

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
Office of Contracting and Procurement**



REQUEST FOR PROPOSALS

TO: PROSPECTIVE OFFERORS

Solicitation No.: DCOP-2009-Q-1948

Caption: Graphics for the District's Zoning Codes

Issuance Date: May 29, 2009

Due Date: June 12, 2009 @ 10:00 a.m.

The Government of the District of Columbia (District), Office of Contracting and Procurement (OCP), on behalf of the District of Columbia Office of Planning (OPM) seeks the services of a contractor to provide graphics for the update of the District's Zoning REgulations. The Contractor shall work directly with OP to create and develop graphic aids which will illustrate different regulations of the code, utilizing a consistent format and aesthetic. The period of performance shall be one year from date of award of the contract.

The task order proposal should be prepared according to the instructions listed below:

1. Proposal Submission Requirements

The task order proposal shall consist of two parts, separately bound: Technical and Price, four (4) copies each. Each shall be submitted in a sealed envelope conspicuously marked: "The Request for Proposal in response to Solicitation No. DCOP-2009-Q-1948 for Graphics to the District's Zoning Codes."

All proposals must be submitted on 8.5" by 11" paper and typewritten. Electronic and fax submission of proposals will be accepted.

2. Technical Proposal

This section shall be submitted under a separate cover titled "**Technical Proposal**". The technical portion shall, at a minimum:

A. Technical Approach:

- 1) Present a written narrative of the services the offeror will provide, including evidence of the offeror's understanding of the technical components of the requirements and an awareness of the scope and complexity of services to be provided; and
- 2) Identify specific creative and innovative features of the services, and the expected benefits to be derived from these features.

B. Past Performance of Performance of Offeror

This factor considers the Offerors past performance in performing services similar to the required services described in Section C of this solicitation. This factor includes an examination of the quality of services provide, timeliness in service delivery, business practices, and overall satisfaction of the Offeror's performance.

- a) Provide information on three (3) similar projects completed; and
- b) Include examples of completed deliverables (e.g., graphics packages in hard copy form or on the offeror's or a client's website).

C. Technical Expertise:

This factor considers the technical expertise of the offeror to perform the District's requirements as described in Section C of this solicitation. This factor encompasses all components of the offeror's staff including the offeror's organizational structure and the qualifications and expertise of the offeror's proposed staff. This factor considers the importance of the interrelationships of each staff component toward the contribution of performing the service requirements.

- a) Provides information on your project team – who will lead the project, which staff members will work on the project, why were they chosen for the project, and how they will handle interacting with the Office of Planning to deliver an on time and on budget project.

3. Price Proposal

This section shall be submitted under a separate cover titled **“Price Proposal”**. It shall include the total price for the entire project; the hourly rate, number of hours and function for the skill categories to be utilized. Unless otherwise directed in writing, the price proposal shall, at a minimum include:

- a. Data to support its firm fixed-price of each task (eg. hourly rates, number of hours, skill categories).
- b. Completed Price Schedule, **Attachment B**.

4. Evaluation for Award

Award shall be made from this solicitation to the responsible offeror whose offer is most advantageous to the District, based upon the evaluation criteria specified below. The District reserves the right to reject any or all proposals determined to be inadequate or unacceptable. The District may award a contract on the basis of initial offers received without discussions. Therefore, each initial offer should contain the offeror's best terms from a fixed price basis and technical standpoint.

5. Proposal Evaluation

The technical evaluation criteria set forth below have been developed by the program office and has been tailored to their requirements in this particular solicitation. The offeror is informed that these criteria, (1) serve as the standard against which all proposals will be evaluated and (2) serve to identify the significant matters which the offeror should specifically address in complying with the requirements of this solicitation.

The Offeror's technical proposal and price proposal will be evaluated separately. The Offeror are advised that the technical and price proposals will be evaluated by the Government based on the criteria outlined below. Technical Factors are more important than the price.

a. Technical Evaluation Criteria

This award will be based on the following technical evaluation factors (in descending order of importance):

1. **Technical Approach - 25 Points:** The Offeror has presented and acceptable approach to completing the graphic aids. Offeror has the ability to provide the required services and to complete deliverables.
2. **Past Performance of Offeror - 35 Points:** The Offeror has demonstrated their successful completion of similar services.
 - The Offeror must submit with their proposal the Past Performance Evaluation Form (Attachment C) completed by at least three (3) entities for whom similar services have been provided in the past.
3. **Technical Expertise - 20 Points:** The Offeror has demonstrated their experience and the qualifications of those to be assigned to this project.

4. **Price - 20 Points:** The price evaluation will be objective. The proposal with the lowest realistic price for the base year and option years will receive the maximum price points. All other proposals will receive a proportionately lower total score. The following formula will be used to determine each offeror's evaluated price score.

$$\frac{\text{Grand Total of Lowest Proposal Price Offered}}{\text{Price Score Grand Total of Proposal Being Evaluated}} \times 20 \text{ weight} = \text{Evaluated Price Score}$$

6. TECHNICAL RATING

The Technical Rating Scale is as follows:

Numeric Rating	Adjective	Description
0	Unacceptable	Fails to meet minimum requirements; e.g., no demonstrated capacity, major deficiencies which are not correctable; offeror did not address the factor.
1	Poor	Marginally meets minimum requirements; major deficiencies which may be correctable.
2	Minimally Acceptable	Marginally meets minimum requirements; minor deficiencies which may be correctable.
3	Acceptable	Meets requirements; no deficiencies.
4	Good	Meets requirements and exceeds some requirements; no deficiencies.
5	Excellent	Exceeds most, if not all requirements; no deficiencies.

For example, if a sub factor has a point evaluation of 0 to 6 points, and (using the Technical Rating Scale) the District evaluates as "good" the part of the proposal applicable to the sub factor, the score for the sub factor is 4.8 (4/5 of 6). The sub factor scores will be added together to determine the score for the factor level.

7. OPEN MARKET SOLICITATIONS (SUPPLIES & SERVICES)

If an offeror intends to subcontract under this solicitation, it must subcontract at least 35% of the dollar volume of this contract in accordance with the provisions. The prime contractor responding to this solicitation shall be required to submit with its proposal, a notarized statement detailing its subcontracting plan. Proposals responding to this RFP shall be deemed nonresponsive and shall be rejected if the bidder intends to subcontract in accordance with the provisions specified on page 12, Section 1.1.

8. Term of Contract

The term of this contract will be one (1) year from date of award.

9. Proposal Submission

If via Mail to:

Office of Contracting and Procurement

441 4th Street, N.W.

Suite 703 South, Bid Counter Room

Washington, D.C. 20001

Attention: Linda Thomas, Contract Specialist

If via Email to:

linda.thomas@dc.gov

If via Fax to:

202-727-0245

10. Proposal Submission Date

The closing date for receipt of proposals is June 12, 2009 by 10:00 a.m. local time.

11. QUESTIONS

Questions may be referred to Linda Thomas by email at linda.thomas@dc.gov regarding the solicitation must be received in writing no later than close of business Friday, June 5, 2009.

Attachments

A: Statement of Work

B: Price Schedule

C: Past Performance Evaluation Form

ATTACHMENT A

STATEMENT OF WORK (SOW)

1. SCOPE

The Contractor shall provide graphics to support the text of the OP's zoning review work. The Contractor shall work directly with OP to become familiar with all the information intended to inform the creation of graphic aids for the District's zoning code. The Contractor shall be responsible for knowledge or research of a variety of methods, both within and outside the planning and building industry, that are intended to aid a reader in understanding descriptive or regulatory text.

1.1 APPLICABLE DOCUMENTS

Item No.	Document Type	Title	Online
01	DC Zoning Regulations	Title XI of the District of Columbia Municipal Regulations (11DCMR)	Yes
02	2006 DC Comprehensive Plan	Title X of the District of Columbia Municipal Regulations (10DCMR)	Yes
03	Research Study	DC Office of Zoning , DC Zoning Regulations Reengineering Study: Discussion of Enhancements	Yes

1.2 DEFINITIONS

Important note on spatial information

The Office of Planning manages spatial information using GIS software from ESRI, and most other data and documents using Microsoft Office 2003 for Windows. We use Adobe InDesign CS3 and Quark Express for desktop publishing. Consultants wishing to exchange maps and data effectively with OP should plan to use ESRI ArcMap 9.3 or equivalent GIS software. OP will provide base mapping and other data in ESRI shapefile or geodatabase formats; CAD-format data will be provided only for design-related projects or as specified explicitly in the scope of work. All maps, data, and documents developed for OP must be delivered in acceptable electronic formats. OP prefers maps in ESRI ArcMap format; at minimum, spatial information developed for OP should be delivered in ESRI shapefiles or in comparable geodatabase formats. (Note: key map information must be delivered as geographic features stored in layers; simple graphic elements drawn on a map are not acceptable.) CAD-based maps are acceptable only for design-related projects or as specified explicitly in the scope of work. Highly generalized ("blob") maps may be delivered in editable graphic formats, but should be derived from OP's base map information. Maps showing specific location information must be delivered in ESRI ArcMap-compatible format.

Unless specified otherwise within the Requirements section, C.3, all other information and documents should be provided in Microsoft Office 2003, Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe InDesign CS3 or QuarkXPress formats.

In all cases, data sets must be delivered with sufficient documentation for OP to be able to assess what they contain and to reuse them in subsequent efforts. Use of data delivered to OP should not be limited by third party license restrictions.

Consultants are responsible for printing 5 copies of all required documents and a single copy of all required maps and graphics unless otherwise specified in the scope of work.

All software or database development tasks and any use of non-standard graphics or presentation software must be reviewed by the OP Chief Information Officer. Any licensed fonts used in deliverables to OP must be provided to OP, together with proof of license for OP to use those fonts to make edits to those deliverables (other than fonts included with Windows XP or OP's standard software packages).

2. BACKGROUND

District of Columbia Mayor Adrian Fenty included among his first-year priorities a comprehensive rewrite of the District's Zoning Regulations. OP has been given lead responsibility in developing and writing the new regulations. OP has initiated a broad public process for the formulation of a new zoning code.

As a part of the process of reforming the Zoning Regulations, OP has been provided guidance from the Zoning Commission regarding what should be achieved through the revision process. The three specified objectives are: to improve the clarity, ease of use, and relevance of the regulations.

To achieve the objectives of clarity and ease of use, OP and the Office of Zoning have established that a best practice is to include graphic aids within the zoning code. The contract is intended to assist OP in the development of graphic aids which effectively illustrate different regulations of the code, utilizing a consistent format and aesthetic.

3. REQUIREMENTS

The Contractor shall work directly with OP to become familiar with all the information intended to inform the creation of graphic aids for the District's zoning code. The Contractor shall be responsible for researching a variety of methods, both within and outside the planning and building industry, that are intended to aid a reader in understanding descriptive or regulatory text. This research shall be presented to OP in a graphic reference handbook, which will be utilized in the preparation of final graphic aids.

To ensure efficient review of overall design aesthetic, and individual graphic aids, the Contractor shall work with OP to establish design approval methods. These methods shall be applied in the preparation and review of different overall design aesthetic options for the code graphics and in the completion of the final graphic aids.

3.1 TASK 1: IDENTIFICATION OF ILLUSTRATIVE METHODS

- 3.1.1 Review relevant background documents identified in Section C.1.1: Applicable Documents, above. Information is intended to provide guidance regarding the revision of the District's zoning regulations and an existing example of District legislation incorporating graphic aids.
- 3.1.2 Identify examples and methods utilized to graphically aid in the interpretation of zoning codes, and other forms of regulation related to buildings.
- 3.1.3 Identify general graphic methods intended to aid a reader in understanding the intent and meaning of text.
- 3.1.4 Identified options to be limited to methods which utilize two tone illustrations (black and white), and that can be reproduced with a high level of consistency in print, if photocopied, online, and in a Microsoft PowerPoint presentation format.
- 3.1.5 Produce a graphic reference handbook based on identified illustrative methods. Handbook should present a variety of means to support text through graphics, utilizing both zoning and building regulation methods and general graphic illustration methods as examples.
- 3.1.6 The handbook is intended to be available for use throughout the graphic preparation process, to assist in development and refinement of graphic ideas, and to ensure constructive dialogue between Contractor and OP.

3.1.7 The handbook is to be presented in a handbook format on 8.5” x 11” paper.

3.1.8 Deliverable for Task 1:

- Graphic reference handbook.
- Provide six (6) hard copies along with a digital file in a format specified in the Definitions section, C.1.2.
- Deadline for completion: 8 weeks after contract award.

3.2 TASK 2: ESTABLISHMENT OF OVERALL DESIGN AESTHETIC

3.2.1 Using five of the different illustrative methods described in the graphic reference handbook in section C.3.2, the Contractor shall develop three (3) different aesthetic options, portraying the same information in different ways.

3.2.2 Consultant shall prepare a presentation package including a total of 15 graphics, with associated text. The package will present the same five illustrative methods, in three sections, using three different design aesthetics. In preparing the different design aesthetic approaches, differing fonts may be utilized when presenting the text and associated graphics.

3.2.3 Deliverable for Task 2:

- A presentation package presenting five illustrative methods, in three sections using, three different design aesthetics.
- Provide six (6) hard copies of each presentation package, on 8.5” x 11” paper, in a portrait orientation with 1” margins, along with a digital file in a format specified in the Definitions section, C.1.2, above.
- Deadline for completion: 12 weeks after contract award.

3.3 TASK 3: COMPLETION OF FINAL GRAPHICS

3.3.1 Upon OP’s review, advisement of changes, and approval of the overall design aesthetic, the Contractor shall begin the process of illustrating all the final code graphics using a common aesthetic.

3.3.2 Review all code text to be supplemented with graphic aids. OP will identify all relevant code text for the contractor.

3.3.3 Review all draft graphics, prepared by OP, to develop understanding of graphic intentions.

3.3.4 The Contractor shall prepare a code text supporting graphic, in a draft format, for all identified text. These graphics will utilize the determined design aesthetic based on the deliverable in Task 2, above. The total

number of graphics is expected to be no more than one hundred (100). Multiple graphics and associated text may be presented on the same page, but should clearly separate different text sections and graphics.

3.3.5 Upon review and approval by OP of all graphics associated with deliverable described in C.3.3.6 the Contractor shall prepare all graphics in a final format for transmittal. Graphics shall be digitally submitted in a manner to be prescribed by OP. All graphics shall be provided in a vector format, preferably Adobe Illustrator CS2, with full alteration or editing capability ensured.

3.3.6 Deliverables for Task 3:

3.3.6.1 Draft code text supporting graphic. Provide six (6) hard copies identifying each graphic and associated text (with corresponding code reference), along with a digital file (or files) in a format specified in the Definitions section, C.1.2. The graphics and associated text are to be formatted for 8.5" x 11" paper, in a portrait orientation with 1" margins.

- Due 26 weeks from completion of Task 2

3.3.6.2 All graphics in a final format for transmittal.

- Deadline for completion: 4 weeks from the completion of the deliverable described in section C.3.3.6.1 above.

DELIVERIES OR PERFORMANCE

1. DELIVERABLES

CLIN	Deliverable	Quantity	Format/ Method of Delivery	Due Date	To Whom
01	Graphic reference handbook	6	Hard copies (plus electronic)	8 weeks from award of contract	OP
02	Design aesthetic presentation package	6	Hard copies (plus electronic)	12 weeks from award of contract	OP
03	Draft graphics	6	Hard copies (plus electronic)	26 weeks from completion of CLIN 2 above	OP
04	Final graphics	1	Electronic	4 weeks from completion of CLIN 3 above	OP

OPEN MARKET SOLICITATIONS (SUPPLIES & SERVICES)

1.1 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, or local with a principal office located in an enterprise zone of the District of Columbia.

1.1.1 Subcontracting Requirements

If the prime contractor subcontracts any portion of the work under this contract, the prime contractor shall meet the following subcontracting requirements:

- 1.1.1.1 At least 35% of the dollar volume shall be subcontracted to certified small business enterprises; provided, however, that the costs of materials, goods and supplies shall not be counted towards the 35% subcontracting requirement unless such materials, goods and supplies are purchased from certified small business enterprises; or
- 1.1.1.2 If there are insufficient qualified small business enterprises to completely fulfill the requirement of paragraph 1.1.1.1, then the subcontracting may be satisfied by subcontracting 35% of the dollar volume to any certified business enterprises; provided, however, that all reasonable efforts shall be made to ensure that qualified small business enterprises are significant participants in the overall subcontracting work.

1.1.2 Application of Preferences

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

- 1.1.2.1 Any prime contractor that is a small business enterprise (SBE) certified by the Small and Local Business Opportunity Commission (SLBOC) or the Department of Small and Local Business Development (DSLBD), as applicable, 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).
- 1.1.2.2 Any prime contractor that is a resident-owned business (ROB) certified by the SLBOC or the DSLBD, as applicable, 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.
- 1.1.2.3 Any prime contractor that is a longtime resident business (LRB) certified by the SLBOC or the DSLBD, as applicable, will receive the addition of ten points on a

100-point scale added to the overall score for proposals submitted by the LRB in response to this RFP.

- 1.1.2.4 Any prime contractor that is a local business enterprise (LBE) certified by the SLBOC or the DSLBD, as applicable, 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.
- 1.1.2.5 Any prime contractor that is a local business enterprise with its principal offices locates in an enterprise zone (DZE) certified by the SLBOC or the DSLBD, as applicable, 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.
- 1.1.2.6 Any prime contractor that is a disadvantaged business enterprise (DBE) certified by the SLBOC or the DSLBD, as applicable, 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.

1.1.3 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 for this procurement 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.

1.1.4 Preferences for Certified Joint Ventures

When the SLBOC or the DSLBD, as applicable, 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.

1.1.5 Vendor Submission for Preferences

- 1.1.5.1 Any vendor seeking to receive preferences on this solicitation must submit at the time of, and as part of its proposal, the following documentation, as applicable to the preference being sought:
 - 1.1.5.1.1 Evidence of the vendor's or joint venture's certification by the SLBOC as an SBE, LBE, DBE, DZE, LRB or ROB, to include a copy of all relevant letters of certification from the SLBOC; or
 - 1.1.5.1.2 Evidence of the vendor's or joint venture's provisional certification by the DSLBD as an SBE, LBE, DBE, DZE, LRB or ROB, to include a copy of the provisional certification from the DSLBD.

- 1.1.5.2 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

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

1.1.6 Subcontracting Plan

If the prime contractor intends to subcontract at least 35% of the dollar volume of this contract in accordance with the provisions of section M.1.1, the prime contractor responding to this solicitation shall be required to submit with its proposal, a notarized statement detailing its subcontracting plan. Proposals responding to this RFP shall be deemed nonresponsive and shall be rejected if the offeror intends to subcontract in accordance with the provisions of section M.1.1, but fails to submit a subcontracting plan with its proposal. Once the plan is approved by the contracting officer, changes to the plan will only occur with the prior written approval of the contracting officer and the Director of DSLBD. Each subcontracting plan shall include the following:

- 1.1.6.1 A description of the goods and services to be provided by SBEs or, if insufficient qualified SBEs are available, by any certified business enterprises;
- 1.1.6.2 A statement of the dollar value of the proposal that pertains to the subcontracts to be performed by the SBEs or, if insufficient qualified SBEs are available, by any certified business enterprises;
- 1.1.6.3 The names and addresses of all proposed subcontractors who are SBEs or, if insufficient SBEs are available, who are certified business enterprises;
- 1.1.6.4 The name of the individual employed by the prime contractor who will administer the subcontracting plan, and a description of the duties of the individual;
- 1.1.6.5 A description of the efforts the prime contractor will make to ensure that SBEs, or, if insufficient SBEs are available, that certified business enterprises will have an equitable opportunity to compete for subcontracts;
- 1.1.6.6 In all subcontracts that offer further subcontracting opportunities, assurances that the prime contractor will include a statement, approved by the contracting officer, that the subcontractor will adopt a subcontracting plan similar to the subcontracting plan required by the contract;

- 1.1.6.7 Assurances that the prime contractor will cooperate in any studies or surveys that may be required by the contracting officer, and submit periodic reports, as requested by the contracting officer, to allow the District to determine the extent of compliance by the prime contractor with the subcontracting plan;
- 1.1.6.8 A list of the type of records the prime contractor will maintain to demonstrate procedures adopted to comply with the requirements set forth in the subcontracting plan, and assurances that the prime contractor will make such records available for review upon the District's request; and
- 1.1.6.9 A description of the prime contractor's recent effort to locate SBEs or, if insufficient SBEs are available, certified business enterprises and to award subcontracts to them.

1.1.7 Compliance Reports

By the 21st of every month following the execution of the contract, the prime contractor shall submit to the contracting officer and the Director of DSLBD a compliance report detailing the contractor's compliance, for the preceding month, with the subcontracting requirements of the contract. The monthly compliance report shall include the following information:

- 1.1.7.1 The dollar amount of the contract or procurement;
- 1.1.7.2 A brief description of the goods procured or the services contracted for;
- 1.1.7.3 The name and address of the business enterprise from which the goods were procured or services contracted;
- 1.1.7.4 Whether the subcontractors to the contract are currently certified business enterprises;
- 1.1.7.5 The dollar percentage of the contract or procurement awarded to SBEs, or if insufficient SBEs, to other certified business enterprises;
- 1.1.7.6 A description of the activities the contractor engaged in, in order to achieve the subcontracting requirements set forth in section 1.1.1; and
- 1.1.7.7 A description of any changes to the activities the contractor intends to make by the next month to achieve the requirements set forth in section 1.1.1.

1.1.8 Enforcement and Penalties for Breach of Subcontracting Plan

1.1.8.1 If during the performance of this contract, the contractor fails to comply with the subcontracting plan submitted in accordance with the requirements of this contract, and as approved by the contracting officer and the Director of DSLBD, and the contracting officer determines the contractor's failure to be a material breach of the contract, the contracting officer shall have cause to terminate the contract under the default clause of the Standard Contract Provisions.

1.1.8.2 In addition, the willful breach by a contractor of a subcontracting plan for utilization of certified business enterprises in the performance of a contract, the failure to submit any required subcontracting plan monitoring or compliance report, or the deliberate submission of falsified data may be enforced by the DSLBD through the imposition of penalties, including monetary fines of \$15,000 or 5% of the total amount of the work that the contractor was to subcontract to certified business enterprises, whichever is greater, for each such breach, failure, or falsified submission.

For more information on the program, offerors are encouraged to visit the official site at <http://dslbd.dc.gov>

ATTACHMENT B

PRICE SCHEDULE

The prices stated shall include all items to effectively conduct and complete the required services described in Attachment A – Statement of Work.

CLIN	Description	Quantity	Unit	Price
0001	Graphic reference handbook	1	Lot	
0002	Design aesthetic presentation package	1	Lot	
0003	Draft graphics	1	Lot	
0004	Final graphics	1	Lot	
			TOTAL	