

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

BPA NO.

1. CONTRACT ID CODE

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2. AMENDMENT/MODIFICATION NO.
01

3. EFFECTIVE DATE
August 26, 2008

4. REQUISITION/PURCHASE REQ. NO.

5. PROJECT NO. (If applicable)

6. ISSUED BY
USAID/BOLIVIA
ACQUISITION AND ASSISTANCE OFFICE
3220 LA PAZ PLACE WASHINGTON DC 20521-3220

7. ADMINISTERED BY (If other than Item 6)
USAID/BOLIVIA
ACQUISITION AND ASSISTANCE OFFICE
3220 LA PAZ PLACE WASHINGTON DC 20521-3220

8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code)

To all Offerors/Bidders

(X) 9A. AMENDMENT OF SOLICITATION NO.

511-08-018

9B. DATED (SEE ITEM 11)
08-15-2008

10A. MODIFICATION OF CONTRACT/ORDER NO.

10B. DATED (SEE ITEM 13)

CODE FACILITY CODE

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers is extended, 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 1 copies of the amendment; (b) By acknowledging receipt of this amendment of each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. 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 change may be made by telegram or letter, provided each telegram or letter 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.

(X) A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) 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 date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).

C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:

D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor is not, is required to sign this document and return _____ copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

The purpose of this Amendment No. 1 to RFP No. 511-08-018 is to:

- a) Provide changes, and
- b) Include Questions and Answers Document.

Accordingly, the RFP is hereby amended as follows:

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)

16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)

Natalie J. Thunberg
Contracting Officer

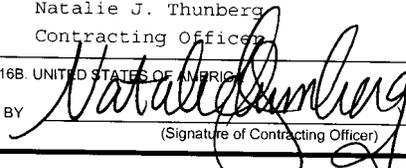
15B. CONTRACTOR/OFFEROR

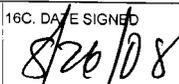
15C. DATE SIGNED

16B. UNITED STATES OF AMERICA

16C. DATE SIGNED

(Signature of person authorized to sign)

BY  (Signature of Contracting Officer)

 8/26/08

AMENDMENT No. 1 RFP 511-08-018
USAID/Bolivia Communications Activity

a) Under Section L.9 – REQUIRED CONTENTS FOR TECHNICAL PROPOSALS, DELETE the entire text up to Sub-Section entitled 1. Technical Approach and INSERT:

“The Offeror’s technical proposal will address the following factors, which are organized according to the technical evaluation criteria specified in Section M of this solicitation. The technical proposal must contain sufficient information to be analyzed and evaluated by USAID/Bolivia completely and fairly under all of the technical evaluation sub-factors.

In addition, offerors are to submit the following:

- A narrative technical proposal, in English (up to 15 pages maximum). The proposal should include the following:
 - A proposed overall communications plan for USAID, addressing the requirements contained within this Scope of Work and proposing the best approach to develop the list of deliverables included in this Scope of Work.
 - A creative concept with all backup material (samples, storyboards or others) that the firm believes would be effective for the USAID communications campaign, consistent with existing USAID’s branding and marking policy.
- Annexes to the narrative technical proposal demonstrating the following (one page per item listed below, along with a set of multimedia disks containing the main backup products):
 - Experience in similar campaigns in Bolivia during the last five years, describing challenges, main concepts, products, media plans and results. A portfolio of conducted campaigns should be sent in a CD or DVD, explaining the offeror’s particular and specific involvement.
 - Demonstrated experience in communications for governmental or non-profit organizations.
 - Demonstrated experience in conducting polling and focus groups.
 - Identification and brief description of subcontractor companies with whom the offeror intends to work.
 - Resumes of key personnel, as stated below.”

b) At the end of Section L.10 INSTRUCTION FOR THE PREPARATION OF THE COST PROPOSAL, INSERT:

“In addition, offerors are to submit a complete and disaggregated budget for the entire campaign, including the analysis, design, production, dissemination, operation and evaluation phases. The media dissemination costs should clearly present the terms of each proposed contract (spaces, cost per second, improved costs by working through the offeror, etc.)”

QUESTIONS AND ANSWERS
RFP 511-08-018
USAID/BOLIVIA COMMUNICATIONS ACTIVITY

<i>No</i>	<i>QUESTION</i>	<i>ANSWER</i>
1.	Section L.7 states the "...technical proposal body shall not exceed fifteen (15)...pages", however, Section L.9 states "A narrative technical proposal, in English (up to 20 pages maximum). Please clarify.	Cleared and corrected in this Amendment No. 1 to the RFP. The total pages for the technical proposal shall not exceed 15.
2.	Section L.9 requests offerors to submit the following: "A creative concept with all backup material (samples, storyboards or others) that the firm believes would be effective for the USAID communications campaign, consistent with existing USAID's branding and marking policy." Please clarify whether backup materials – such as the samples and storyboards – may be provided as annexes to the technical proposal, or if they count against the page limit.	Backup materials are not counted against the 15 page limit, they may be provided as annexes to the technical proposal.
3.	Section L.9 requests offerors to submit the following: "A proposed complete and disaggregated budget for the entire campaign, including the analysis, design, production, dissemination, operation and evaluation phases. The media dissemination costs should clearly present the terms of each proposed contract (spaces, cost per second, improved costs by working through the offeror, etc.)" Please confirm that budget (financial) information should be included in the technical proposal and not solely confined to the cost proposal (to be presented separately).	Technical Proposals must not make reference to specific costs or detailed pricing data in order that the technical evaluation may be made strictly on the basis of technical merit. This Amendment No. 1 to the RFP addresses this subject and clarifies any discrepancy.
4.	Please clarify whether we may include the draft first-year work plan and performance monitoring plan as authorized attachments to the proposal, or if they are to be counted towards the page limit for the technical proposal.	The draft first-year work plan and Performance Monitoring Plan are not counted against the 15 page limit.
5.	Section L.9 asks offerors to submit four types of information and multimedia disks containing the main backup products: (1) experience in similar campaigns in Bolivia; (2) demonstrated experience in communications for governmental or non-profit organizations; (3) demonstrated experience in conducting polling and focus groups; and (4) identification and brief description of subcontractor companies. Please confirm that subcontractors' experience in Bolivia should be included in the description of items 1-3, as well on any multimedia disks submitted.	Yes, please include your subcontractors' experience in Bolivia. We will need this information to evaluate the expertise and qualifications of the subcontractors proposed by your company.

QUESTIONS AND ANSWERS
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6.	Given the level of public relations outreach being considered under this contract, are there any plug figure amounts that should be used for development and dissemination of activities?	Offerors should propose an estimated amount that they consider adequate to meet the objectives of the program, we do not have plug numbers. However, the budget range for year 1 is up to \$500,000
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