

ITEM No.1 Section L.2.1
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L.2.1 TECHNICAL PROPOSAL

L.2.1.1 The Offeror shall submit the following information described in Section L.2.1.2, L.2.1.3 and L.2.1.4

Proposals shall be organized and presented in the following three (3) separate sections:

- Section 1 – Technical Approach
- Section 2 – Past Performance
- Section 3 – Attachments

L.2.1.2 **Section 1 - Technical Approach:**

- a. The Offeror's shall describe the Offeror's mission and vision and how the Offeror's mission and vision position the Offeror to perform the required services as described in C.5;
- b. A narrative to describe the Offeror's understanding of the required services (C.4) including knowledge of and application of the Applicable Documents contained in C.2;
- c. The Offeror shall provide a detailed description of the Offeror's technical approach and methodology to provide the required services described in C.5 including the following:
 - 1. Corridor Assessment and Existing Conditions
 - 2. Market Study
 - 3. Niche Market Feasibility Analysis
 - 4. Redevelopment Opportunities
 - 5. Neighborhood Indicators
 - 6. Potential Streetcar Alignment Economic Development Benefits Analysis
 - 7. Public Engagement and Project Management
- d. The Offeror shall describe any creative approaches, special techniques and skills that the offeror will provide in order to accomplish the requirements of this solicitation.

L.2.1.3 Section 2- Past Performance:

- a. The Offeror shall describe its experience with developing a vision plan and revitalization strategy similar in size and scope as the required services described in Section C.
- b. The Offeror shall provide three (3) references able to verify the Offeror's capability to perform the required services specified in this RFP;
- c. A list of contracts and subcontracts the Offeror has performed similar in size and scope as the required services described in Section C.3 within the past five (5) years. The Offeror's list shall include the following information for each contract or subcontract:
 1. Name of contracting activity;
 2. Contract number;
 3. Contract type;
 4. Contract duration (or Period);
 5. Total contract value;
 6. Description of work performed;
 7. Contact Person name, phone, and e-mail address
- d. Offeror shall submit at a minimum three (3) completed Past Performance Evaluation Forms provided as Attachment J.9 from the list of contracts identified in L.2.1.2 c above.

L.2.1.4 Section 3- Attachments: The Offeror shall provide in this section the following documents and pertinent information:

- A) Solicitation offer and award form;
- B) Attachments J.3, J.4, and J.7 of this RFP;
- C) Completed and signed representations and certifications and other required statements of the offeror found in Section K;
- D) Copy of valid business license if currently conducting business in the District of Columbia;

L.2.2 Price Proposal - The information in this section facilitates the evaluation of the offeror's price proposal. The price proposal will be evaluated separately from the technical proposal. The offeror shall include the following information in the price proposal:

- a) The complete price schedule (Section B) showing the separate, total proposed price for developing a vision plan and revitalization strategy inclusive of all costs and price;
- b) Cost/price data – Attachment J.8

ITEM No. 2 Section M.4
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M.4. Preferences for Certified Business Enterprises

Under the provisions of the “Small, Local, and Disadvantaged Business Enterprise Development and Assistance Act of 2005”, as amended, D.C. Official Code § 2-218.01 *et seq.* (the Act), the District shall apply preferences in evaluating proposals from businesses that are small, local, disadvantaged, resident-owned, longtime resident, veteran-owned, local manufacturing, or local with a principal office located in an enterprise zone of the District of Columbia.

M. 4.1 Application of Preferences

For evaluation purposes, the allowable preferences under the Act for this procurement shall be applicable to prime contractors as follows:

M. 4.1.1 Any prime contractor that is a small business enterprise (SBE) certified by the Department of Small and Local Business Development (DSLBD) will receive the addition of three points on a 100-point scale added to the overall score for proposals submitted by the SBE in response to this Request for Proposals (RFP).

M. 4.1.2 Any prime contractor that is a resident-owned business (ROB) certified by DSLBD will receive the addition of five points on a 100-point scale added to the overall score for proposals submitted by the ROB in response to this RFP.

M. 4.1.3 Any prime contractor that is a longtime resident business (LRB) certified by DSLBD will receive the addition of five points on a 100-point scale

added to the overall score for proposals submitted by the LRB in response to this RFP.

- M. 4.1.4** Any prime contractor that is a local business enterprise (LBE) certified by DSLBD will receive the addition of two points on a 100-point scale added to the overall score for proposals submitted by the LBE in response to this RFP.
- M. 4.1.5** Any prime contractor that is a local business enterprise with its principal offices located in an enterprise zone (DZE) certified by DSLBD will receive the addition of two points on a 100-point scale added to the overall score for proposals submitted by the DZE in response to this RFP.
- M. 4.1.6** Any prime contractor that is a disadvantaged business enterprise (DBE) certified by DSLBD will receive the addition of two points on a 100-point scale added to the overall score for proposals submitted by the DBE in response to this RFP.
- M. 4.1.7** Any prime contractor that is a veteran-owned business (VOB) certified by DSLBD will receive the addition of two points on a 100-point scale added to the overall score for proposals submitted by the VOB in response to this RFP.
- M. 4.1.8** Any prime contractor that is a local manufacturing business enterprise (LMBE) certified by DSLBD will receive the addition of two points on a 100-point scale added to the overall score for proposals submitted by the LMBE in response to this RFP.

M. 4.2 Maximum Preference Awarded

Notwithstanding the availability of the preceding preferences, the maximum total preference to which a certified business enterprise is entitled under the Act is the equivalent of twelve (12) points on a 100-point scale for proposals submitted in response to this RFP. There will be no preference awarded for subcontracting by the prime contractor with certified business enterprises.

M. 4.3 Preferences for Certified Joint Ventures

When DSLBD certifies a joint venture, the certified joint venture will receive preferences as a prime contractor for categories in which the joint venture and

the certified joint venture partner are certified, subject to the maximum preference limitation set forth in the preceding paragraph.

M. 4.4 Verification of Offeror's Certification as a Certified Business Enterprise

M. 4.4.1 Any vendor seeking to receive preferences on this solicitation must be certified at the time of submission of its proposal. The contracting officer will verify the offeror's certification with DSLBD, and the offeror should not submit with its proposal any documentation regarding its certification as a certified business enterprise.

M. 4.4.2 Any vendor seeking certification or provisional certification in order to receive preferences under this solicitation should contact the:

Department of Small and Local Business Development
ATTN: CBE Certification Program
441 Fourth Street, NW, Suite 970N
Washington DC 20001

M. 4.4.3 All vendors are encouraged to contact DSLBD at (202) 727-3900 if additional information is required on certification procedures and requirements.

ITEM No. 3 Section J

INSERT: J.9-Past Performance Evaluation Form /Solicitation Attachments
(www.ocp.dc.gov)