

AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT		1. Contract Number	Page of Pages	
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2. Amendment/Modification Number 002	3. Effective Date See Box 16C	4. Requisition/Purchase Request No.	5. Solicitation Caption Black Homeownership Marketing Campaign	
6. Issued by: D.C. 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 Housing Policies and Programs 1350 Pennsylvania Avenue, N.W., Suite 317 Washington, DC 20004		
8. Name and Address of Contractor (No. street, city, county, state and zip code) TO ALL PROSPECTIVE OFFERORS		X	9A. Amendment of Solicitation No. DCEB-2023-R-0004	
Code			9B. Dated (See Item 11) February 27, 2023	
Facility			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 checked="" type="checkbox"/> is extended. <input 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 CONTRACTORS/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 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.) PROSPECTIVE OFFEROR QUESTIONS OF CLARIFICATION AND THE DISTRICT'S RESPONSES ARE AS FOLLOWS:				
THE SOLICITATION DUE DATE AND TIME HAS BEEN EXTENDED TO TUESDAY, APRIL 11, 2023 AT 2:00 PM LOCAL TIME.				
Q1 – Is this a new requirement or is there an incumbent?				
R1 – This is a new solicitation must be certified at the time of submission of its proposal.				
Q2 - Will there be a pre-proposal meeting?				
R2 - No				
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, DBA, MBA, MST, NIGP-CPP, CPPO, CPPB Director of Contracts, Procurement and Grants		
15B. Name of Contractor (Signature of person authorized to sign)	15C. Date Signed	16B. District of Columbia	16C. Date Signed March 21, 2023	
		<i>Dr. Jacque McDonald</i>		
		(Signature of Contracting Officer)		

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Q3 – Will there be an opportunity to do this contract jointly with another company? If so, will you share the name and phone numbers of the other interested companies?

R3 – In accordance with Section B.5 of the Solicitation “[f]or contracts in excess of \$250,000, at least 35% of the dollar volume of the contract shall be subcontracted in accordance with section H.9. A Subcontracting Plan form is available at <http://ocp.dc.gov>, under Quick Links click on “Required Solicitation Documents”.

Q4 – Can the focus group meet on the government premises?

R4 - Yes, the District will coordinate with the successful offeror to provide accommodation space for the focus group meeting.

Q5 – How many people are part of the approval process with the advertising campaigns

R5 – The Evaluation Committee/Panel can consist of anywhere from 3 to 7 people.

Q6 – Will the government choose the three (3) in-person events?

R6 - The creative marketing firm will be responsible for submitting a proposed plan, to be approved by DMPED.

Q7 - Will the government provide creative artwork?

R7 - The Government is looking to a creative marketing firm to develop innovative events that provide and create original artwork for the campaigns, to be approved by DMPED.

Q8 – What is the approval process for the advertising campaigns?

R8 - In accordance with Section L.1.1 and L.1.2 of the Solicitation, “[t]he District intends to award a single contract resulting from this solicitation to the most experienced, responsible responsive offeror whose offers conforms to the solicitation will be most advantageous to the District, cost or price, technical and other factors, specified elsewhere in this solicitation considered” Also, “In accordance with 27 DCMR § 1632, after evaluation of the proposals using only the criteria stated in the RFP and in accordance with weightings provided in the RFP. . . .”

Q9 – Is there a not to exceed amount for media buys?

R9 – The District’s procurement policy is to not disclose any budgetary information.

Q10 - Have there been any past marketing initiatives of this kind for the program?

R10 - No

Q11 - Is there a proposal template or submission guidelines that firms must follow?

R11 - Kindly refer to the instructions contained in the solicitation posted at the OCP Transparency Portal www.ocp.dc.gov or DMPED’s website at www.dmped.dc.gov

Q12 - Is there an incumbent for this work or is this a new body of work?

R12 – No, there is no incumbent. This is a new procurement.

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Q 13 – Does DMPED plan to award a contract for the “Lowest Price Technically Acceptable” proposal?

R13 - In accordance with Section L.1.1 and L.1.2 of the Solicitation, “[t]he District intends to award a single contract resulting from this solicitation to the most experienced, responsible responsive offeror whose offers conforms to the solicitation will be most advantageous to the District, cost or price, technical and other factors, specified elsewhere in this solicitation considered” Also, “In accordance with 27 DCMR § 1632, after evaluation of the proposals using only the criteria stated in the RFP and in accordance with weightings provided in the RFP. . . .”

Q14 - Is DMPED open to ideas outside of the stated requirements & deliverables? We would like to offer grassroots engagement ideas that are proven to be equally or more effective than traditional digital marketing.

R14 - DMPED is open to receive addition ideas beneficial to the goal and objective of the solicitation.

Q15 - Section B.3.1 says Base Year is Date of Award to September 30, 2023. I want to confirm that the initial body of work is expected to be completed in 6 months, even though the contract term is one year (F.1)?

R15 – Yes, the “initial body of work” is required to be performed within a reasonable time after contract award. This will be agreed upon between DMPED and the successful offeror.

Q16 – Section F.3 says that Deliverables 1-12 are due April 1, 2023. Is this correct? Or is this simply the date of award?

R16 – No. The April 1st date was initially set as a target date. It will change after the date of award and an agreement is established between DMPED and the successful offeror.

Q17 – Are the three in-person events, ones that are currently existing or are you looking for the contractor to develop the events?

R17 - The District is looking to a creative marketing firm to develop innovative events that provide and create original artwork for the campaigns, to be approved by DMPED.

Q18 - What does the ten (10) days between the RFP due date and the 4/1/2023 due date for each of the deliverables represent?

R18 - The April 1st date was initially set as a target date. It will change after the date of award and an agreement is established between DMPED and the successful offeror.

Q19 - Does CLIN 02 Proof of Participation mean that the contractor is expected to convene focus groups, secure EOM (DMPED’s) input?

R19 – Yes

Q20 – C.4 Requirements – What is the deadline to have the strategy and supporting materials completed?

R20 - The deadline date for the strategy and supporting materials is required to be performed within a reasonable time after contract award. This will be agreed upon between DMPED and the successful offeror.

Q21 – C.4.2 Requirements – Please confirm that the vendor who develops the campaign strategy will also be asked to execute the strategy under a new contract and purchase order.

R21 – Yes, the successful offeror of the awarded contract will be responsible for the development and execution of the campaign strategy. No new contract or purchase order will be issued.

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Q22 – C.4.4 Requirements – How many rounds of revisions should we budget for all collateral materials?

R22 - TBD when agreed upon between DMPED and the successful offeror.

Q23 – C.4.7 Requirements – Is there a target attendee/participant count for the focus group?

R23 - TBD when agreed upon between DMPED and the successful offeror.

Q24 - What is the monthly traffic for the Front Door website for each of the past 12 months, March 2022 to February 2023?

R24 -

Month	Unique Visitors	Visits
Mar-22	653	904
Apr-22	1,116	1,440
May-22	420	575
Jun-22	858	1,166
Jul-22	979	1,362
Aug-22	3,635	4,705
Sep-22	1,702	2,329
Oct-22	5,710	7,809
Nov-22	1,725	2,368
Dec-22	981	1,369
Jan-23	1,420	1,827
Feb-23	3,404	4,489
Total	22,603	30,343

Q25 - Front Door’s homepage shows nine categories of information for home buyers and homeowners. What are the top three categories that users access based on average web-page hits for the past six months?

R25

- a. The homepage currently shows 3 categories (we recently reorganized categories and made updates that shifted what was displayed on the homepage), but the Browse by Category page shows 9 categories.
- b. The top three categories accessed are: [Buy a home](#), [Make repairs and renovate your home](#), and [Pay your mortgage](#).

Q26 - Which three of those nine categories does the DMPED judge to be most needed in educating prospective Black homebuyers and current Black homeowners in D.C.?

R26 - Our new framework for prospective and current homeowners organizes all of our resources into three overarching categories: [Get ready to buy a home](#), [get help buying a home](#), and [get help maintaining and saving money on my home](#) (which has 6 subcategories). We view all three of these categories as equally important in ensuring that prospective Black homebuyers and current Black homeowners are supported along their homeownership journey.

Q27 - Are any of the Black Homeownership Strike Force’s 10 recommendations fully implemented now?

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R27 -The District is working on analyzing options to produce an implementation report to be released by summer 2023.

Q28 – What action has been taken so far on each of the Strike Force’s 10 recommendations?

R28 - DMPED has been working with partner agencies to determine how best to implement recommendations. Public actions include the following: a) DHCD released the Heirs Property Assistance Program Request for Applications; b) A Black Homeownership Event was held on Feb. 18th for the public with over 300 attendees; and c) DMPED released the Black Homeownership Marketing Campaign Request for Proposal solicitation.

Q29 - Which of the Strike Force’s recommendations is, or are, expected to have the most impact in preserving or increasing Black homeownership in D.C., assuming full implementation?

R29 - Recommendations are expected to create a collective impact to meet the 20k net new Black homeownership goal. To track impact, we will be collecting information that will support an increase to the supply of homes, the number of potential Black homeowners while also ensuring we are preserving Black homeowners.

Q30 - Is there an incumbent?

R30 - No

Q31 - Are the three in-person events, ones that are currently existing or are you looking for the contractor to develop the events?

R31 -No, they are not currently existing. We’re looking to the successful offeror/contractor to develop the events.

Q32 - Is the contractor expected to make any needed updates to the website frontdoordc.gov or will they just suggest updates and have the agency make any updates?

R32 - Contractor should suggest updates and the agency will continue to manage the website.

Q33 - How many focus groups is the agency requesting? Is it one or multiple?

R33 - The government encourages the contractor to host multiple focus groups to understand the thoughts and feelings of prospective homebuyers, real estate professional, as well as community activist. This is an area where DMPED will look to contractors to create a technical approach focused on gather the most information to influence the campaign.

Q34 - Clin 13 - Print and digital advertisement (C.4.4) Does the agency just need one print and digital advertisement and that same print and digital advertisement will run weekly for a period of 6 months? Or, is the agency asking for something else?

R34 - Correct, however this is the floor and contractors are encouraged to submit proposals that build on what is laid out in the statement of works using their experience and knowledge of creative marketing.

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Q35 - Clin 14 - Podcast advertisement (C.4.4). Does the agency just need one podcast advertisement that will run daily for a period of 6 months?

R35 - Correct, however this is the floor and contractors are encouraged to submit proposals that build on what is laid out in the statement of works using their experience and knowledge of creative marketing.

Q36 - Clin 15 - Radio and digital advertisement (C.4.13) Does the agency just need one radio and digital advertisement that will run daily for a period of 6 months?

R36 - Correct, however this is the floor and contractors are encouraged to submit proposals that build on what is laid out in the statement of works using their experience and knowledge of creative marketing.

Q37 - Does DC anticipate the contractor procuring advertising for non-television to support those implementing the advertising and communications social media plan? If yes, what is the expected budget for the ad spend?

R37 – The District does not have a specific budget line for advertising. However, the District will coordinate with successful offeror can be developed.

Q38 - Does DC have existing (Facebook, Twitter and Instagram) social media handles and assets it plans to use for this campaign, or will new handles and pages need to be created? If not, will these be FrontDoordc.gov established channels, or does DC anticipate having a dedicated campaign just for Black home ownership?

R38 - Yes DMPED has existing social media accounts its handle are as follows
a. Instagram: DMPED
b. Twitter: DMPEDDC
c. Facebook: DCDMPED -

Q39 - In reference to section C.4.5 – Using stock photography and photos from previous campaigns is prohibited. Does DMPED have photography that can be supplied until a photo shoot occurs?

R39 - DMPED does not have photographs for this campaign. We will look to the successful offeror to create original photography for this campaign.

Q40 - Is it the government’s expectation for one focus group, or can the contractor propose more than one in accordance with our technical approach?

R40 - The government encourages the contractor to host multiple focus groups to understand residents and also real estate professionals.

Q41 - Does the government anticipate other entities needing to review or approve the communications plan?

R40 – No, not at this time..

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Q41 - C.4.12 The contractor shall identify a diverse group of people that DMPED approves as credible messengers, spokespeople, or influencers that can help amplify the campaign, be featured in traditional and digital advertising, and speak at a minimum of at least three (3) in-person events.

- a) Must all recommended spokespeople be external to DMPED/DC government?

R) Not necessarily, DMPED, would look to the contractor to determine the best technical approach.

- b) Should influencer engagement fees be included in the proposed budget?

R) Yes

- c) What is the level and scale of the in-person events? What do they consist of?

R) DMPED is looking to the contractor to propose creative ideas that fit in line with the campaigns mission.

Q42 - C.4.13 – the RFP states that “the District will place television ads directly”; however, it does not address the placement of digital, radio and transit/out-of-home advertising directly as well. Is procurement of these advertisements under the scope of this contract?

R42 - Yes, DMPED will look to the contractor to place all advertising except tv.

Q43 - Will the deliverable due dates be phased or stacked to allow for the implementation of findings from the kickoff and focus groups to be incorporated into materials and messaging?

R43 - The due date for the deliverables will be modified to reflect when the campaign is awarded.

Q44 - CLIN 4: The government references campaign slogans for the campaign – does DC need a logo, branding, or just text, messaging, and slogans for this campaign?

R44 - The campaign can utilize Mayor Bowser and DMPED logos. However, it will need its own branding including color scheme, messaging, and slogans.

Q45 - Should we anticipate and plan for weekend and/or holiday work?

R45 - The successful offeror may choose to host events on the weekends to increase visibility to the target audience. However, weekend and holiday work will be rare and included in the proposal.

Q46 - Are there specific paid advertising budget details?

R46 – the successful offeror/Contractors should layout their plan for paid advertising in their proposal and include a budget.

Q47 - Will DMPED provide original photos for promotional materials, or is the Contractor tasked with providing them?

R47 - The successful offeror/contractor is tasked with creating original images for the campaign.

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Q48 - Does DMPED have existing lists of audience targets for eblasts and digital targeting?

R48 - Yes, however, the successful offeror/contractor will need to expand on this list in order to reach the intended target audience.

Q49 - Is the intention for these campaigns to be full year campaigns starting in 2024?

R49 – The campaign is expected to begin this year.

Q50 - Is there a desire to create, or will there be video to use in this campaign?

R50 - Yes, please refer to the scope of work, but understand that is the floor and the District is looking to the successful offeror/contractor to propose creative ideas.

Q51 - The SOW includes requests from services that are not included in the Pricing Schedule, such as Photography, Video production, Event planning, etc. Should we combine the prices for those services within a specific line item? Or will the pricing schedule be updated accordingly?

R51 – The instructions is to provide pricing in a specific line item for now and our team will review the deliverables to see if that section needs to be adjusted for clarification.

Q52 - Is there a minimum number of focus groups to be conducted? How many people is the city looking to gather data from?

R52 - The District would like to see at least three focus groups. The first with residents. The second with real estate professionals including leaders, agents, and banking experts. Third with community leaders.

Q53 - Will DMPED handle all media placements including Social advertising?

R53 - DMPED will handle television placements. However, the successful offeror/contractor will be responsible for all other mediums.

Q54 - For the pricing schedule, are you looking for hourly rates or total price for deliverables?

R54 - The District would prefer to have offerors provide a fully loaded total price for the deliverables.

Q55 - Do you envision the podcast advertisement and the radio advertisements to be different ads? Or can the same be used for each one?

R55 - Podcast advertisement and radio advertisement may be similar, but tailored to the unique audiences.

Q56 - Do you foresee conducting focus groups prior to any creative development. Or, is the purpose of the focus groups to test messaging and advertisement developed as part of the campaign? Or to gather data that would then influence the creation of them or both

R56 - the purpose is both. the successful offeror/contractor should think through when in the process it would like to use focus groups to influence the campaign.

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Q57 - What kind of souvenirs? What kinds? How many? Should we budget or will DMPED purchase?

R57 - We are looking to the successful offeror/contractor to determine what souvenirs will fit in their proposals and include it in the budget.