Attachment 3

ADDENDUM to FAR 52.212-1, INSTRUCTIONS TO QUOTERS--COMMERCIAL PRODUCTS AND COMMERCIAL SERVICES (SEP 2023)

1. GENERAL INSTRUCTIONS

1.1 Quoters shall read and follow all instructions. Instructions are set forth herein for the Quoters to prepare and submit a quote to the Government in response to this solicitation. **Quoters are advised to carefully review this solicitation and all attachments in its entirety before preparing and submitting their Quotes.**

1.2 Failure to submit the required information requested or comply with any volumes of instructions may result in the Quoter's entire quote being rejected. Quoters are cautioned that quotes containing less than the minimum information required by these instructions may be rejected by the Government and eliminated from further consideration for award. Additionally, submission of password-protected documents will render the quote ineligible for consideration.

1.3 The quote should not simply rephrase or restate the Government's requirements but shall provide convincing rationale to address how the Quoter intends to meet these requirements. **Including statements such as "will comply," "noted and understood," and "in accordance with best industry practices/standards," etc. without providing supporting narrative are not sufficient.**

1.4 **Questions/Clarifications:** All inquiries and clarifications requests must be made in writing and submitted to the following email address: Ms Tiffany Brown (Contract Specialist) at Tiffany.A.Brown@dodea.edu and Ms ShaHannah Brown (Contracting Officer) at ShaHannah.Brown@dodea.edu. Written inquiries will be answered in writing through issuance of a solicitation amendment. The deadline for submission of written questions regarding this solicitation is **21 July 2026 at 10:00am EST**. The Government reserves the right to not respond to questions received after this date.

a. Quoters shall clearly identify the specific volume and section of the solicitation to which each question relates when submitting questions. Reference should be made to the solicitation section heading, page number of the solicitation, specific location on the page (e.g., third paragraph) to facilitate the Government's response to each question.

Question #	**Reference**	**Question Category**	**Question**
#	Solicitation or Attachment Section	Contractual or Technical	Question

b. If amendments to the solicitation are issued, all Quoters must acknowledge the amendments by signing the accompanying Standard Form (SF30) and returning the signed

SF30 for all amendments issued with their quote submission.

c. A consolidated list of all questions and answers will be provided via an amendment to the RFQ posted on SAM.gov. It is the sole responsibly of the Quoters to monitor the website for Government postings containing information applicable to this RFQ.

1.5 **System for Award Management (SAM).** The Quoter must be registered and active in the SAM database by the quote due date. Registration instructions are available at https://sam.gov

1.6 **Late Quotes.** Notwithstanding any other provisions of this solicitation, Quotes received after the exact date and time specific herein for receipt of Quotes are late and shall not be considered for award.

1.7 **Period of acceptance of Offers.** The Quoter agrees to hold the prices in its offer for 120 calendar days from the date specified for receipt of offers.

2. SUBMISSION OF QUOTES

2.1 Due Date/Time: All Quotes shall be submitted no later than **28 July 2026 at 10:00am EST.** The Quote submission due date and time are specified in Block 8, SF 1449, of this solicitation form 1449.

2.2 Submission Method: Quotes shall be submitted via email to the following email address: Ms Tiffany Brown (Contract Specialist) at Tiffany.A.Brown@dodea.edu and Ms ShaHannah Brown (Contracting Officer) at ShaHannah.Brown@dodea.edu.

a. Page Size and Format

Quoters shall ensure that the contents of the files print on standard 8 ½" by 11" paper. Quoters shall use Times New Roman 12-point font or larger text, Arial 10-point font or larger for the tables and text in headers/footers, and Arial 8-point font or larger for graphics. When both sides of a sheet display printed material, it shall be counted as two (2) pages. The technical volume of the Quote is to be submitted as MS Word or PDF document.

b. Page Limitations

Quoter shall submit a complete Quote package in separate files with page limitations as shown below.

Volume	Title	Page Limitation
I	Administrative Cover Letter	10
II	Factor 1: Technical Capability	10. Any pages of this volume beyond **10** pages will not be evaluated.
III	Factor 2: Price Quote	Unlimited; Attachment 5-Pricing Sheet

Attachment 3

3. Quote Content

Quoters shall submit Quotes consisting of the following volumes and include the content identified therein. Quoters shall limit their Quotes to the specific content identified within the scope of this requirement. No optional or supplemental products will be considered or evaluated outside of the scope of the work.

Volume I: Administrative Cover Letter: The signed cover letter shall include the following information:

a. Name of Quoter
b. Tax Identification number (TIN).
c. Unique Entity Identifier.
d. Complete Business Mailing Address.
e. Cage Code/NAICS Code.
f. Point of Contact Name, Phone Number, and Email Address
g. Date of Quote
h. Quote/Solicitation Number.
i. A statement that certifies the extent of agreement with all terms, conditions, and provisions, included in the solicitation.
j. A statement of Quote validity of a minimum of 120 days from the date of receipt by the Government. Include signed copies of amendments to this solicitation, if applicable.
k. Assumptions, Conditions or Exceptions to this solicitation.
l. Copy of the Quoter's Representations and Certifications must be provided. If all representations and certifications are completed and current in SAM.gov, the Quoter may instead include a statement confirming their SAM record is complete and up to date.
m. Completed Attachment 5 – Pricing Sheet
n. Completed Attachment 6 – DoDEA Cloud Questionnaire
o. Completed Attachment 7 – Terms of Use Addendum

Section 508 Compliance:

1. Provide an Accessibility Conformance Report (ACR) for each commercially available Information and Communication Technology (ICT) item offered through this contract. Create the ACR using the Voluntary Product Accessibility Template Version 2.1 or later, located at https://www.itic.org/policy/accessibility/vpat. Complete each ACR in accordance with the instructions provided in the VPAT template. Each ACR must address the applicable Section 508 requirements referenced in the PWS and Accessibility Requirements Statement (ARS). Each ACR shall state exactly how the ICT meets the applicable standards in the remarks/explanation's column, or through additional narrative. All "Not Applicable" (N/A) responses must be explained in the remarks/explanation's column or through additional narrative. Address each standard individually and with specificity and clarify whether conformance is achieved throughout the entire ICT Item (for example – user functionality, administrator functionality, and reporting), or only in limited areas of the ICT Item. Provide a description of the evaluation methods used to support Section 508 conformance claims. The agency reserves the right, prior to making an award decision, to perform testing on some or all of the vendor's proposed ICT items to validate Section 508 conformance claims made in the ACR.

2. Describe your approach ensuring all social media content (images, videos, documents) includes accessibility

features such as:

a. Alternative text for images
b. Close captions and transcripts for videos
c. Accessible PDFs and documents
d. Proper color contrast and keyboard navigation support.

3. Describe your plans for addressing any features that do not fully comply with Section 508 Standards.

Volume II: Factor 1 - Technical Capability

The Quoter shall submit a technical narrative that thoroughly details its methodology for executing all requirements within the Performance Work Statement (PWS). This narrative must demonstrate the Quoter's capabilities and comprehensive understanding by explaining its approach to the following PWS paragraphs:

- 2.1 Social Media Management Platform (SMS)/Additional Pages to include subparagraphs Tasks 1, Task 2, and Task 3.
- 2.2 Technical Requirements to include subparagraphs Task 1, and Task 2.

Volume III: Factor 2 – Pricing Submission

(1) The Quoter shall submit their pricing in an excel spreadsheet in accordance with the Contract Line-Item Numbers (CLIN) structure in Attachment 5, Pricing of this solicitation. The Quoter shall quote prices for the base year and four option years, which shall be evaluated for fairness and reasonableness. The Government reserves the right to determine quotes with incomplete pricing to be ineligible for award.

(2) The price quoted shall include a completed pricing sheet in the attached format. The Quoter may submit a modified pricing sheet that is more appropriate to their standard commercial practice than what is provided. In accordance with FAR 52.217-8, the option to extend services for an additional six-months will be included in this solicitation. The Quoter shall provide pricing for the six-month extension in Attachment 5 Pricing. In addition, the Quoter shall reference the CLINs. The Government may exclude quotes from further consideration if any items described in the technical quote are not included in the pricing schedule.