

MODIFICATION NO. 3

DATE: July 12, 2021

PROJECT: Outreach Services for ACCS

TASK ORDER NO: 7

DESCRIPTION OF MODIFICATION:

This Modification No. 3 extends Task Order No. 7 to provide grassroots marketing outreach to support Arlington County Commuter Services (ACCS) programs and services to promote transit, walking, biking, car/vanpool and telework beginning July 1, 2021 through October 31, 2021.

Modification No. 3 amount \$120,000.00

TOTAL MODIFICATION NO. 3 \$120,000.00

Original Task Order amount \$500,000.00

Task Order amount adjusted for previous modification no. 1 \$250,000.00

Task Order amount adjusted for previous modification no. 2 \$425,000.00

Net amount of this modification no. 3 \$120,000.00

Task Order amount after this modification **\$1,295,000.00**

Acceptance of payment pursuant to this modification satisfies all claims by Contractor with respect to work represented by this modification.

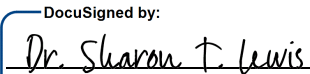
CONTRACT AUTHORIZATION

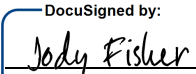
THE COUNTY BOARD OF ARLINGTON
COUNTY, VIRGINIA

NEONICHE STRATEGIES, LLC

PRINT: DR. SHARON T. LEWIS

PRINT: Jody Fisher

SIGNATURE: 

SIGNATURE: 

TITLE: PURCHASING AGENT

TITLE: Principal/owner

DATE: 7/27/2021

DATE: 7/26/2021



DEPARTMENT OF MANAGEMENT AND FINANCE
Office of the Purchasing Agent

2100 Clarendon Blvd., Suite 501 Arlington, VA 22201
TEL 703-228-3410 FAX 703-228-3409 EMAIL purchasing@arlingtonva.us www.arlingtonva.us

November 1, 2019

VIA E-MAIL AND U.S. MAIL

Mr. Mark Mooney, Jr., CEO
CAT Corporation, Inc.
3140 Washington Blvd.
Suite 210
Arlington, Virginia 22201


**RE: Arlington County Contract No. 16-111-E-B, Task Order No. Seven (007), entitled,
"Care Free Diet Umbrella Program"**

Dear Mr. Mooney:

Enclosed for your review and signature is the above referenced Task Order in the Not-to-Exceed amount of \$500,000.00. Upon receipt of the executed Task Order I will sign and send you a fully executed Task Order for your files.

Should you have any questions, please feel free to contact me at 703-228-3424 or via e-mail at stdiamond@arlingtonva.us. Thank you for your assistance in this matter.

Sincerely,


Shirley Diamond
Procurement Officer

Enclosure

**ARLINGTON COUNTY GOVERNMENT
OFFICE OF THE PURCHASING AGENT**

TASK ORDER

PAGE 1

Arlington County Government Department of Management and Finance Office of the Purchasing Agent 2100 Clarendon Blvd. Arlington, Virginia 22201 Telephone: 703-228-3481	1A. CONTRACT NUMBER	1B. DATED	
	16-111-E-B	April 15, 2016	
	2A. TASK ORDER NO.	2B. EFFECTIVE DATE	
	Seven (007)	November 1, 2019	
3. TYPE OF MODIFICATION		4. NAME, ADDRESS AND PHONE NUMBER OF CONTRACTOR	
<input type="checkbox"/> THIS CHANGE ORDER MAKES CHANGES DESCRIBED IN BLOCK 6, AND ARE MADE IN ORDER IN BLOCK 1A. <input type="checkbox"/> CONTRACT OR ORDER NUMBER IN BLOCK 1A IS MODIFIED TO REFLECT ADMINISTRATIVE CHANGES DESCRIBED IN BLOCK 6. <input checked="" type="checkbox"/> THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO AS SET FORTH IN BLOCK 6 BELOW. <input type="checkbox"/> OTHER (Please Specify)		CAT Corporation, Inc. 3140 Washington Boulevard Suite 210 Arlington, Virginia 22201 Telephone: 703-247-2125	
IMPORTANT:		5A. TASK ORDER AMOUNT	5B. REVISED ORDER AMOUNT
Contractor <input type="checkbox"/> is not <input checked="" type="checkbox"/> is required to sign this document and return it to this office.		\$500,000.00	N/A
		5C. TOTAL -- ORDERS & MODS	
		\$1,645,795.86	
6. DESCRIPTION OF MODIFICATION			
Arlington County Government Contract No. 16-111-E, Task Order No. Seven (007), entitled, "Car-Free Diet Umbrella Program" is for the following services:			
<ol style="list-style-type: none"> 1. The Contractor shall provide services the ACCS Car-Free Diet and Dieta Cero Auto Umbrella Outreach Programs in accordance with the attached Statement of Work dated, May 2019; 2. The Task Order amount shall be a Not-to-Exceed amount of \$500,000.00; 3. The Period of Performance shall be from the date of execution of the Task Order through June 30, 2020. 			
All other terms and conditions of the Contract and Task Order remain unchanged.			
Except as provided herein, all terms and conditions of the document referenced in Block 1A, as heretofore changed, remain unchanged and in full force and effect.			
7A. NAME AND TITLE OF CONTRACTOR		8A. NAME OF PROCUREMENT OFFICER	
Mark J. Mooney, Jr., CEO		Shirley Diamond	
7B. SIGNATURE	7C. DATE	8B. SIGNATURE	8C. DATE



DEPARTMENT OF MANAGEMENT AND FINANCE
Office of the Purchasing Agent

2100 Clarendon Blvd., Suite 501 Arlington, VA 22201
TEL 703-228-3410 FAX 703-228-3409 EMAIL purchasing@arlingtonva.us www.arlingtonva.us

January 22, 2020

VIA E-MAIL AND US MAIL

Mr. Matthew Timbario, President and Owner
CAT Corporation, Inc.
3410 Washington Boulevard
Suite 210
Arlington, Virginia 22201

**RE: Arlington County Government Contract No. 16-111-E-B, Task Order No. Seven (007),
entitled "Car-Free Diet Umbrella Program", Modification No. One (0001)**

Dear Mr. Timbario:

Enclosed for your records is the fully executed Modification No. One (0001) to Task Order No. Seven (007) in the Not-to-Exceed amount of \$250,000.00. Should you have any questions please feel free to contact me at 703-228-3424.

Sincerely,

A handwritten signature in blue ink that reads "Shirley Diamond".



Shirley Diamond
Procurement Officer

Enclosure

**ARLINGTON COUNTY GOVERNMENT
OFFICE OF THE PURCHASING AGENT**

MODIFICATION OF TASK ORDER

PAGE 1

Arlington County Government Department of Management and Finance Office of the Purchasing Agent 2100 Clarendon Blvd. Arlington, Virginia 22201 Telephone: 703-2283481	1A. MODIFICATION OF TASK ORDER	1B. DATED	
	16-111-E-Task Order No. Seven (007)	April 15, 2016	
	2A. MODIFICATION NO.	2B. EFFECTIVE DATE	
	Modification No. One (0001)	January 17, 2020	
3. TYPE OF MODIFICATION		4. NAME, ADDRESS AND PHONE NUMBER OF CONTRACTOR	
<input type="checkbox"/> THIS CHANGE ORDER MAKES CHANGES DESCRIBED IN BLOCK 6 AND ARE MADE IN ORDER IN BLOCK 1A. <input type="checkbox"/> CONTRACT OR ORDER NUMBER IN BLOCK 1A IS MODIFIED TO REFLECT ADMINISTRATIVE CHANGES DESCRIBED IN BLOCK 6. <input type="checkbox"/> THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO AS SET FORTH IN BLOCK 6 BELOW. <input type="checkbox"/> OTHER (Please Specify)		CAT Corporation, Inc. 3410 Washington Boulevard Suite 210 Arlington, Virginia 22201 Telephone: 703-247-2125	
IMPORTANT:		5A. AMOUNT OF MODIFICATION	5B. REVISED ORDER AMOUNT
Contractor <input type="checkbox"/> is not <input checked="" type="checkbox"/> is required to sign this document and return it to this office.		\$250,000.00	\$750,000.00
		5C. TOTAL - ORDERS & MODS	
		\$2,395,795.86	
6. DESCRIPTION OF MODIFICATION			
Arlington County Government Contract No.16-111-E-B, Task Order No. Five (005), entitled, "Car-Free Diet Umbrella Program", Modification is as follows:			
<ol style="list-style-type: none"> 1. The Contractor shall provide services in accordance with the attached Scope of Work, dated May 2019; 2. The Task Order is increased by a Not-to-Exceed \$250,000.00 for a total Task Order Not-to-Exceed amount of \$750,000.00; 3. The Period of Performance shall be from January 17, 2020 through June 30, 2020, 			
All other terms and conditions of the Task Order and Contract remain unchanged.			
Except as provided herein, all terms and conditions of the document referenced in Block 1A, as heretofore changed, remain unchanged and in full force and effect.			
7A. NAME AND TITLE OF CONTRACTOR		8A. NAME OF PROCUREMENT OFFICER	
Matthew Timbario, President and Owner		Shirley Diamond	
7B. SIGNATURE	7C. DATE	8B. SIGNATURE	8C. DATE
	1/21/20		1-22-20

Statement of Work (SOW)

Contract No. 16-111-E-B

Task Order #7

May 2019

1. Introduction/Background

Arlington County Commuter Services (ACCS) encourages the implementation of transportation demand management (TDM) initiatives in the County by promoting public knowledge and use of commuting alternatives to the single occupant vehicle (SOV). These initiatives encourage the use of alternatives to SOV use via promotional efforts and information intended to achieve the following benefits:

- A. Reductions in the demand for parking space and related traffic congestion in transit development corridors;
- B. Maximum efficient utilization of existing public and private transit systems and HOV infrastructure;
- C. Enhancement of the County as a business location;
- D. Improvements in air quality and reductions in the consumption of nonrenewable fuels;
- E. Increased mobility for the elderly, disabled, low-income residents and persons not conveniently or adequately served by conventional transportation services.

ACCS accomplishes its mission by encouraging people who live, work or commute through Arlington to use mass transit, car and vanpool, bicycle, walk, carshare, telecommute, scootering and other alternatives to driving alone. ACCS encourages alternative commuting through the following programs and services:

- **The Commuter Store™** – with locations in Ballston, Rosslyn, Crystal City, Shirlington and Pentagon. Also includes operations of four Mobile Commuter Stores;
- **Arlington Transportation Partners** – Employer and Residential Services;
- **Web Sites and Mobile Tools** - CommuterPage.com®, CommuterDirect.com®, DietaCeroAuto.com, ArlingtonTransit.com, WalkArlington.com, BikeArlington.com, CarFreeDiet.com, DietaCeroAuto.com, ArlingtonTransportationPartners.com, CarFreeNearMe, CarFreeAtoZ, Point-to-Point.
- **Social Media** – Facebook, Twitter, YouTube, Instagram

Marketing programs include:

- **Umbrella campaign** – promotes alternative modes to driving a single occupancy vehicle by using transit, walking, biking, carsharing, telecommuting, etc. Umbrella campaign is currently Car-Free Diet and Dieta Cero Auto campaign targeting the Spanish speaking community.
- **Metrobus** – grass-roots, Arlington-specific marketing, advertising and public relation programs of Metrobus. Specific routes include Pike Ride – Metrobus 16 Line and ART routes serving the Columbia Pike corridor and the surrounding Arlington neighborhoods and the Metroway service in Crystal City/Potomac Yard.
- **ART – Arlington Transit** – marketing, advertising and promotions of the Arlington Transit bus service. Also includes Arlington STAR paratransit services.
- **ACCS general marketing** – advertising and promotions of the operational programs and special ad hoc projects such as carsharing, bikesharing, Hispanic/diversity marketing, teen transit—iRide program, scooters and e-bikes.
- **Social Media** including but not limited to, Facebook, Twitter, YouTube and Instagram.
- **Business Partners** – small businesses' role in promoting alternative transportation to those who live, work, shop and play in Arlington. Arlington's many transit options make it easy for their customers and employees to travel or commute to their business location.

- **Capital Bikeshare Fiesta** –designed to increase use and awareness of bikesharing to the Hispanic community. It is a series of targeted outreach events that provides information and education about the program. Spanish-speaking team members participate in community events creating excitement and a festive atmosphere. Seasonal outreach, during warm weather.

ACCS is a bureau within the Department of Environmental Services, Division of Transportation.

2. Point of Contact

For the duration of this task, the following individual shall serve as the point of contact for day-to-day communication:

Bobbi Greenberg
Marketing Director & Project Manager
Arlington County Commuter Services
Arlington County Government
2100 Clarendon Blvd., Suite 900
Arlington, VA 22201
703.228.4787
bgreenberg@arlingtonva.us

3. Scope

The contractor will provide services related to the ongoing ACCS Car-Free Diet and Dieta Cero Auto umbrella outreach programs based on the tasks listed below.

4. Tasks

A. Planning and Project Management

- Work with ACCS Project Officer on yearly work and strategic plan; provide ACCS Project Officer with budgets and monthly event schedule.
- Attend scheduled meetings and participate in phone calls and conference calls as needed.
- Keep up-to-date on latest industry trends and communicate new ideas to Project Officer.
- Brochure inventory and ordering.
- Enter pledge card names into a database on a monthly basis.
- Prepare monthly reports on activities.
- Prepare monthly invoices.

B. Outreach Services

Provide all services related to planning, securing and staffing event locations for events to be held in Arlington County including:

- Research event locations.
- Coordinate event logistics.
- Train staff and hold "refresher" training for existing staff. Training to be held in NeoNiche or County offices as determined by the Project Officer.
- Ensure Spanish speaking or appropriate language staff are scheduled for diversity events.

- Promote all of ACCS' programs and services (listed "Introduction/Background" above), including Arlington Transit and other special events or programs related to ACCS, to event participants.
- Create, develop and update event games, such Transit Trivia Wheel, to attract event participants.
- Develop Spanish language social media posts and website updates
- Encourage customers to sign the "Car-Free Diet pledge" card; pledge card provided by the County in both English and Spanish.
- Procure and maintain booth tent, tables, table clothes, backdrops and other supplies as needed for events.
- Procure and store prizes and give-aways.
- Order and store brochures as needed from ACCS Distribution Center.
- Provide monthly event reports to include:
 - Number and list of events attended
 - Total conversations (English and Spanish) for each event
 - Total pledge sign-ups (English and Spanish) for each event
 - Number of brochures distributed for each event
 - Monthly and year-to-date totals
- At the direction of the Project Officer, the Contractor shall provide support in the form of 2-person or more, depending on the event, "outreach teams" to serve as extensions of the ACCS team enabling program visibility in the community. In some cases, the outreach teams would be the only program representatives at a small community event or popular community location. In other cases, the outreach teams would be supplementary staff at events that are also staffed by ACCS team members. The Contractor shall only staff events as approved by the Project Officer.
- Attend an average of eight (8) events a month; no more than 96 a year for Car-Free Diet outreach. Attend an average of four (4) diversity (Dieta Cero Auto or other diverse community) events a month, no more than 48 a year. Number of events a month may vary depending on season and existing outside event schedule. Staff time at event may vary from minimum of 4 hours to a maximum of 9.5 hours. All events, purchases and activities must be approved by the Project Officer.

C. Video Production

Create and produce short (1 – 2 minute) videos to highlight how to get around Arlington without a car. Video topics could range from how to get to special events or businesses without a car or focus on how people live, work or commute without a car. Duties include:

- Creative concepting for video.
- Write script and provide visual storyboard or description and timeline. Script to include car-free options.
- Interview and hire talent if needed.
- Coordinate video logistics.
- Purchase background music.
- Edit video and create video graphics/animation and captions.
- Obtain approval from Project Officer for final edits.

- Upload final approved video to YouTube and distribute to outside media outlets such as ATV and AIM.

Contractor shall create up to 12 videos per year. All videos concepts, scripts, storyboards or description, timeline and final edits must be approved by the Project Officer.

D. Partnerships & Brochure Distribution for Car-Free Diet Retail Partners

Provide all services related to planning, logistical support and fulfillment of recruiting new retail partnerships, maintaining existing partnerships and refilling and upkeep of partner brochure displays. All retail partners are located in Arlington County. Services include:

- Research to determine retail partner prospects.
- Communicate with prospects via email, phone call, in-person visit or combination to explain the benefits of being a Car-Free Diet Retail Partner.
- Continue communication with existing retail partners as needed to explain new programs or services and determine if there are any outstanding issues that need to be resolved. Encourage links on their websites to car-free options to their location.
- Update partner listing on the Car-Diet website as needed.
- Refill approximately 420 (number may vary depending on new partners entering the program or existing partners leaving the program) partner brochure holders on a monthly basis. Maintain and replace broken holders as needed.
- Deliver brochure holders and brochures to new partners.
- Provide a monthly report to Project Officer of existing partners, new partners added, and number of brochures distributed.

E. Creative Support

Design and produce materials needed to promote Arlington's Car-Free Diet and Dieta Cero Auto at events and to retail partners. Materials may include:

- Brochure promoting retail partnership
- Table top information
- Banners
- Tent
- Give-aways
- Staff t-shirts, hats
- Website and social media graphics
- Partner e-newsletter sent out monthly featuring interview with a retail partner, short articles promoting products and services, calendar of events.
- All concepts, designs and budgets must be approved by the Project Officer.

5. Deliverables

Outreach teams will staff events as approved by the ACCS Project Officer.

- Monthly report of activities at outreach events as listed in section "4B" above. Also included is retail partner outreach efforts, number of partner displays refilled, and number of partner brochures distributed.

- Monthly invoices with detailed work done the previous month, list of events, hourly rates and number of hours spent on each event or task, PO number, Task number, and Invoice number.
- Monthly partner e-newsletter.
- Videos as approved by the ACCS Project Officer.
- Monthly event schedule.
- Attendance at scheduled monthly staff meetings.
- Promotional materials listed in section "4E" above as needed.

6. Place of Performance

- All events shall take place in Arlington, Virginia, as approved by the Project Officer.

7. Period of Performance

- This Task Order shall cover the period from its date of execution to June 30, 2020.

8. Task Order Amount

- Contractor shall inform the ACCS Project Officer when they have reached 75% of the Not-to-Exceed Amount of the Task Order.

Budget Book Production Schedule

Assumes a one-volume print book with full version on the web

Task	FY 2021 Budget	FY 2020 Budget	FY 2019 Budget	FY 2018 Budget
Budget to County Board (files up on the web the morning of the board meeting), Books to County Board on Tuesday	Tuesday, February 25. (Books from Paul by Tuesday 25 10 am)	Saturday, Feb. 23. (Books from Paul by Monday 25 10 am)	Saturday, Feb. 24. (Books from Paul by Monday 26 10 am)	Saturday, Feb. 25. (Books from Paul by Monday 27 10 am)
Print Shop to start printing budget book	AM, Saturday, Feb. 22 (get Paul file by COB Friday)	AM, Thurs., Feb. 21 (get Paul file by 1pm)	AM, Thurs., Feb. 22 (get Paul file by 1pm)	AM, Thurs., Feb. 23 (get Paul file by 1pm)
Reviewed and Proof due back to Print Shop	COB, Thur., Feb 20	COB, Wed., Feb 20	COB, Wed., Feb 21	COB, Wed., Feb 22
Proof available for DMF review	AM, Wed., Feb 19	AM, Tues., Feb 19	AM, Tues., Feb 20	AM, Tues., Feb 21
Book and all-in-one file ready for Print Shop	COB Mon, Feb. 17	COB Fri, Feb. 15	COB Fri, Feb. 16	COB Fri, Feb. 17
White Glove Review Complete, changes incorporated, all narratives PDF'd	COB Wed., Feb 12	COB Tues, Feb 12	COB Tues, Feb 13	COB Tues, Feb 14
Narratives complete and printed ready for white glove review/ final error check	Friday COB, Feb. 7	Friday A.M., Feb. 8	Friday A.M., Feb. 9	Friday A.M., Feb. 10
Narratives ready for Final Review (Richard/Emily) review	Wed Jan 15 (small) or Fri, Jan. 24 (large)	Tues Jan 15 (small) or Tues, Jan. 22 (large)	Tues Jan 16 (small) or Monday, Jan. 23 (large)	Tues Jan 17 (small) or Monday, Jan. 23 (large)
Cover to Print Shop	Friday Jan 31	Friday Feb 1??	??	Thursday Jan 19 (NLT than February 17th)
Tab language to Print Shop (all in one and bound)	Friday Jan 17	Friday Jan 18	Friday Jan 19	Thursday Jan 19
Order GBC binders	n/a	Friday Jan 18	Friday Jan 19	Thursday Jan 19
Text for binders due to Print Shop	n/a	Friday Jan 18	Friday Jan 19	Thursday Jan 19
Narratives submitted by Departments to DMF	Monday Jan 6	Friday Jan 4	Friday Jan 5	Thursday Jan 5

70 books to all-in-one (full web version) copies printed (3-hole punch) for notebooks (includes 1 for DMF analysts to split up)

full front/back covers: 70 plus 16 front covers (3-hole punch) for notebooks covers AND tabs laminated

70 + 16 sets of white stock tabs that go in the book and notebooks, plus 16 sets of yellow tabs that go in just the notebooks (this count will result in 1 extra set of tabs)


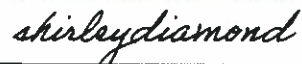
Timing note for binding:

Printed GBC Combs (with a spine) take 10 -15 Business days after proof approval
Coil takes 2 - 3 Business days

**ARLINGTON COUNTY GOVERNMENT
OFFICE OF THE PURCHASING AGENT**

MODIFICATION OF TASK ORDER

PAGE 1

Arlington County Government Department of Management and Finance Office of the Purchasing Agent 2100 Clarendon Blvd Arlington, Virginia 22201 Telephone 703-2283481	1A. MODIFICATION OF TASK ORDER 16-111-E-Task Order No. Seven (007)	1B. DATED April 15, 2016	
	2A. MODIFICATION NO. Modification No. Two (0002)	2B. EFFECTIVE DATE June 30, 2020	
3. TYPE OF MODIFICATION <input type="checkbox"/> THIS CHANGE ORDER MAKES CHANGES DESCRIBED IN BLOCK 6 AND ARE MADE IN ORDER IN BLOCK 1A. <input type="checkbox"/> CONTRACT OR ORDER NUMBER IN BLOCK 1A IS MODIFIED TO REFLECT ADMINISTRATIVE CHANGES DESCRIBED IN BLOCK 6. <input type="checkbox"/> THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO AS SET FORTH IN BLOCK 6 BELOW. <input type="checkbox"/> OTHER (Please Specify)	4. NAME, ADDRESS AND PHONE NUMBER OF CONTRACTOR CAT Corporation, Inc. 3410 Washington Boulevard Suite 210 Arlington, Virginia 22201 Telephone: 703-247-2125		
IMPORTANT: Contractor <input type="checkbox"/> is not <input checked="" type="checkbox"/> is required to sign this document and return it to this office	5A. AMOUNT OF MODIFICATION \$425,000.00	5B. REVISED ORDER AMOUNT \$1,175,000.00	5C. TOTAL - ORDERS & MODS \$3,570,795.86
6. DESCRIPTION OF MODIFICATION Arlington County Government Contract No.16-111-E-B, Task Order No. Five (005), entitled, "Car-Free Diet Umbrella Program", Modification is as follows: <ol style="list-style-type: none"> The Contractor shall provide services in accordance with the attached Scope of Work dated June 2020; The Period of Performance shall be from July 1, 2020 through June 30, 2021; The Task Order is increased by a Not-to-Exceed \$425,000.00 for a total Task Order Not-to-Exceed amount of \$3,570,795.86. All other terms and conditions of the Task Order and Contract remain unchanged.			
Except as provided herein, all terms and conditions of the document referenced in Block 1A, as heretofore changed, remain unchanged and in full force and effect.			
7A. NAME AND TITLE OF CONTRACTOR Matthew Timbario, President and Owner		8A. NAME OF PROCUREMENT OFFICER Shirley Diamond	
7B. SIGNATURE 	7C. DATE 8/5/20	8B. SIGNATURE 	8C. DATE 08-05-20