

**ARLINGTON COUNTY, VIRGINIA  
OFFICE OF THE PURCHASING AGENT**

**REQUEST FOR PROPOSAL NO. 21-DES-RFP-585**

**ADDENDUM NO. 1**

Arlington County Request for Proposal No. 21-DES-RFP-585 for Marketing Services is amended as follows:

**Section V. Proposal Requirements:**

**Item Number 6. Proposal Evaluation Criteria and Weights is hereby replaced in its entirety with the following:**

**6. PROPOSAL EVALUATION CRITERIA AND WEIGHTS**

The County will evaluate technical proposals that meet the above-stated requirements using the following criteria:

<p style="text-align: center;"><b><u>UNDERSTANDING THE REQUIREMENTS, EXPERIENCE, PROJECT KNOWLEDGE</u></b> &lt;&lt;Page Limit: 5, not including supporting documents, samples of work &gt;&gt;</p> <p>The Offeror shall describe the firm’s understanding of the services, Scope of Work, complexity, and technical requirements necessary to complete the tasks described in the Scope of Work.</p> <p>The Offeror shall also describe its proposed approach and how the Offeror proposes to accomplish the Work.</p> <p>The Offeror shall provide:</p> <ul style="list-style-type: none"><li>(1) philosophy for the approach,</li><li>(2) examples of task scheduling, including but not limited to, planning, creative concept processes, implementation, and research phases.</li></ul>	<b>25 Points</b>
<p style="text-align: center;"><b><u>EXPERIENCE, QUALIFICATIONS, PAST PERFORMANCE</u></b> &lt;&lt;Page Limit: 5, not including supporting documents, samples of work &gt;&gt;</p> <p>The Offeror shall describe work experience and qualifications to provide work of similar size, scope, and complexity. The Offeror shall provide a minimum of three (3) and a maximum of five (5) relevant projects that have been completed within the past five (5) years. The projects must show applicable skills and experience similar to the services described in the Scope of Work. The projects must be representative of marketing, advertising, community/public relations, outreach grassroots project in urban areas similar to Arlington County.</p> <p>Each project must be listed separately and include the following information:</p> <ul style="list-style-type: none"><li>● Project name, location</li><li>● Owner representative name, title, address, e-mail, telephone number</li><li>● Project description, goals, objectives, results</li><li>● Project costs</li><li>● Individual staff roles and responsibilities.</li></ul>	<b>35 Points</b>

<p>The contact person listed must be someone that has direct knowledge of the Offeror’s performance during the time of the project. Contact persons must be informed about the projects and advised they are being used as a reference and will be contacted by the County. More than one contact can be listed; however, <b>do not</b> list firm principals or officers who may not be familiar with the projects or have the ability to respond to project questions. Failure to provide references that are able to respond will negatively impact the evaluation of the Offeror’s proposal.</p> <p>The Offeror shall specify the location(s) of its main office, local, branch offices and when offices were established, as applicable.</p>	
<p style="text-align: center;"><b><u>FIRM, TEAM EXPERIENCE, KEY PERSONNEL QUALIFICATIONS</u></b></p> <p style="text-align: center;">&lt;&lt;Page Limit: 5, not including supporting documents (<b>Resumes/Bios</b>), samples of work &gt;&gt;</p> <p>The Offeror shall identify Key Personnel who will be assigned tasks as set forth in the SOW. The personnel must have demonstrated experience and qualifications to perform the Work and be available to provide services during the term of the Contract. Changes to Key Personnel cannot be made by the Offeror without prior written approval from the County.</p> <p>Key Personnel positions may include, but are not limited to:</p> <ul style="list-style-type: none"> <li>● Project Manager,</li> <li>● Account Director,</li> <li>● Account Manager/Executive,</li> <li>● Operations Manager,</li> <li>● Creative Director,</li> <li>● Art Director,</li> <li>● Partnership Director,</li> <li>● Graphic Designer,</li> <li>● Digital and Social Media Manager, and</li> <li>● Copywriter.</li> </ul> <p>Describe experience, qualifications, role, and responsibilities, including the following:</p> <ol style="list-style-type: none"> <li>1. An organization chart describing and defining Key Personnel and firm association.</li> <li>2. Role(s) of Key Personnel.</li> <li>3. Name, years of experience with the firm and years of providing services commensurate to the Work described in the SOW.</li> <li>4. Education, training, certificates, professional licenses, certifications and any other pertinent information that demonstrates competence for each member of the team.</li> <li>5. Name and years of experience of providing services commensurate with the Work described in the SOW for sub-contractors and sub-consultants that are anticipated to be utilized. Also describe their expected roles and responsibilities during the term of the Contract, including sub-contractor/consultant contacts, office locations, telephone number(s) and e-mail address.</li> </ol>	<p><b>20 Points</b></p>
<p style="text-align: center;"><b><u>PROJECT MANAGEMENT, QUALITY ASSURANCE/QUALITY CONTROL</u></b></p> <p style="text-align: center;">&lt;&lt;Page Limit: 5, not including supporting documents, samples of work &gt;&gt;</p> <p>The Offeror shall submit a Management, Quality Assurance/Quality Control Plan that describes the technical processes and procedures as well as resources to meet the requirements described in the SOW. The Plan, at a minimum, must have the following elements:</p>	<p><b>15 Points</b></p>

<ol style="list-style-type: none"> <li>1. Overall management philosophy</li> <li>2. Process and procedures for Key Personnel and the Project Manager to interact with the Project Officer.</li> <li>3. Process, procedures for managing project schedules, costs, milestones.</li> <li>4. Locations of main, local, branch and satellite offices, as well as personnel responsible for providing services at the above locations, as applicable.</li> <li>5. Processes and procedures for meeting demands of short notices, tight timelines, milestones.</li> <li>6. Quality assurance/quality control (QAQC) processes, procedures and programs for the services and requirements described in the SOW.</li> </ol>	
<p style="text-align: center;"><b><u>COST PROPOSAL</u></b></p> <p>The Offerors must use the Cost Proposal Spreadsheet included in this solicitation as Attachment A to provide pricing proposals.</p> <p><b>The responsive Offeror with the lowest Cost Proposal <span style="color: red;">excluding Section B of the Attachment A - Cost Proposal Form</span>, shall be awarded the maximum number of evaluation points for price. Each other responsive Offeror shall be awarded prorated points based on the percentage differential between the lowest proposal's total cost and that Offeror's total cost.</b></p>	<b>5 Points</b>

**Section V. Proposal Requirements:**

**Item Number 7. Proposal Submittal Elements**

**Item A is hereby replaced in its entirety with the following:**

**A. EXECUTED FORMS**

1. Proposal Form: original as detailed above.
2. Conflict of Interest Statement: included in the RFP document.
3. Addendum Acknowledgment Form(s): provided with any RFP addendum(s).
4. 49 CFR Part 29 – Appendix A: Certification Regarding Debarment, Suspension, and Other Responsibility Matters – Primary Covered Transactions (page 42 of Solicitation).
5. 49 CFR Part 29 – Appendix B: Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction.

**Non-Mandatory Preproposal Conference held July 26, 2021, at 9:00 AM.**

**Non-Mandatory Preproposal Conference  
for  
RFP 21-DES-RFP-585, Marketing Services  
via Microsoft Teams**

- Started @ 9:05 am.
- Twenty-nine (29) vendors and two (2) Arlington County Government employees were in attendance.
- Introduction of Arlington County Employees
- Tomeka Price, Procurement Officer, reviewed RFP 21-DES-RFP-585 with emphasis on requirements and submission deadlines.
  - Teams Prebid meeting was recorded.
  - Any questions regarding the Scope of Work must be submitted via Vendor Registry for a formal response by the due date.
- Tomeka turned over the meeting to Bobbi Greenberg for an overview of the Scope of Work. Bobbi explained the project and highlighted the work to be done.
- Once Bobbi completed the overview, Tomeka asked for questions.
- Meeting was adjourned.

Sign-in sheet is attached below.

The following clarifications are made as a result of vendor inquiries and Preproposal Conference:

1. Has there been a budget identified?  
**Answer: The County does not disclose budget information.**
2. You all have an incumbent? Can you share who they are? What was the Second incumbent?  
**Answer: Yes, two (2) incumbents. Pulsar Adverting and NeoNiche Strategies.**
3. Is there a file size limit on Vendor Registry for proposal upload? In submitting the Proposal response through the Arlington County procurement portal, are there any file size limitations?  
**Answer: No, However, if you have questions or need assistance, please call Vendor Registry's Customer Services [\(844\) 247-4220](tel:8442474220) or email [buyers@vendorregistry.com](mailto:buyers@vendorregistry.com).**
4. May we provide links to videos? Would you prefer a link or the actual file?  
**Answer: Yes, you may provide links. We would prefer the actual file; however, we will accept links as part of your sample submission.**

5. We are interested in capturing the digital promotional content. Can we bid on that part alone?  
**Answer: No, we are accepting proposal responses for either category or both. The vendor shall submit a proposal for the entire category(ies) and not a portion of a category to be responsive.**
6. Do you anticipate having multiple vendors on each category?  
**Answer: The County reserves the right to award to multiple vendors to each category or by categories.**
7. How important is it to have an agency physically located in Arlington?  
**Answer: It would be nice, but it is not a requirement or part of evaluation.**
8. Do you have research that you are able to share and are there any metrics?  
**Answer: For the research, it would be from COG via a survey they conduct every so often. Vendors may also go to Mobility lab for research as well. No metrics are available at this time.**
9. Can you provide a direct link to where we can see past contracts?  
**Answer: Yes, Contract from Arlington County Government are located <https://vrapp.vendorregistry.com/Contract/View/ContractList?BuyerId=a596c7c4-0123-4202-bf15-3583300ee088>.**
10. Section VI Contract Terms and Conditions includes several additional forms, such as the CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS-- PRIMARY COVERED TRANSACTIONS. To confirm, Bidders are not expected to complete these forms in addition to the Proposal Form at this time? If bidders must execute these forms with the proposal, must bidders supply an executed "Certification regarding debarment, suspension, intelligibility and voluntary exclusion" for proposed subcontractors (RFP page 43) with the proposal?  
**Answer: Offerors shall complete the certifications in Appendix A (page 42). Any proposed subcontractors shall complete the certification in Appendix B (page 44). Reference above submission requirements.**
11. In Section 6, the County requests that "The Offeror shall provide information pertaining to its familiarity with federal state, local codes, statutes, requirements, regulations, standard and procedures." To confirm, is the county looking for familiarity with accessibility and security requirements or are there other rules and regulations the County wishes bidders to be familiar with?  
**Answer: The Contractor would not need to be familiar with these requirements. Project Officer will provide necessary information related to required codes, regulations, etc. as needed. See above Proposals Evaluation Criteria and Weights.**
12. Page 12, Community Relations. Please provide a list of other contractors who may be under separate contract with the County and with other County departments.  
**Answer: All active contracts from Arlington County Government are located <https://vrapp.vendorregistry.com/Contract/View/ContractList?BuyerId=a596c7c4-0123-4202-bf15-3583300ee088>.**

**13.** We suggest you remove the requirement to have the COI form (part of the Proposal Form) notarized, as the proposal is to be submitted digitally. If that is not possible, may we supply you a scanned copy of a notarized form as evidence of notarization?

**Answer:** Yes, a scanned copy of the notarized conflict of interest form is acceptable.

**14.** At the bidders' conference you suggested paid media was ineffective because it cannot be narrowly targeted to Arlington audiences; however, in Section IV, Scope of Services, the County also notes that selected offerors will develop include TV and radio commercials, internet advertising, transit, print and outdoor advertisements. Can the County clarify?

**Answer:** Currently, the County does not run local TV commercials, there may be a time in the future where TV commercials would fit into our strategic plan. Internet advertising, transit, print and outdoor advertisements are all part of our current plan as needed.

**15.** The Cost Proposal requires bidders to supply a not-to-exceed quote for costs other than labor. We are not able to do this on a task-order type contract. We request you supply a plug number, so that all contractors' prices be compared equally.

**Answer:** Section B Not-to-Exceed Reimbursable Expenses is not part of the evaluation criteria. The County is not comparing pricing for Section B of the cost proposal. Reference Cost Proposal Evaluation criteria above.

**16.** If a Proposer is only submitting for Category A – Marketing Communications/Advertising/Public Relations – will a Partnership Director be required as a key person?

**Answer:** No, a Partnership Director is not required as a key person. The position titles are suggested titles and offerors do not need to provide names for every position listed.

**17.** Under the Cost Proposal (Attachment A, page 54) can additional labor categories be added or are we limited to ten labor categories?

**Answer:** Yes, additional labor categories may be added.

**18.** For the purposes of identifying potential partners, will the attendees to the Pre-bid Meeting be shared?

**Answer:** Yes, the meeting notes will be uploaded to vendor registry. See attached signup list.

**19.** Can an Addendum to the Proposal be provided for additional creative samples?

**Answer:** Yes, the Offeror may suggest additional creative samples to the proposal.

**20.** Given the quantity of information requested in the Firm, Team Experience, Key Personnel Qualifications can consideration be given to either: a. Expanding the number of pages; or b. Excluding the resumes/bios provided from the page limit.

**Answer:** Yes. Per the solicitation, the Page Limit: 5, not including supporting documents, samples of work. Supporting documentation include resumes.

**21.** What is the estimated number/total of unique graphics needed?

**Answer:** The estimated number/total of unique graphics will vary anywhere from one to 25 or more depending on the project.

- 22.** Will vendors have to travel to meet in-person with Arlington County staff and Task Officer? If so, how often?  
**Answer:** During the pandemic, meetings have been held via Teams. Prior to the pandemic, there was a once-a-month marketing meeting involving all staff and in-person meetings as needed. The County may request a meeting once a month after the pandemic.
- 23.** Will fonts, colors, logos, sizes and dimension, etc. be provided for branding?  
**Answer:** Yes.
- 24.** Which is needed: a rebrand or reposition in the market?  
**Answer:** Reposition is needed in the market.
- 25.** Will vendors have access to county and commuter services sites, social media, newsletters, ad campaigns, blogs, etc. to monitor website traffic, clicks, opens, unsubscribes, etc. to measure success/failure of initiatives and campaigns?  
**Answer:** Yes, access to some of the Commuter Services sites will be granted; but not to county sites.
- 26.** Does this particular department already have a strategy team?  
**Answer:** Yes. However, the County may require input from the Contractor.
- 27.** How soon is Arlington looking to execute initiatives and strategy? Will there be a development period?  
**Answer:** Strategies and initiatives should be developed on day one. Execution depends on funding availability. Yes, there will be a development period.
- 28.** What kind of photographer is Arlington looking for?  
**Answer:** Photographer to shoot pictures of people using transit, biking, walking; transit vehicles; places around Arlington.
- 29.** Is Arlington looking for vendors to update their websites (county and commuter services)? Design the website? Or is there already a web developer and designer to report to for strategy, image, text, event updates and search engine optimization?  
**Answer:** The County is seeking assistance in design only of Commuter Services websites, not the County's website. There is a web developer and web designer in place to execute the design and functionality.
- 30.** Is Arlington open to working directly with a primary agency on their big idea and branch out to subsidiary agencies to further execute the big idea?  
**Answer:** No.
- 31.** Is there an overarching Arlington message for the commuter services or separate messages for the commuter services?  
**Answer:** Commuter Services vision: ACCS is a key driver and inspiration for Arlington's sustainable, multimodal, efficient and safe travel choices for everyone. ACCS mission: To provide Arlington residents, workers, businesses, visitors, and leaders with transportation insights, information, and resources that support a vibrant, sustainable, healthy, and inclusive community.

32. Are the incumbents eligible to re-compete this work?

Answer: Yes.

33. Can you provide any metrics on how your campaigns have performed over the last 3 years?

Answer: Not available.

The balance of the solicitation remains unchanged.

Arlington County, Virginia

*Tomeka Price*

Tomeka Price, VCO, VCA  
Procurement Officer  
[tprice@arlingtonva.us](mailto:tprice@arlingtonva.us)

**RETURN THIS PAGE, FULLY COMPLETED AND SIGNED, WITH YOUR PROPOSAL:**

**OFFEROR ACKNOWLEDGES RECEIPT OF ADDENDUM NUMBER 1.**

**FIRM NAME:** \_\_\_\_\_

**AUTHORIZED SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_



## 21-DES-RFP-585 MARKETING SERVICES PREPROPOSAL CONFERENCE SIGN-IN

Company Name	FirstName	LastName	Email
HS Global Consulting	Hallema	Sharif	hallema@hsglobalconsulting.biz
NeoNiche Strategies LLC	Jody	Fisher	jody.fisher@neonichestrategies.com
Copperfield Advisory LLC	Myra	Oppel	myra@copperfield.nyc
Pulsar Advertising Inc.	James	Wright	jwright@pulsaradvertising.com
ByteData Inc.	John	Gerardo	john.gerardo@bytedata.com
Ciniva	Molly	Garavito	molly@ciniva.com
Virginia Press Services	Susan	Wineland-li	susanw@vpa.net
Milrich Virtual Professionals	Melanie	Koerperich	melanie@milrichvirtualprofessionals.com
McAndrew Company	Rachel	Lyons	rachel@mcandrewcompany.com
Epion	Arthur	Tamayo	arthur@epion.co
Britt's Industries Inc	Elizabeth	Britt	contact@wosbprinting.com
Q10 Contracting	Linda	Cramer	linda.cramer@q10contracting.com
Imagine	Patrick	King	patrick@imaginedc.net
Avid Core	Amanda	Roberts	aroberts@avid-core.com
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	Jessica	McCarthy	
	Lee		
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	Olivia	Devereux	