

AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT				1. Contract Number		Page of Pages	
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2. Amendment/Modification Number 001		3. Effective Date See Box 16C		4. Requisition/Purchase Request No.		5. Solicitation Caption Re-Imagining Reeves Public Life Study Republication	
6. Issued by: Code Office of the Deputy Mayor for Planning and Economic Development Office of Contracts, Procurement and Grants 1015 Half Street, S.E., Suite 675 Washington, D.C. 20003				7. Administered by (If other than line 6) Office of the Deputy Mayor for Planning and Economic Development Real Estate Department 1350 Pennsylvania Avenue, NW, Suite 317 Washington, D.C. 20004			
8. Name and Address of Contractor (No. street, city, county, state and zip code) TO ALL PROSPECTIVE OFFERORS Code Facility				X	9A. Amendment of Solicitation No. DCEB-2019-R-0004		
					9B. Dated (See Item 11) October 25, 2019		
					10A. Modification of Contractor/Order No.		
					10B. Dated (See Item 13)		
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS							
<input checked="" type="checkbox"/> 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. Offers 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 completing Items 8 and 15, and returning one (1) copy of the amendment: (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) BY 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 may be made by letter 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): 27 DCMR, Chapter 36, Section 3601.2(b) 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:							
C. This supplemental agreement is entered into pursuant to authority of: 27 DCMR 3601.2 Change Clause, 27 DCMR 2005.6(d) as amended							
D. Other (Specify type of modification and authority) Paragraph 15, Changes, Standard Contract Provisions							
E. IMPORTANT: Contractor <input type="checkbox"/> is not <input checked="" type="checkbox"/> is required to sign this document and return one (1) copy to the issuing office.							
14. Description of Amendment/Modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.) <div style="text-align: center; font-weight: bold; margin-bottom: 10px;">PROSPECTIVE OFFEROR QUESTIONS OF CLARIFICATION AND THE DISTRICTS RESPONSES ARE SET FORTH IN BELOW:</div> <p>Question #1: What is the budget for this project?</p> <p style="color: red; font-weight: bold; margin-top: 10px;">Response: The budget is within the confines of the District of Columbia's small purchase procurements threshold.</p> <p>Question #2: Can the proposal be emailed only? If emailed do any hard copies need to be mailed? If emailing the proposal is approved, shall two separate emails be sent -- one containing a PDF of the Technical Proposal, and the 2nd containing a PDF of the Fee Proposal?</p>							
Except as provided herein, all terms and conditions of the document is referenced in Item 9A or 10A remain unchanged and in full force and effect.							
15A. Name and Title of Signer (Type or print)				16A. Name of Contracting Officer Jacque McDonald, CPPO, CPPB, SPSM, MBA, MST Director of Contracts, Procurement and Grants			
15B. Name of Contractor <div style="text-align: center; font-size: 0.8em;">(Signature of person authorized to sign)</div>		15C. Date Signed		16B. District of Columbia <div style="text-align: center; font-size: 0.8em;">(Signature of Contracting Officer)</div>		16C. Date Signed 11-6-19	

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<p>Response: The proposals may be submitted either in person or via email. If delivered by hand, please follow the instructions in Section L.2.1; if submittal is via email, please follow the instructions in Section L.6.1.</p> <p>Question #3: Is a subcontracting plan required for this solicitation?</p> <p>Response: The resultant award will fall within the District's small purchase procurements threshold and therefore a subcontracting plan is not required.</p> <p>Question #4: What is the connection between the work to complete this market assessment and work described in Task 1, 2 and 3? Is it being completed separately from the work for this RFP? Is this RFP providing information to the market assessment to be done by others, separate from this RFP's work?</p> <p>Response: The market assessment is a separate RFP that a firm has already been hired to begin conducting. It is our expectation that the Public Life Study and the Market Assessment be done concurrently and as opportunities arise for one to better inform the other information be shared between staff and groups responsible for each.</p> <p>Question #5: What is expected to be involved in this analysis? What data is this analysis to be based on?</p> <p>Response: This portion of the scope is intended as part of the separate Market Assessment RFP. Please disregard.</p> <p>Question #6: Please clarify the study area desired for the "1. Public Space Assessment" and "2. Public Life Observations and Surveys" (with the exception of the intercept survey which may only be a few locations) in section C.5.2 on page 7. Is it only the two corridors (U Street NW and 14th Street NW) outlined in the text above? Or is it a larger area encompassing other streets in the "Primary Study Area" or "Secondary Study Area" on the map on page 6? Please clarify whether the data inventory is required for only 1 side of the street or both sides of the street. Are the study areas for the "1. Public Space Assessment" and "2. Public Life Observations and Surveys" (with the exception of the intercept survey) expected to be the same (cover the exact same streets and sides of the street)?</p> <p>Response: Please see updated map (Attachment A). The Public Space Assessment and the Public Life Observations are generally considered to be for the public space and sidewalks immediately surrounding each of the 3 target sites and the street/sidewalk corridors between: the north and south sides of U Street from 17th Street to 7th Street NW; and the east and west sides of 14th Street from V to S Street NW.</p> <p>Question #7: Intercept Survey (in section C.5.2 under "2. Public Life Observations and Surveys)" -- What is the goal for the number of respondents for the Intercept Survey?</p> <p>Response: Intercept surveys shall be conducted concurrently with the 2-day Public Life Observations during the hours that the observations take place. The target number of surveys collected will be informed by the general number of people passing through the public space during those hours. We aim to gather at least a sufficient number of responses to provide a baseline analysis of users in the area. (For reference, in the past using volunteer surveyors, OP has achieved an average 15-25% response rate attempting to interview 200-250 people over the course of a 2-day study along Pennsylvania Avenue NW and in Tenleytown. Given the business of the U Street and 14th Street corridors, we expect similar numbers here.)</p> <p>Question #8: Can you provide the list of sidewalks on which pedestrians will be observed?</p> <p>Response: <i>Provide a list of sidewalks to be observed:</i> see updated map (Attachment A). Sidewalks at a minimum should include the north and south sides of U Street NW from 17th to 7th Streets; the east and west sides of 14th Street from V to S Streets NW, and any sidewalks immediately surrounding the 4 identified sites of interest.</p>			

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<p>Question #9: How many locations will be used to engage people as part of the intercept survey?</p> <p>Response: <u>Locations for intercept surveys:</u> Locations for the intercept surveys will be determined as a part of the lead-up to the field work. Questions for the intercept surveys will be compiled based on input received from attendees as a public meeting and in discussions with ANC's and other stakeholders as identified by OP and DMPED. (ie. If survey questions largely focus on how people arrive to the corridor, surveyors may be stationed near metro entrances or bus stops; if survey questions largely focus on use of public plazas, surveyors may be stationed near public plazas.</p> <p>Question #10: Will the same intercept survey used on the sidewalk data collection effort, be used as part of discussion with residents, business-owners, and patrons? Is this group completely distinct/separate from the pedestrians on the sidewalks? If so, can you provide some additional information to understand the expected level of effort -- for example are these one-on-one interviews, facilitated group meetings, telephone calls? How many be each type (residents, business-owners, and patrons)? Expected duration?</p> <p>Response: <u>Determining level of effort for intercept surveys:</u> for past Public Life Studies, OP has generally stationed a minimum of 2 surveyors, up to possibly 10, on the busiest parts of the corridors to be studied, how attempt to flag down passers-by to answer questions about the neighborhood. For this particular corridor, since the use of the Reeves Center and retail uses are likely to be priority topics, some flexibility should be provided for surveyors possibly entering retail stores and asking business-owners questions about how they perceive the public space near their shops and along the corridor.</p> <p>Question #11: Statements in the Solicitation refer to neighborhoods/surrounding communities. Are these neighborhoods/communities outside of the study boundary (Section C.5, page 5, and map on page 6)? If yes, can you provide the names/boundaries of the neighborhoods that are being referenced? Are people in these locations to be surveyed and asked questions which provide answers to the above three questions (from the RFP)? If yes, are the only people to be surveyed the residents of these locations? Or does it include others -- such as non-resident workers, tourists, etc.? Can you provide some information that helps understand the level of effort expectations for this task area? Helpful information would include type of survey and methods to be used? # of completed surveys? Are individuals being surveyed or will be through interviews with selected leaders of community organizations and businesses? If so, how many interviews are expected?</p> <p>Response: For purposes of this RFP, the 'neighborhood' is loosely defined and generally assumed to include persons that live, work, shop or pass through the corridors to be studied, and attendees at the posted public meetings regardless of whether they reside in the immediate area. When speaking to neighborhood input on how to shape the intercept surveys and field work, OP has identified a short list of community stakeholders including ANC Commissioners, the Ward 1 Councilmember's office and other groups invited to participate in phone calls and public meetings. For the purposes of the 'neighborhood' that we are looking to collect data on, it includes any individuals that are within the public space at the time of the assessment and surveys.</p> <p>Question #12: What elements of this project's process is the engagement results intended to impact? Is the involvement of this diverse audience limited to participation in the various outreach/survey efforts? Or are they involved in helping to design the outreach/survey approach and content?</p> <p>Response: The Public Life Study process is itself one such innovative way to reach audiences who are not the ones to typically show up to public meetings. OP and DMPED are open to considerations and proposals for other innovative ways to continue to reach out to new ears.</p> <p>Question #13: Who will identify the stakeholder groups? Will they form a single project stakeholder advisory group? If so, who will manage this group (invitations, meeting space, meeting times, meeting notes, etc.) Or will they be engaged one at a time? How many meetings will this be? Time duration of each? Will there only be one meeting with each identified stakeholder group? Or will there be multiple meetings throughout the project?</p>			

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<p>Response: Office of Planning (OP) and the Office of the Deputy Mayor for Planning and Economic Development (DMPED) have determined the stakeholder groups for participation purposes but are open to suggestions for groups/associations that may have been overlooked.</p> <p>Question #14: What does "a maximum of two in-field sessions" mean? Is this referring to the maximum number of sessions per day?</p> <p>Response: Please see OP’s website on Public Life Studies at https://planning.dc.gov/page/public-life-initiatives for background info on past studies. The intent of this Public Life Study is to directly observe and survey users of the public space within the identified corridors over a finite period of time (typically 1 weekday and 1 weekend day) to gather data on how people utilize the public realm as currently designed. This does not include the amount of time necessary to meet with stakeholder groups to inform what the priorities and targets of the field work should be.</p> <p>Question #15: How are cultural, historical, institutional and economic assets "illuminated"? Is this envisioned to be done as part of the data collection efforts of Task 2? If yes, what type of data shall be collected for these types of assets? In section #1 (Public Space Assessment) of Task 2 are listed several topic areas. But none seem connected to "cultural, historical, institutional and economic assets". Is this intentional?</p> <p>Response: The Public Space Assessment portion of the project will include work to identify important sites and uses tied to the public realm that impact behavior within the public realm. These sites will be identified as part of the discussion with participating stakeholders and through a pre-field work walk through of the corridors. Likely sites will fall into categories such as cultural, historical, institutional, or economic assets if they exist on the corridor.</p> <p>Question #16: Will this be one presentation? Who is the audience? Or is it expected the presentation will be tailored to specific audiences, and therefore more than 1? If so, how many? Can the presentation be done via webinar? Or must it be in person?</p> <p>Response: The one presentation will include the production of one PowerPoint (or similar format) and the presenting of that PowerPoint at one public meeting with invited stakeholders.</p> <p>Question #17: Is a subcontracting plan required by law to be included in the offer?</p> <p>Response: See question #3.</p> <p>Question #18: For the Deliverables under Task 1.4 Synthesize input, prepare for development of work plan what is the “Quantity”?</p> <p>Response: One per month.</p> <p>Question #19: What does “sessions to be over the course of 2 days” mean?</p> <p>Response: The Public Life Study observations and surveys will be conducted along the extent of the corridor over the course of 2 days (1 weekday, 1 weekend). These days should generally be within the same month, same conditions, but do not need to be consecutive days.</p> <p>Question #20: Section J which of the listed documents must be completed and submitted as part of the proposal or after the contract is awarded?</p> <p>Response: The offeror shall review each attachment and submit all applicable documents.</p>				

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<p>Question #21: Who is required to complete the District’s Past Performance Evaluation Form?</p> <p>Response: The evaluation/references are for past performance and should be completed by the references, not the offeror.</p> <p>Question #22: The Department of Employment Services First Source Employment Agreement. Is this agreement applicable/required?</p> <p>Response: No</p> <p>Question #23: What is the “award form”?</p> <p>Response: The coversheet to the solicitation. It must be signed when the proposal is submitted.</p> <p>Question #24: What is meant by "target audience?" Is it more than the people who will be engaged and their input sought through the various survey and outreach activities? If yes, who does it include?</p> <p>Response: Target audience shall include government agencies/staff, councilmember’s office, ANC commissioners, as well as the general public.</p> <p style="text-align: center;"># # #</p>			