

**DETERMINATION AND FINDINGS
FOR A
SOLE SOURCE PROCUREMENT**

CONTRACT NO: RQ892624

CAPTION: DC Green Diet

PROPOSED CONTRACTOR: Going Green Today (GGT)

PROGRAM AGENCY: District Department of the Environment (DDOE)

FINDINGS

1. **AUTHORIZATION:**

D.C. Official Code §2-354.04(b), 27 DCMR §§ 1705.2 and 1901.4

2. **MINIMUM NEED:**

The District Department of the Environment has many programs that strive to support lowering utility costs, educating and incentivizing business leaders and industry professionals to preserve resources and implement low impact development, and preserve the District’s environment. While DDOE engages with many District residents on DDOE programs and initiatives, the agency requires assistance in directly engaging, educating and supporting District residents. This procurement would assist the agency in communicating critical sustainability and green efforts to District residents.

As part of the District’s efforts to help make the District of Columbia the greenest and most sustainable city in the nation, the “DC Green Diet” aims to foster sustainability into every household in the District of Columbia by establishing a new social norm in green living and resource conservation. This new green social norm will occur when a specific density of the population has engaged in the “DC Green Diet”—a 90-day challenge that results in lasting behavioral change with direct, measurable financial environmental benefits. The goal for each resident engaged in the program is a lifestyle change that would save them an average of \$2,000 each year in utility costs and lower their individual carbon footprint by one third or about 6,000 tons.

3. **ESTIMATED REASONABLE PRICE:** \$50,000.00

The cost of advertising with Going Green Today and working with their program to support our efforts is \$50,000, which includes enrolling up to 6,500 individuals, ad placing on bus shelters outreach postcards, and on their website and emails, and reporting engagement metrics to DDOE on a regular basis. Because this program has received initial grant funding to build the online platform and is already active in the DC Metro Area, there are no other similar programs or products on the market. Although some utility companies publish tips and home energy audits to help individuals save energy, there are no other programs inclusive of all aspects of living a

sustainable lifestyle, or other programs that are this engaging. Based on review of other advertising contracts awarded by DDOE, the cost of \$50,000 is a reasonable cost considering the amount of exposure, ability to craft the message, and result that moves the District closer to meeting our sustainability goals.

4. FACTS THAT JUSTIFY SOLE SOURCE PROCUREMENT:

- A. Based in the District, GGT has reversed engineered Sustainable D.C. plan and every action taken by a resident can measurably move plan forward.
- B. Distinctive ability to measure and quantify resident demand-side reduction. To date, through pilot programs nationally and regionally, GGT has enrolled 2819 individuals in the Challenge. On average, each person has completed 8 ‘zero’ cost green action and 1 moderate cost action. Based on regional water/waste/electrical and gas averages these efforts have already achieved measurable savings.
- C. GGT focuses on ALL aspects of sustainability- water, food, transport, consumer patterns, energy, economy, natural spaces, education, civic engagement, work and style of living.

5. CERTIFICATION BY AGENCY HEAD:

I hereby certify that the above findings are true, correct and complete.

Date

Tommy Wells
Agency Director
District Department of the Environment

6. CERTIFICATION BY CONTRACTING OFFICER:

I have reviewed the above findings and certify that they are sufficient to justify the use of the sole source method of procurement under the cited authority. I certify that the notice of intent to award a sole source contract was published in accordance with 27 DCMR § 1304 and that no response was received. I recommend that the Chief Procurement Officer approve the use of the sole source procurement method for this proposed contract.

Date

Robyn N. Johnson
Agency Contracting Officer
District Department of the Environment

DETERMINATION

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive solicitation process under either Section 402 or 403 of the District of Columbia Procurement Practices Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code § 2-354.02 or 2-354.03). Accordingly, I determine that the District is justified in using the sole source method of procurement.

Date

George Schutter
Chief Procurement Officer
Office of Contracting & Procurement