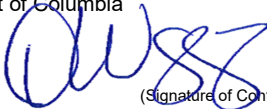


<b>AMENDMENT OF SOLICITATION / MODIFICATION OF CONTRACT</b>		1. Solicitation Number CFOPD-21-R-014		Page of Pages 1 Attachments	
2. Amendment/Modification Number  Amendment No. 1	3. Effective Date  See Box 16C	4. Requisition/Purchase Request No.	5. Solicitation Caption  Lottery Advertising Services		
6. Issued by: Code  Office of the Chief Financial Officer Office of Contracts 1100 4 <sup>th</sup> Street SW Suite E620 Washington, DC 20024		7. Administered by (If other than line 6)			
8. Name and Address of Contractor (No. street, city, county, state and zip code)  ALL POTENTIAL OFFERORS  Code Facility		<b>X</b>	9A. Amendment of Solicitation No. CFOPD-21-R-014		
			9B. Dated (See Item 11) January 12, 2021		
			10A. Modification of Contract/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 a <u>1</u> written 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):					
B. The above numbered contract/order is modified to reflect the administrative changes.					
C. This supplemental agreement is entered into pursuant to authority of:					
D. Other (Specify type of modification and authority) Administrative					
<b>E. IMPORTANT:</b> Contractor <input type="checkbox"/> is not <input type="checkbox"/> is required to sign this document and return 1 copy to the issuing office.					
14. Description of Amendment/Modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.)  The above referenced solicitation to provide a Lottery Advertising Service is hereby amended to reflect response to inquiries received (Attachment A).  <b>ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED</b>					
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		
			Anthony A. Stover or Drakus Wiggins		
15B. Name of Contractor  (Signature of person authorized to sign)		15C. Date Signed	16B. District of Columbia   (Signature of Contracting Officer)		16C. Date Signed  January 19, 2021

## **Attachment A**

### **The following are responses to inquiries received.**

Question 1. To clarify, a CBE is not required to subcontract, or even submit a subcontracting plan, if the CBE is going to perform the entire contract with its own resources, correct?

Response 1. Correct.

Question 2. If the CBE bidder does subcontract any portion of the contract, then 35% of the subcontracted amount must be to another CBE, correct?

Response 2. Correct, provided that, pursuant to Section H.3.2(a), the CBE offeror performs at least 35% of the contracting effort with its own organization and resources and submits a fully responsive subcontracting plan.

An offeror's proposal will be deemed non-responsive, if its subcontracting plan does not include the information required in Section H.3.4:

- (a) The name and address of the subcontractor;
- (b) A current certification number of the small or certified business enterprise;
- (c) The scope of work to be performed by the subcontractor; and
- (d) The price to be paid by the Beneficiary to the subcontractor;

The subcontracting plan information must be entered and submitted on the Attachment J.6 form.

Question 3. Section C.3.6.6.- Customer Relationship Management (CRM) (page 2) – The RFP requires the development of CRM banners designed to target specific audience and segment based on where a customer is in their life cycle. Can you provide an example of how you envision these types of banners will be used across the site or other DC Lottery products or platforms, or is there a current example you can provide?

Response 3. In preparation to re-solicit for Lottery Advertising Services following the cancellation of RFP No. CFOPD-21-R-007, DC Lottery provided additional requirements, a change in offeror instructions, and a change in the evaluation of award. The changes were based on:

- The DC Lottery launch of its iLottery platform and gaining new players daily as referenced in Section C.2.2,
- A new need for a service requirement to create and execute integrated engagement strategies for all digital platforms as referenced in Section C.3.6.6,

- A need to evaluate Offeror's approach to Customer Relationship Management (CRM) to create and execute integrated engagement strategies for all digital platforms as referenced in Section L.3.2.3.I.e, and
- A need to change the relative importance of the technical approach and methodology evaluation factor to indicate the most advantageous offeror for the District as referenced in M.3.1.

Banners will be used to promote new games, promotions and features. They will need to be visually appealing, impactful and have strong call to actions. The banners will be used on websites and in email marketing campaigns. Example of website banners can be found on [www.dcilottery.com](http://www.dcilottery.com).

Question 4. Section H.3.2 (page 38) of the RFP States "...The certified business enterprise shall perform at least 35% of the contracting effort with its own organization and resources and, if it subcontracts, 35% of the subcontracted effort shall be with a certified business enterprise..." Can you please provide clarification regarding this requirement regarding the portion to be subcontracted?

- a) Does the term "subcontracted effort" refer to subcontracting 35% of the Total Contract Value to a CBE (other than the Prime)?
- b) Or does the term "subcontracted effort" mean that any Prime who chooses to subcontract must award 35% of the subcontracted amount to a CBE partner?

Response 4. The term "subcontracted effort" means that any CBE Prime who chooses to subcontract must award 35% of the subcontracted amount to a CBE partner. Additionally, the CBE Prime must perform at least 35% of the total contract amount with its own organization and resources.