ17126 Regional Public Awareness</u> DATE <u>08/08/2017</u> <small>(See block 7)</small> <input type="checkbox"/> MODIFICATION OF CONTRACT/ORDER NO. _____ DATE _____ (See block 9)

7. THIS BLOCK APPLIES ONLY TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in block 10. The hour and date specified for receipt of Offers is extended, 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 1 copy 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) This Change Order is issued pursuant to _____
The Changes set forth in block 10 are made to the above numbered contract/order.
(b) 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) 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

WMATA hereby amends RFP FQ17126 by :

- Incorporating corrected and updated information per appendix A.
- Incorporating questions received from vendors and WMATA's response.
- Extending the proposal due date to September 15, 2017

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 checked="" type="checkbox"/> CONTRACTOR/OFFEROR IS REQUIRED TO SIGN THIS MODIFICATION AND RETURN <u>1</u> COPY TO ISSUING OFFICE.	<input type="checkbox"/> CONTRACTOR/OFFEROR IS NOT REQUIRED TO SIGN THIS DOCUMENT		
12. NAME OF CONTRACTOR/OFFICE BY _____ <small>(Signature of person authorized to sign)</small>	15. WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY BY <u>Monique Anderson</u> <small>(Signature of Contracting Officer)</small>		
13. NAME AND TITLE OF SIGNER (Type or print)	14. DATE SIGNED	16. NAME OF CONTRACTING OFFICER (Type or print) Monique Anderson	17. DATE SIGNED 8/30/17

Appendix A

1. The proposal due date indicated on Page 1 of the RFP as 5/16/17 should read as 9/7/17.
2. The number of estimated hours for the different job categories indicated on Page 6 of the RFP under the Price Schedule are for the entire duration of the contract. Please use the revised Price Schedule shown below:

Job Category	Total estimated Hours	UOM	Hourly Rates	Total Price
Principal	450	Hours		
Account Supervisor	720	Hours		
Account Executive	720	Hours		
Account Coordinator	600	Hours		
Traffic Manager/Assistant	450	Hours		
Media Planner/Buyer	600	Hours		
Creative Director/Supervisor	690	Hours		
Art Director	390	Hours		
Copy Writer	300	Hours		
Production Manager	600	Hours		
Digital content developer/designer	600	Hours		
Total	6120	Hours		

3. FQ17126 is a best value solicitation, therefore, page 7, Section 1, Introduction, numbers I.b and I.C, of the RFP are replaced as shown below.
 - (b) Since this is a Best Value solicitation, award of a Contract hereunder shall be to the offeror whose proposal provides the best overall value to the Authority, based upon application of the evaluation criteria set forth in herein.
 - (c) **Not Applicable**
4. The period of performance indicated on Page 100, TECHNICAL SPECIFICATIONS- STATEMENT OF WORK, under PERIOD OF PERFORMANCE, should read as “The period of performance is from award date through 8/31/2019”.
5. The proposal due date is extended for September 7, 2017 to COB September 15, 2017.

Appendix B

Questions Received from vendors and WMATA's Responses

1. In Section 14.5 of the RFP, there's reference to "a strategy brief to be provided by WMATA." Has that brief been provided yet? Are we correct in assuming that the evaluation team will be expecting directional spec work as a response to this criteria?

Answer: The initial instruction was incorrect. The statement should read "a strategy brief to be provided to WMATA." WMATA expects offerors to develop a strategy brief to help guide the evaluators through the proposed creative approach.

2. Can you please let me know who the incumbent is for this solicitation?

Answer: This is a new solicitation. There is no incumbent

3. On page 7, in the Introduction Section C, it states that this is an LPTA solicitation. On page 12, under Evaluation Criteria and Basis for Award, it indicates BEST VALUE. Under which criteria will the proposals be judged? (On page 14, #16 is not filled out, which seems to confirm LPTA is not the correct criteria.)

Answer: Please refer to Appendix A No. 3 this amendment.

4. On page 14, WMATA refers to a Strategy Brief that offerors must reference to demonstrate their creative process. Where can this document be accessed?

Answer: Please refer to the response to question 1 above

5. On page 102, under Technical Discussion, WMATA requires an example of potential creative concepts for the "If you see something, say something" campaign with *targeted audiences* in marketplace. Would WMATA please elaborate on its expectations, the grant requirements, and the target audiences for this effort? As the page limitation for this section is 15 pages, do the creative concepts count towards the 15 page limits or do the examples fall outside this limit?

Answer: WMATA expects all offerors to develop their unique creative samples based on publicly available information about the TSA Grant. The "If you see something" campaign is a long standing national effort to protect public transit from terrorist threats and there are multiple ways to determine the intent of the grant by using simple search tools that are readily available. The grant does not have specific requirements. It relies on the expertise of offerors to suggest techniques, messaging and tactics to create messages that will resonate in the public transit setting. It is expected that the offerors have the ability to conduct this research to learn about the public program. WMATA's target audience focuses on public transit users that live in the national capital region which are composed of a diverse group of riders. The creative content is a separate document.

6. Since this contract is based on providing services to WMATA under the terms of a Transportation Security Administration grant, are we correct in our assumption that this RFP qualifies for government contractors' General Services Administration schedule pricing?

Answer: General Services Administration (GSA) schedule pricing is acceptable as price proposal. However, the contract and the payment will be directly with the vendor if the vendors is awarded the contract.

7. Are the hours on the price schedule sheet what you estimate for each person on our team— or are they an example which we can alter?

Answer: The hours on the price schedule are WMATA's estimates for each job category.

8. We work on a retainer and fixed price, so we don't typically reports hours; are reporting hours monthly required?

Answer: A monthly report is needed and required. The goal of this requirement is to ensure work is being performed in support of the contract. There may be months when there are no tasks or assignments which means that WMATA will not be billed.

9. Do you have a specific area of 'transit security' you are interested in developing for the Washington Metro area? For example, is it both crime awareness + terrorism awareness?

Answer: WMATA expects all offerors to develop their own unique creative samples based on publicly available information about the TSA Grant. The "If you see something" campaign is a long standing national effort to protect public transit from terrorist threats and there are multiple ways to determine the intent of the grant by using simple search tools that are readily available. The grant does not have specific requirements. It relies on the expertise of offerors to suggest techniques, messaging and tactics to create messages that will resonate in the public transit setting.

10. How does this campaign fit in with these campaign materials? <https://www.dhs.gov/see-something-say-something>

Answer: The current RFP related to a regional TSA grant effort. WMATA has some latitude in working with the vendor to develop new creative work. However, all messaging must compliment the current DHS materials and theme. The "If you see something" campaign is a long standing national effort to protect public transit from terrorist threats and there are multiple ways to determine the intent of the grant by using simple search tools that are readily available.

11. Are there templates or brand guidelines from other grant/cities that you would like us to adhere to for campaign continuity?

Answer: The current RFP related to the Metro service region. WMATA has some latitude in working with the vendor to develop new creative. However, all messaging must compliment the current DHS materials and theme. WMATA expects all offerors to develop their own unique creative samples based on publicly available information about the TSA Grant. The "If you see something" campaign is a long standing national effort to protect public transit from terrorist threats and there are multiple ways to determine the intent of the grant by using simple search tools that are readily available. The grant does not have specific requirements. It relies on the expertise of offerors to suggest techniques, messaging and tactics to create messages that will resonate in the public transit setting.

12. How shall we handle out of pocket costs?

Answer: WMATA is requesting loaded hourly rates (which include all possible costs).

13. Will the resulting anticipated creative work under this contract be guided by the existing WMATA advertising/marketing campaign style, messaging or appearance? or will the resulting creative work be more independent from previous WMATA marketing?

Answer: WMATA expects all offerors to develop their own unique creative samples. Although the "If you see something" campaign is a long standing national campaign effort to protect public transit from terrorist threats, offerors may suggest new ideas or creative approaches. The grant does not have specific requirements. It relies on the expertise of offerors to suggest techniques, messaging and tactics to create messages that will resonate in the public transit setting.

14. On Page 102, under Submission of Proposal, it states:

"A discussion which demonstrates the contractor's understanding of the scope of the contract, and WMATA's needs related to the requirements of the grant to include example of potential creative concepts for the "If You See Something, Say Something" campaign ..."

Do you require spec creative in order for the proposal to be considered responsive?

Answer: No

15. On Page 3, the Price Schedule Sheet - is there any ability to add labor categories (recognizing that they will not have any hours associated with them so the financial comparison can be completed)?

Answer: Additional job categories can be suggested outside of the price schedule separately.

16. On Page 12, under Evaluations Criteria and Basis for Award - Best Value; on page 13/14 - Responses to Creative Strategy Brief - it states:

"Standard: WMATA wants to see offeror's creative process by developing and justifying creative recommendations based upon a strategy brief to be provided by WMATA." Will you be supplying the "Strategy Brief" in sufficient time to develop the creative response?

Answer: See response to question one. WMATA expects offerors to develop a strategy brief to help guide the evaluators through the proposed approach.

17. On Page 7, Section 1 (c) it states:

"Since this is a Low Price Technically Acceptable (LPTA) solicitation, award of a Contract hereunder shall be to the offeror whose proposal is deemed by the Authority as satisfying all technical requirements for acceptability stated in the solicitation and offers the lowest price of those satisfying all such requirements."

And on Page 14, under Paragraph 14, it states:

"**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."

Will the award be based by the firm that has satisfied all the technical requirements and is the lowest priced or with the best technical evaluation regardless of cost?

Answer: Please refer to Appendix A No. 3 this amendment.

18. On Page 17, it states that there is no requirement for Disadvantaged Business Enterprise participation on this contract. Is that correct?

Answer: No Disadvantaged Business Enterprise (DBE)

19. Are there any other requirements for small business, veterans, women-owned, etc.?

Answer: There no requirement for small business, veterans, women-owned

20. On Page 32, under Question 9, it states: "In the last two (2) years has your firm been denied an award where it was the offeror?" Does "offeror" mean a submission of a proposal in response to an RFP? Or where the firm was an incumbent and an available option year was not awarded?

Answer: "offeror" means a vendor which submitted a proposal in response to an RFP?