

**ARLINGTON COUNTY, VIRGINIA
OFFICE OF THE PURCHASING AGENT
2100 CLARENDON BOULEVARD, SUITE 500
ARLINGTON, VIRGINIA 22201**

NOTICE OF CONTRACT AMENDMENT

TO: Havit Advertising, Inc. 3811 N. Fairfax Drive, STE. 710 Arlington, VA 22203	DATE ISSUED: CONTRACT NO: CONTRACT TITLE: AMENDMENT NO:	<u>October 28, 2019</u> <u>19-030-RFP</u> <u>Strategic Marketing, Communications and Design Support for AED</u> <u>2</u>
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THIS IS A NOTICE OF A CONTRACT AMENDMENT AND NOT AN ORDER. NO WORK IS AUTHORIZED UNTIL THE VENDOR RECEIVES A VALID COUNTY PURCHASE ORDER ENCUMBERING CONTRACT FUNDS.

The contract documents consist of the terms and conditions of AGREEMENT No. 19-030-RFP including any attachments or amendments thereto.

EFFECTIVE DATE: January 1, 2022
EXPIRES: December 31, 2022
Renewals: Two (2) Renewals Remaining
COMMODITY CODE(S): 91039
LIVING WAGE: N

ATTACHMENTS:
AMENDMENT No. 2

EMPLOYEES NOT TO BENEFIT:
NO COUNTY EMPLOYEE SHALL RECEIVE ANY SHARE OR BENEFIT OF THIS CONTRACT NOT AVAILABLE TO THE GENERAL PUBLIC.

<u>VENDOR CONTACT:</u> Scott Mikolajczyk <u>EMAIL ADDRESS:</u> scottm@havitad.com	<u>VENDOR TEL. NO.:</u> <u>(202) 695-8050</u>
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<u>COUNTY CONTACT:</u> Kelly Rindfusz, AED-Communications <u>COUNTY CONTACT EMAIL:</u> krindfusz@arlingtonva.us	<u>COUNTY TEL. NO.:</u> <u>(703) 228-0890</u>
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PURCHASING DIVISION AUTHORIZATION

Tomeka D. Price Title Procurement Officer Date 10/14/2021

**ARLINGTON COUNTY, VIRGINIA
AGREEMENT NO. 19-030-RFP
AMENDMENT NUMBER 2**

This Amendment Number 2 is made on 10/14/2021 and amends Agreement Number 19-030-RFP dated November 4, 2020, (“Main Agreement”) between Havit Advertising, Inc. (“Contractor”) and the County Board of Arlington County, Virginia (“County”).

The County and the Contractor agree to amend the Contract Term and Conditions called for under the Main Agreement as follows:

1. **Contract Renewal:** By mutual agreement of the parties and as allowed by Section 4 of the Contract this Contract is hereby renewed for its second one (1) year renewal term. Such renewal term will commence January 1, 2022, through December 31, 2022.
2. **Contract Price Increase:** Pursuant to Section 6. Contract Price Adjustments, the contract amount/hourly rate is hereby changed from \$142.80 per hour to \$145.65 per hour, a two percent (2%) increase of \$2.85.
3. **Contract Documents:** The following Contract Documents are hereby **added:**

Exhibit E – COVID-19 Vaccination Policy for Contractors Certification (attached)

Exhibit F – Contractor COVID-19 Vaccination Quarterly Compliance Certification (attached)

4. **Audit is hereby deleted in its entirety and replaced with:**

AUDIT

The Contractor must retain all books, records and other documents related to this Contract for at least five years, or such period of time required by the County’s funding partner(s), if any, whichever is greater, after the final payment and must allow the County or its authorized agents to examine the documents during this period and during the Contract Term. The Contractor must provide any requested documents to the County for examination within 15 days of the request, at the Contractor’s expense. Should the County’s examination reveal any overcharging by the Contractor, the Contractor must, within 30 days of County’s request, reimburse the County for the overcharges and for the reasonable costs of the County’s examination, including, but not limited to, the services of external audit firm and attorney’s fees; or the County may deduct the overcharges and examination costs from any amount that the County owes to the Contractor. If the Contractor wishes to destroy or dispose of any records related to this Contract (including confidential records to which the County does not have ready access) within five years after the final payment, or such period of time required by the County’s funding partner(s), if any, whichever is greater, the Contractor must give the County at least 30 days’ notice and must not dispose of the documents if the County objects.

The Purchasing Agent may require the Contractor to demonstrate that it has the necessary facilities, ability, and financial resources to comply with the Contract and furnish the service, material or goods specified herein in a satisfactory manner at any time during the term of this Contract.

- 5. **Incorporation of COVID-19 Vaccination Policy for Contractors:** Clause Number 51. COVID-19 Vaccination Policy for Contractors is hereby added to the Contract Terms and Conditions:

COVID-19 VACCINATION POLICY FOR CONTRACTORS

Due to the COVID-19 pandemic, the County has taken various steps to protect the welfare, health, safety and comfort of the workforce and public at large. As part of these steps, the County has implemented various requirements with respect to health and safety including policies with respect to social distancing, the use of face-coverings and vaccine mandates. All County Contractors, entering County owned, controlled, or leased facilities or facilities operated by a contractor if the services provided at that location are exclusive to Arlington County Government or contractors with public facing responsibilities must adopt these policies for implementation with their employees and subcontractors working on County contracts.

Contractors are required to obtain and maintain the COVID-19 vaccine status of employees or subcontractors, require any unvaccinated or not fully vaccinated employees to follow a weekly testing protocol established by the Contractor to submit to weekly testing, and provide any accommodations as required by law. Contractor should submit the certification of compliance to the Purchasing Agent at the time of contract execution and within five working days of the end of each quarter (see Exhibits E and F). In addition, all Contractor and subcontractor employees subject to the requirements of this section must also comply with the County COVID-19 masking and social distancing protocols, as signed at each County location.

It is recognized that the COVID-19 pandemic is an ongoing health crisis. As such, requirements with respect to health and safety, including vaccines and face-coverings may change over time. Contractors are expected to adhere to the County requirements as they evolve in response to the crisis.

For questions, Contractor may email contractorvaccineinfo@arlingtonva.us

All other terms and conditions of the Main Agreement remain in effect.

WITNESS these signatures:

THE COUNTY BOARD OF ARLINGTON
COUNTY, VIRGINIA

HAVIT ADVERTISING, INC.

AUTHORIZED DocuSigned by:
SIGNATURE: Tomeka D. Price
5950D4E0ACC0472...

AUTHORIZED DocuSigned by:
SIGNATURE: Scott Mikolajczyk
4F4388277E46493...

NAME: TOMEKA D. PRICE

NAME: Scott Mikolajczyk

TITLE: PROCUREMENT OFFICER

TITLE: CEO

DATE: 10/14/2021

DATE: 10/14/2021

EXHIBIT B**CONTRACT PRICING**

Havit offers an hourly rate of \$145.65 per hour to AED for its second subsequent renewal. The total scope represents 715 hours across the initiative for a total budget of \$104,139.75.

Activity	Services	Deliverables	Duration	Fee (\$140/Hr) Estimated Cost
Onboarding	Immersion in AED business and existing research and business information. Gathering inputs from key stakeholders on opportunities, competition and challenges. Assessment of key learnings from data inputs and identification of potential target verticals. Alignment on business objectives	<ul style="list-style-type: none"> Stakeholder interview guide Report on key learnings from immersion Competitive mapping Preliminary target audience identification Timeline Establishment of working relationship (status calls, reporting, etc.) 	2 weeks	\$8,500
Targeting	Development of preliminary target segmentation and audience profiles Creation of potential value propositions	<ul style="list-style-type: none"> Preliminary target segmentation Audience profiles Initial value proposition statements 	2 weeks	\$9,725
Qualitative Research	Qualitative assessment of value propositions with key target audience to identify compelling territories for positioning and messaging platform development	<ul style="list-style-type: none"> Research questionnaire Research report Value proposition 	3 weeks	\$13,480
Positioning	Development of brand positioning territories	<ul style="list-style-type: none"> 3-5 positioning statements Stimulus for quantitative research 	2 weeks	\$9,800
Quantitative Research	Identifying a research provider to assess positioning statements with core audience to ensure correct platform for AED. This will include defining objectives, bidding, questionnaire development and reviewing report.	<ul style="list-style-type: none"> Research questionnaire Research report for aligning on final positioning 	4 weeks	\$22,375

Assumption: For presentations, tools and creative deliverables, we assume one round of feedback and refinement for final approval.

Activity	Services	Deliverables	Duration	Fee (\$140/Hr)	
TOOLS	Segmentation	Formalize segmentation of key targets, taking into account business verticals, geographies, key decision makers, attitudinal factors from research.	<ul style="list-style-type: none"> Segmentation document of key targets 	4 weeks	\$13,150
	Persona Development	Crafting insight-driven personas built from from initial audience profiles.	<ul style="list-style-type: none"> 3 persona profiles 		
	Customer Journey Mapping	Developing a strawman journey map based on personas and segmentation	<ul style="list-style-type: none"> 3 customer journey maps 		
Marketing Plan Development	Developing a cohesive go-to-market strategy based on inputs and tools. This will include tactics and measurement plan.	<ul style="list-style-type: none"> 2020 Marketing Plan document 	4 weeks	\$9,320	
Marketing Communication Creation	Build a creative brief to inform and guide overall brand and campaign development for AED's 2020 communication platform. Concept campaign directions.	<ul style="list-style-type: none"> Creative Brief Up to 3 directions for review to align on a singular campaign 	6 weeks	\$13,650	
In-Market Implementation	Out of campaign approval, develop, finalize and produce collateral pieces to support 2020 marketing plan initiatives. Build a style guide that can guide execution across AED's go-to-market efforts.	<ul style="list-style-type: none"> 3-5 pieces of collateral (examples: print brochures, folders, fact sheets, digital ads, email templates – dependent upon final plan) Style Guide 	3-8 weeks		
Additional Services	Account management Financial management	<ul style="list-style-type: none"> Weekly status meetings Meeting reports Budget trackers 	Ongoing	Included	

Assumption: For presentations, tools and creative deliverables, we assume two rounds of feedback and refinement for final approval.

Activity	Fee (\$140Hr)
Onboarding	\$8,500
Targeting	\$9,725
Qualitative Research	\$13,480
Positioning	\$9,800
Quantitative Research	\$22,375
Tools: Segmentation, Persona Development, Journey Mapping	\$13,150
Marketing Plan Development	\$9,320
Marketing Communication Creation & In-Market Implementation	\$13,650
Additional Services: Account & Financial Management	Included
TOTAL	\$100,000

EXHIBIT F

CONTRACTOR COVID-19 VACCINATION QUARTERLY COMPLIANCE CERTIFICATION

By Email: Please complete the report below and return it to: contractorvaccineinfo@arlingtonva.us.

I hereby certify that all _____ (Contractor Name) employees and subcontractors working on Contract No. _____ are fully vaccinated against COVID-19, being tested on a weekly basis, or are exempt pursuant to a valid reasonable accommodation under state or federal law.

Please do not include any of your employees' medical documentation, including vaccination records or test results.

Date: _____

Signature: _____

Printed Name and Title: _____

Company Name: _____

Company Address: _____