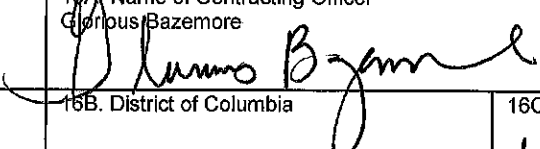


AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT		1. Contract Number	Page of Pages	
			1	8
2. Amendment/Modification Number M003	3. Effective Date 01/29/14	4. Requisition/Purchase Request No.	5. Solicitation Caption Consultant for City-Wide Community Engagement and Communications Services	
6. Issued by: Code <input type="checkbox"/>		7. Administered By: (If other than line 6)		
District of Columbia Public Schools Office of Contracts and Acquisitions 1200 First St., NE, 11 th Floor Washington D. C 20002		District of Columbia Public Schools Office of Contracts and Acquisitions 1200 First St., NE, 11 th Floor Washington D. C 20002 Rotimi Osunsan, Tel.: (202) 535-1377		
8. Name and Address of Contractor (No. street, city, county, state and zip code number)		9A. Amendment of Solicitation No. GAGA-2014-R-0022		
		9B. Dated (See Item 11) 01/29/14		
		10A. Modification of Contract/Order No.		
Code Facility		10B. Dated (See Item 13)		
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS				
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. 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) completing Items 8 and 15, and returning original and three (3) copies of the amendment; (b) acknowledging receipt of this amendment on each copy of the offer submitted; or (c) separate letter or fax which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGMENT 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, telegram 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 data, 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 an original and 6 (six) copies to the issuing office.				
14. Description of Amendment/Modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.)				
The RFP Solicitation is hereby amended as follows:				
SECTION L: INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS-				
1. Section L.7 PROPOSALS WITH OPTION YEARS Delete: The Offeror shall include option year prices in its price/cost proposal. An offer may be determined to be unacceptable if it fails to include option year pricing. Substitute: NOT APPLICABLE.				
2. See Attachment A: Official Answers to Questions submitted pursuant to Sections L.4 and L.21 of the solicitation.				
ALL THE OTHER TERMS REMAIN THE SAME				
15A. Name and Title of Signer (Type or print)		16A. Name of Contracting Officer Glorious Bazemore		
				
5B. Name of Contractor	15C. Date Signed	16B. District of Columbia	16C. Date Signed	
(Signature of person authorized to sign)		(Signature of Contracting Officer)	1/29/14	



DISTRICT OF COLUMBIA PUBLIC SCHOOLS

OFFICE OF CONTRACTS AND ACQUISITIONS
1200 First Street, NE 11th Floor, Washington, DC, 20002
202-442-5112/ FAX 202-442-5634

ATTACHMENT A

January 29, 2014

SOLICITATION: RFP NO.: GAGA-2014-R-0022

CAPTION: Consultant for City-Wide Community Engagement and Communication Services.

ISSUANCE DATE: Tuesday, January 14, 2014.

PRE-PROPOSAL CONFERENCE: Friday, January 24, 2014

SUBMISSION DATE/TIME: Tuesday, February 4, 2014, at 12:00 Noon

TO ALL PROSPECTIVE BIDDERS:

Pursuant to Section L.4 of the above referenced solicitation – EXPLANATION TO PROSPECTIVE OFFERORS: only one (1) written question was submitted and received at OCA in writing by a prospective Contractor on Monday, January 27, 2014, as required; and Section L. 21 - PRE-PROPOSAL TWO STEP BID CONFERENCE, the official answers are hereby provided to all the prospective bidders listed on the official bidders' list and would be posted on the DCPS website. A total of 17 questions were received by OCA from the prospective contractor.

The following are the questions and official answers to the questions:

- 1. It is likely some feedback gathered during the community engagement process will be difficult or impossible to implement due to conflicting resource, policy, or legal considerations. An understanding of the laws and regulations associated with the student assignment process is essential for the contractor; however, it is impossible for the contractor to have a comprehensive understanding of these potential considerations.**

- (a) Is DCPS able to provide data, policy, and resource analysis support to the contractor as the contractor develops recommendations with DCPS?**

Answer: DCPS can provide the contractor with data, policy and resources when the information is available so the contractor is able to do further analysis. The Contractor would be responsible for all additional analysis. It is important to note, that the Deputy Mayor of Education (DME) currently has a wealth of data, policy and analysis that can be provided to the contractor as well.

2. As stated in Section C.1 and other sections, the contractor will gather and analyze feedback from the community on the Student Assignment Advisory Committee's proposed plan. The contractor, working with DCPS, will make recommendations to the Chancellor and the Mayor based on community feedback.

(a) What is the internal process for deliberation of recommendations made by the contractor to the Chancellor and the Mayor?

Answer: The Contractor is working with the Advisory Committee to convey their recommendations to the Chancellor. The Chancellor will work with the DCPS Management Team on the internal deliberations, which may include presentations from the contractor, the DME and/or the Advisory Committee. The Chancellor will convey her recommendations to the Mayor.

(b) Will the advisory committee be involved in evaluating recommendations?

Answer: Since this process is a collaborative one, and involves many stakeholders, we plan on sharing the recommendations with DME and the Advisory Committee.

(c) To what extent are DCPS, the DME, and the advisory committee prepared to incorporate feedback into a revised plan?

Answer: This contract is on behalf of DCPS and will work in consultation with the DME and the Advisory Committee. DCPS is committed to thoroughly reviewing and considering the feedback provided to develop the final plan.

3. Section C.6.4.6 delegates to the contractor the development of talking points for Council Hearings based on feedback gathered during the engagement process.

a. Are Council Hearings anticipated during the feedback period, or are these likely to take place after the active engagement process is complete? Or both?

Answer: We anticipate there will be Council hearings during the process and after the final plan is released.

4. Sections C.7 and C.8 indicate that the engagement process, including DCPS' consideration of the contractor's recommendations, will end in August 2014, with the final plan issued in September 2014.

- (a) How long is it anticipated the contractor will have after recommendations are issued to develop and begin implementation of a communications plan for the final Plan?**

Answer: The timing to develop and implement communications is dependent on the time the plan is finalized and approved by the Mayor. We anticipate planning of the communications strategy to commence in late June, 2014.

5. Sections C.7.4, C.8.5, and M.3.1.1.1c indicate the contractor is expected to develop web-based messaging for community members, as well as gather and analyze community feedback via online mechanisms. Design and development of online tools is an evaluation factor, and it is also mentioned that some of this work will be done via EngageDC.gov (it is EngageDC.org), currently an inactive website.

- (a) Will the contractor be expected to provide web development services for EngageDC.gov (it is EngageDC.org) or other online feedback portals?**

Answer: The contractor will be responsible for providing content on EngageDC.org and soliciting online feedback along with analyzing and reporting out that information. No additional web development services will be required by the contractor.

- (b) To what extent will the contractor have editorial and web development control over online feedback websites and mechanisms (e.g., content management, survey formatting, and mapping tools)?**

Answer: The contractor will have the ability to strongly influence content and will manage the feedback on the online engagement tool, with the approval of DCPS.

6. Section C.7 indicates that the contractor will spearhead the project's outreach activities.

- (a) Will DCPS provide adequate staffing for community meetings and other outreach activities, or will the contractor need to provide staff for these events?**

Answer: DCPS will have two (2) to three (3) available staff to support engagement efforts, but the contractor should also be prepared to provide enough resources to adequately staff a community meeting.

7. Section C.5.4 indicates that there are several DME-led focus groups and working groups scheduled thru May 2014.

(a) Will the contractor recruit for, facilitate, and write a report for each of these focus groups and working groups?

Answer: There are only 3 remaining working groups scheduled by DME. No further focus groups and additional working groups are expected. For the remaining working groups, the contractor will support DME and report back to DCPS with summaries of the working groups.

(b) Do you have a number of focus groups in mind, or would you like the contractor to make a recommendation? Can incentives be offered to focus group participants? How do the focus groups called for in the scope of work differ from the groups the DME held in November and December (Focus Group Flyer)?

Answer: The contractor will not be conducting separate focus groups during this period before the proposed plan is released. However, as part of the community engagement efforts, once the proposed plan is introduced to the community, the contractor may conduct separate focus groups. The number and participants of potential future focus groups will be determined by the contractor and DCPS. The scope of these focus groups would differ from the DME focus groups in November and December that focused on understanding the values and principles of the community prior to drafting a proposed plan. The contractor's focus groups would be a reaction to plan. The contractor can offer food to focus group participants if the time of the meeting falls during breakfast, lunch or dinner.

8. Section C.8.2 indicates that the contractor is responsible for developing collateral materials.

(a) Is printing of materials the responsibility of the client or contractor?

Answer: DCPS will be responsible for printing materials.

(b) What is the approval process for messaging and material development?

Answer: The contractor must receive approval from the lead project manager of the contract and the Chief of the Office of Family and Public Engagement ("Chief").

(c) How many agencies/people need to approve the materials, and what is an anticipated turn-around time for approval?

Answer: At minimum, the lead project manager of the contract and the Chief will need to approve materials. Depending on the content and the reach of the materials, DCPS Management Team may need to review and approve

materials as well. The average turn-around time expected is 24-hours but can vary depending on the level of approval needed.

9. Section H.12 suggests that contractors will submit to criminal background and traffic records checks through DCPS.

(a) How long does this process take? Should prospective bidders begin the process prior to the awarding of the contract?

Answer: Criminal background and traffic records checks are done through DCPS after the contract has been awarded. Therefore, prospective bidders should wait before beginning the process. The process normally takes between three (3) to 10 business days, unless issues arise from the checks. The telephone number for the DCPS Fingerprinting Office is (202) 698-1019 and is open from 8:00 AM through 5:00 PM, Monday thru Friday.

10. Section I.13 requests an electronic copy of proposals.

(a) Should potential contractors submit this in an email, a CD, or a jump drive?

Answer: The contractor shall submit with its proposal, an electronic version of the proposal via a CD or jump drive enclosed for retention by the District.

11. Section L.20.13(c) asks prospective bidders to provide an “example of a hypothetical policy decision relevant to this project and supporting documentation to allow the District to make a decision.”

(a) Can you please clarify what is needed from the prospective bidder for the proposal?

Answer: DCPS is looking for the bidder to provide a written example of, with supporting materials if applicable, a project with similar policy implications and reach. DCPS is looking to evaluate a bidder on his/her ability to implement and manage a project that has similar characteristics to the boundary/feeder work of the District.

12. Section M.3.1.1 asks prospective bidders to provide a “sample proposal documenting their expertise relative to this evaluation factor.”

(a) Can you please clarify what is needed from the prospective bidder for the proposal?

Answer: As stated in Section M.3.1.1, DCPS is asking that the potential contractor provide sample proposals that document their expertise with the school assignment process and strategic communications for stakeholder engagement in urban schools, specifically demonstrating that they can provide the deliverables outlined in Sections C.5.1. - C.5.9 of the solicitation. DCPS expects at minimum, evidence that the contractor has completed successfully similar work and with that experience provide DCPS with a proposal to

deliver on the services outlined in the RFP.

13. Section C.8 indicates that the contractor shall lead the overall communications and media strategy for the release of the final Plan.

(a) What is the level of coordination expected with the DME and DCPS' communications staffs, as well as the Mayor's press office?

Answer: The DCPS project Lead will provide the DCPS and DME communications staff with a strategic communications plan and approach that includes recommendations of tactics and the appropriate channels to implement the plan. We expect this will involve, to varying degrees, the involvement of the communications teams of DCPS, the DME and if necessary, the Mayor's press office. The contractor will work closely with DCPS to facilitate implementation of the approved strategic communications plan.

14. Sections L.7 and M.4 ask offerors to include option year prices in its price proposal; however, Section B.3 of the proposal only includes a chart for base year pricing.

(a) What tasks should be priced in the option years? How would DCPS prefer to receive the price proposal? Will a form be provided to offerors?

Answer: There will not be option years provided for the contract resulting from this solicitation. Delete Section L.7 – PROPOSALS WITH OPTION YEARS, in its entirety. See the attached Amendment No. M003 to the solicitation.

15. Section M.3.1.1.4b indicates that access to translation services is a plus.

(a) Will the contractor be responsible for translating the plan and outreach materials into different languages, or will the client assume that responsibility? If it is the contractor's responsibility, which languages are required and at what reading level?

Answer: The contractor will be responsible for translating the plan and outreach materials at a fifth grade reading level in the following languages: Spanish, Amharic, Chinese, French, Korean, and Vietnamese.

16. Section C.1 references an objective (#4) to explore bridging assignment and choice policies across DCPS and charter schools.

(a) Will the DC Public Charter School Board have a formal role in the process?

Answer: A representative of the DC Public Charter School Board (PCSB) sits on the DC Advisory Committee on Student Assignment. We expect there will be some additional engagement with the PCSB as the Advisory Committee explores potential student assignment options that may bridge assignment and choice policies across the city and during the community engagement process.

17. Is there any formal structured role for student input at this point?

Answer: There currently is no formal structured role for student input in place. We expect the Advisory Committee to add student focus groups and anticipate incorporating opportunities for student input into the engagement plan.

The above questions and official answers will be posted on the DCPS website at <http://dcps.dc.gov/DCPS/About+DCPS/Doing+Business+with+DCPS/Procurement/Solicitations>.

Thank you for your continuing interest in serving the needs of the D.C. Public Schools.