NOTICE OF AMENDMENT-1

TO: NEONICHE STRATEGIC LLC
3140 N. WASHINGTON CLVD
SUITE 203
ARLINGTON VA 22201

DATE ISSUED: October 8, 2013
REFERENCE NO: 220-11-3
CONTRACT TITLE: DES - MARKETING/PR COMMUTER SERVICES
PRIOR REFERENCE NO: 438-09-3

THIS IS A NOTICE OF AMENDMENT OF CONTRACT AND NOT AN ORDER. NO WORK IS AUTHORIZED UNTIL THE VENDOR RECEIVES A VALID COUNTY PURCHASE ORDER ENCUMBERING CONTRACT FUNDS.

The contract term covered by this Notice of Award is effective OCTOBER 7, 2013 and expires on MAY 30, 2015.

contract pricing:

1) REFER TO REVISED EXHIBIT B FOR FY 2013.

2) PRICING REMAINS THE SAME FOR THIS TERM. PRICE ADJUSTMENTS FOR EXTENSION OPTIONS BASED ON DOL CPI-U FOR THE MONTH OF FEBRUARY.

attachment:

Amendment 1

employees not to benefit:

No county employee shall receive any share or benefit of this contract not available to the general public.

VENDOR CONTACT: MARK MOONEY
VENDOR PAYMENT TERMS: NET 30 DAYS
TIN (EIN/SSN): 26-1141454

VENDOR TEL. NO.: 703-247-2125
VENDOR EMAIL: mark.mooney@neonichestrategies.com

COUNTY CONTACT: SARAH O’CONNELL
COUNTY TEL. NO.: 703-228-4797

contract authorization

Elizabeth B. Dooley, CPPD, CPPB
ASSISTANT PURCHASING AGENT

DISTRIBUTION

VENDOR: 1
BID FOLDER: 1
ARLINGTON COUNTY, VIRGINIA
AGREEMENT NO. 438-09-3

AMENDMENT NUMBER 1

This Amendment Number 1 ("Amendment") is made on the date of execution of the Amendment by the County and amends Agreement Number 438-09 dated June 18, 2010 ("Main Agreement"), and made between NeoNiche Strategies LLC, 3140 N. Washington Clvd, Suite 203, Arlington, VA 22201 ("Contractor") and the County Board of Arlington County, Virginia ("County").

Whereas the County and the Contractor desire to amend the Main Agreement by adding new Work to the Main Agreement. The Contractor and the County, in consideration of the promises and other good and valuable consideration specified in this Amendment, amend the Main Agreement, as follows:

1. EXHIBIT A – SCOPE OF WORK, SHALL BE AMENDED TO ADD THE FOLLOWING WORK:

The Arlington Initiative to Rethink Energy (AIRE) is seeking support to expand its current outreach and education efforts. AIRE aims to reach Arlington County residents, businesses, and visitors with the key message that we are rethinking energy in Arlington. We are committed to energy practices that will make Arlington County a more prosperous, healthful, safe, and secure place to live, work, and play.

At the direction of the County Project Officer, for the AIRE Work, the Contractor shall provide support in the form of 2-person "street teams" to serve as extensions of the AIRE team enabling program visibility in the community. In some cases, the street teams would be the only program representatives at a small community event, like the Farmers Markets, or a popular community location, like Malls, Metro Stations, or Community Centers. In other cases, the street teams would be supplementary staff at larger events, such as the Arlington County Fair, Taste of Arlington, or Energy Journey.

In all cases, the street teams would be able to answer general questions about AIRE programming, to include a list of Frequently Asked Questions. The street teams should be interacting and engaging with the audience by encouraging participation in an activity, such as a pledge or a game.

On average, the Contractor street teams would attend 2 events per month for one year, as directed by the County Project Officer. For each event attended, the Contractor street teams will provide a report including: number of attendees, number of engagements, and general commentary from the public to the County Project Officer as detailed below.

To achieve this activity, the Contractor shall:

• Meet with the County, either in person or via conference call and as determined by the County Project Officer, each month to identify and determine which events will be staffed, when, and for what length of time. The Contractor shall only staff events as approved by the County Project Officer.
• Complete up to 40 hours of initial training hosted by County staff to Contractor staff and street team leads. This training will provide the Contractor with the information and resources to adequately communicate AIRE information to the various audiences at each event to be staffed.

• Provide up to 24 hours of creative support only as directed by the County Project Officer, which may include items such as the design and copy of pledge forms or other collateral.

• Attend up to twenty-four (24) 4-hour events with 2-person street teams, plus the coordination of event participation for each event.

• Provide logistical and training support for event staffing and participation.

• Provide a report within five (5) business days following each event staffed including the number of attendees, number of engagements, and general commentary from the public.

The Contractor shall use the hourly rates established in Exhibit B of the Main Agreement. Invoices will be submitted by the end of the month documenting tasks completed and fee requested.

All other terms and conditions of the Main Agreement, as amended shall remain in full force and effect.

WITNESS THESE SIGNATURES:

THE COUNTY BOARD OF ARLINGTON COUNTY, VIRGINIA

SIGNED BY: ____________________________ SIGNED BY: ____________________________

PRINT NAME: RICHARD D. WARREN, JR. PRINT NAME: MARK J. MOONEY, JR.

AND TITLE: PURCHASING AGENT AND TITLE: CEO

DATE: 10/7/13 DATE: 10/6/13