

<b>REQUEST FOR QUOTATIONS</b> <i>(THIS IS NOT AN ORDER)</i>		TYPE OF MARKET <input checked="" type="checkbox"/> OPEN <input type="checkbox"/> SET-ASIDE <input type="checkbox"/> DCSS <input type="checkbox"/> GSA			PAGE OF PAGES 1                      13	
1. REQUEST NO. DCBD-2010-Q-0000		2. DATE ISSUED 8/25/2009	3. REQUEST/PURCHASE REQUEST NO.	4. NIGP COMMODITY CODE		CAPTION Community Outreach Services for the Historic Preservation Office
5A. ISSUED BY Office of Contracting and Procurement 441 4 <sup>th</sup> Street, NW, Suite 700S Washington, DC 20001				6. DELIVER BY (Date) See 3.7.10		7. DELIVERY
5B. FOR INFORMATION CALL: (Name and telephone no.) (No collect calls) Chris Yi 202-724-5069 or <a href="mailto:chris.yi@dc.gov">chris.yi@dc.gov</a>				<input type="checkbox"/> FOB DESTINATION <input type="checkbox"/> OTHER (See Schedule)		
8. TO: NAME AND ADDRESS, INCLUDING ZIP CODE  Potential Offerors				9. DESTINATION (Delivery Address)  Office of Planning 2000 14 <sup>th</sup> Street NW, 4 <sup>th</sup> Floor Washington, DC 20009		
10. PLEASE FURNISH QUOTATIONS TO ISSUING OFFICE (See 5A and 5B above) ON OR BEFORE CLOSE OF BUSINESS (Date and Time) <b>Sept. 8, 2009 @ 2:00p.m.</b>			11. BUSINESS CLASSIFICATION (Check appropriate boxes) <input type="checkbox"/> SMALL <input type="checkbox"/> LOCAL <input type="checkbox"/> RESIDENT OWNED <input type="checkbox"/> LONG TIME RESIDENT <input type="checkbox"/> ENTERPRISE ZONE			
<b>IMPORTANT:</b> This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it. This request does not commit the Government to pay any costs incurred in the preparation of the submission of this quotation or to contracts for supplies or invoices. Supplies are of domestic origin unless otherwise indicated by quoter. Any representations and/or certifications attached to this Request for Quotations must be completed by the quoter.						
<b>12. SCHEDULE (Include applicable Federal, State and local taxes)</b>						
ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	
0001	Base Year  Community outreach services for the Office of Planning's DC Historic Preservation Office, as described in Section 2 – Statement of Work.			See Section B		
13. DISCOUNT FOR PROMPT PAYMENT		10 CALENDAR DAYS %	20 CALENDAR DAYS %	30 CALENDAR DAYS %	CALENDAR DAYS %	
14. NAME AND ADDRESS OF QUOTER (Street, city, county, State and ZIP Code)			14. SIGNATURE OF PERSON AUTHORIZED TO SIGN QUOTATION		16. DATE OF QUOTATION	
			17. NAME AND TITLE OF SIGNER (Type or print)		18. TELEPHONE NO. (Include area code)	

**OFFICE OF PLANNING**  
**Community Outreach Services for the Historic Preservation Office**

**1.0 SUPPLIES OR SERVICES AND PRICE**

The Office of Planning seeks a Contractor for community outreach services for the DC Historic Preservation Office. The successful offeror will work under the direction of the DC State Historic Preservation Officer.

**1.1 Contract Type**

The District anticipates award of a firm fixed type contract.

**1.2 Price Schedule**

**1.2.1 Base Period of Performance (October 1, 2009 – September 30, 2010)**

<b>Contract Line Item Number (CLIN)</b>	<b>Item Description</b>	<b>Price</b>
0001	Provide community outreach services for the Office of Planning's DC Historic Preservation Office, as described in Section 2.3	\$ _____

## **2.0 SPECIFICATIONS/WORK STATEMENT**

### **2.1 SCOPE**

The Office of Planning (OP) seeks a Contractor for community outreach services for the DC Historic Preservation Office (HPO). The successful offeror shall work under the direction of the DC State Historic Preservation Officer (SHPO).

Work includes providing technical assistance to community groups, neighborhood associations, Advisory Neighborhood Commissions (ANCs), and citizen organizations, with emphasis on those areas of the District with few listed landmarks or historic districts; education and outreach services to such groups that will encourage further study and research on the architectural, historic and cultural resources of their neighborhoods; working with homeowners, civic groups, and members of the business community to inform them of the economic and community stabilization advantages of historic preservation, adaptive use possibilities, federal tax incentives and local funding programs; and participating in workshops, seminars, and conferences that profile the historic and cultural resources of the city.

#### **2.1.1 Applicable Documents**

2.1.1.1 Comprehensive plan – The District of Columbia Comprehensive Plan is the centerpiece of a “family of plans” including the Historic Preservation Plan, that guide public planning policy in the District of Columbia. The Comprehensive Plan is accessible on the OP web site at:

<http://planning.dc.gov/planning/cwp/view,a,1282,q,607547,planningNav,32341|.asp>

2.1.1.2 Historic Preservation plan – The HPO is recognized by the National Park Service as the SHPO of the District of Columbia. As such, HPO is tasked with carrying out federal preservation policies in the District. A major component is planning preservation activities, initiatives, and directives. These are spelled out in mandatory five-year planning documents. The current publication (“*Preserving Communities and Character: The Historic Preservation Plan for the District of Columbia 2008-2012*”), is accessible on the OP web site at:

<http://planning.dc.gov/planning/cwp/view,a,1284,q,570832.asp>

#### **2.1.2 Definitions**

2.1.2.1 Community group – Various membership-based community groups in the District of Columbia exist with an emphasis on historic preservation, history and heritage. The majority of these organizations focus on a specific neighborhood or ward. Examples of community groups that interact with HPO include: Cleveland Park Historical Society, Historic Takoma, Inc., and Historic Anacostia Block Association.

2.1.2.2 Neighborhood association – There are two primary neighborhood-based organization Civic Associations and Citizens Associations. They are also interested in historic

preservation. While these organizations are interested in historic preservation, they also are involved in a host of other issues including community welfare, livability, traffic flow, parking, etc. Examples of neighborhood associations that interact with HPO are: Citizens Association of Georgetown, LeDroit Park Civic Association, Kalorama Citizens Association, Eckington Civic Association, and Eastland Gardens Civic Association.

## **2.2 BACKGROUND**

None.

## **2.3 REQUIREMENTS**

### **2.3.1 TASK 1: Humanities Council of Washington, DC Heritage Program**

2.3.1.1 The contractor shall serve as primary historic preservation office monitor/director of two Community Heritage symposiums (to be held in December 2009 and June 2010), working directly with staff of the Humanities Council that handle the planning and logistics of these programs. The contractor shall coordinate publicity outreach for the programs to the larger preservation, cultural resources and planning community of the District of Columbia.

2.3.1.2 The contractor shall coordinate HPO involvement in the Heritage Program re-grant program working with staff of the Humanities Council and an additional HPO staff member in the selection of grants. The contractor shall also designate which funded projects apply most directly to the mission of the HPO for inclusion in the annual report to the National Park Service.

### **2.3.2 TASK 2: African American Heritage Projects**

#### **2.3.1.1 Multiple Properties Document**

- a) The Contractor shall begin the development of a National Register of Historic Places Multiple Properties Document (MPD) for District of Columbia African American Heritage Sites by identifying, collecting, and researching other current “best practices” MPD models from states and cities throughout the United States.
- b) Create an annotated outline and list of major themes for the MPD, incorporating designated landmarks and the existing 200+ African American sites identified through the Cultural Tourism DC (CTDC) African American Heritage Trail. Sites shall be grouped by “theme” and identified as (a) DC Landmarks, (b) located within an existing DC historic district, (c) eligible for landmark status, or (d) not-eligible for landmark status.
- c) Provide opportunity for review and editing of product with list of stakeholders developed cooperatively with HPO staff.

### **2.3.1.2 African American Heritage Trail**

- a) The Contractor shall participate in the selection and updating of the African American Heritage Trail, a joint venture of CTDC and the HPO. This includes participation in up to two meetings resulting in the selection of new sites for the trail program.
- b) The contractor shall also consult with CTDC for the signage segment of this project, reviewing properties to receive signs and approving their location.

### **2.3.1.3 African American Preservation Committee**

- a) The Contractor shall represent HPO on the proposed African American Preservation Committee and in other forums as assigned, attending up to three meetings of the committee.

### **2.3.3 TASK 3: Ward Eight Outreach Projects**

2.3.3.1 The contractor shall be responsible for the initial development and launch of a draft Cultural Resource Heritage Plan for Ward Eight. The draft should build on relevant planning and cultural goals and objectives identified in the DC Comprehensive Plan and the Historic Preservation Plan (2008-2012). The draft shall include a summary historical perspective on the ward, a list of designated and potentially eligible historic sites, stakeholders interested in heritage issues, community goals and objectives related to heritage and preservation, and challenges and strategies for promoting appreciation and conservation of community heritage.

2.3.3.2 Work during the contract period shall also include the following components:

- a) Serve as facilitator for monthly meetings of the ongoing Ward Eight History/Heritage Council, an ad hoc group consisting of people representing various groups and interests in the ward, including the Barry Farm community.
- b) Prepare and submit two semi-annual articles of no more than 500 words in length detailing ongoing outreach work as representative for DC HPO for Ward 8 community newsletters. Representative organizations in Ward 8 that publish newsletters include the Ward Eight History/Heritage Council and the Historic Anacostia Block Association among others.
- c) As a result of these efforts, coordinate efforts resulting in the development and submission of any individual landmark nominations and staff evaluations for any Ward Eight properties that will fulfill the requirements of Section 2.3.6 below.

### **2.3.4 TASK 4: Ward Seven Outreach Projects**

2.3.4.1 The contractor shall be responsible for the initial development and launch of a Cultural Resource Heritage Plan for Ward Seven. The draft should build on relevant planning and cultural goals and objectives identified in the DC Comprehensive Plan and Historic Preservation Plan (2008-2012). The draft shall include a summary historical perspective on the ward, a list of designated and potentially eligible historic sites, stakeholders interested in heritage issues, community goals and objectives related to heritage and preservation, and challenges and strategies for promoting appreciation and conservation of community heritage.

2.3.4.2 Ward Seven work during the contract period will also include the following components:

- a) Work with the Eastland Gardens Association History Committee to produce a pictorial history. Continue research and community outreach efforts related to a discussion about the historic designation process.
- b) Work with Chaplin Street, SE residents to research and produce a brochure of the history of the community.
- c) Coordinate DC HPO involvement in community outreach activities to the Hillcrest, River Terrace, and other neighborhoods of the Ward as requested.
- d) Prepare and submit two semi-annual articles of no more than 500 words in length detailing ongoing outreach work as representative for DC HPO for Ward 7 community newsletters. Representative organizations in Ward 7 that publish newsletters include the Marshall Heights Community Development Organization, Inc., Eastland gardens Civic Association, the Fairlawn Citizens Association, and the Hill Crest Community Civic Association.
- e) As a result of these efforts, coordinate efforts resulting in the development and submission of any individual landmark nominations and staff evaluations for any Ward 7 properties that fulfill the requirements of Section 2.3.6 below.

### **2.3.5 TASK 5: Other Community Outreach Projects**

2.3.5.1 The Contractor shall provide education and technical assistance for historic preservation efforts in neighborhoods identified in consultation with staff during the contract period in communities such as Shaw, Eckington, Bloomingdale, Brookland, Georgia Avenue, and H Street/Near Northeast covering Wards 1 through 6.

2.3.5.2 As a result of these efforts, coordinate efforts resulting in the development and submission of any individual landmark nominations and staff evaluations for any properties that fulfill the requirements of Section 2.3.6 below.

### **2.3.6 TASK 6: Local Designations/National Register Nominations**

2.3.6.1 From properties identified through outreach and education work identified in sections 2.3.3, 2.3.4, and 2.3.5 of this project, the Contractor shall identify, coordinate, and write three (3) DC/ National Register nominations for sites approved by the SHPO.

2.3.6.2 Write five (5) landmark evaluations for DC/National Register nominations as assigned by the SHPO.

**2.3.7 TASK 7: General and Technical Outreach and Assistance and Administration**

2.3.7.1 The Contractor shall attend a weekly, one-hour meeting to discuss progress.

2.3.7.2 Attend six other meetings during the year as requested by the SHPO.

2.3.7.3 Respond to OP/HPO inquiries regarding outreach in specific communities/ neighborhoods, as requested.

2.3.7.4 Prepare two bi-annual newsletter features for the office newsletter relating to ongoing work related to this contract.

### 3.0 Deliveries and Performance

#### 3.1 Term of Contract

The term of the contract shall be for a period of 12 months (October 1, 2009 through September 30, 2010).

#### 3.2 Deliverables

No.	Deliverable	Qty/Format/ Method of Delivery	Due Date
1	<p><b><u>Humanities Council DC Heritage Program (Section 2.3.1)</u></b> –</p> <p>Develop, coordinate, and deliver two symposiums.</p> <p>Participate in and provide coordination for the grants selection.</p> <p>Provide list of grantees for Annual Report.</p> <p>Coordinate delivery of final products to satisfy National Park Service requirements.</p>	<p>Events</p> <p>Attend Meetings</p> <p>MS Word format; Email</p> <p>Hard copies (3) of each grantee’s final report and product.</p>	<p>December 2009 and June 2010</p> <p>Due six months after PO is issued.</p> <p>Due nine months after PO is issued.</p> <p>Due 12 months after PO is issued.</p>
2	<p><b><u>African American Heritage Project (Sections 2.3.2)</u></b> –</p> <p>Provide draft of Major Themes.</p> <p>Provide draft of resources listed by theme and status.</p> <p>Vet annotated copy with identified stakeholders.</p> <p>Provide final copy of annotated resource list to SHPO.</p>	<p>MS Word format; Email</p> <p>MS Word format; Email</p> <p>Events</p> <p>One (1) print copy and one electronic copy by Email (<i>MS Word format</i>)</p>	<p>Due three months after PO is issued.</p> <p>Due six months after PO is issued.</p> <p>Due nine months after PO is issued.</p> <p>Due eleven months after PO is issued.</p>
3	<p><b><u>Ward Eight (Sections 2.3.3)</u></b> –</p> <p>Provide draft Cultural Resources Plan.</p> <p>Provide final Cultural Resources Plan.</p>	<p>MS Word format; Email</p> <p>MS Word format;</p>	<p>Due four months after PO is issued.</p> <p>Due eleven months</p>

		Email	after PO is issued.
4	<p><b><u>Ward Seven (Sections 2.3.4) –</u></b></p> <p>Provide draft Cultural Resources Plan.</p> <p>Provide final Cultural Resources Plan.</p>	<p>MS Word format; Email</p> <p>MS Word format; Email</p>	<p>Due four months after PO is issued.</p> <p>Due eleven months after PO is issued.</p>
5	<p><b><u>Other Community Outreach Projects (Sections 2.3.5) –</u></b></p> <p>Provide outreach in communities in Wards 1 through 6 as necessary and/or assigned by the SHPO.</p>	Events; Email	Monthly throughout the contract.
6	<p><b><u>Local Designations/National Register Nominations (Sections 2.3.3 thru 2.3.6) –</u></b></p> <p>Submit three (3) District of Columbia and/or National Register historic nominations five (5) and nomination staff evaluations (reports) approved by the SHPO resulting from work in Sections 2.3.3, 2.3.4, and 2.3.5.</p> <p>Submit agreed-upon final nominations and staff reports.</p>	<p>One Print copy; one electronic copy by Email (<i>MS Word format</i>) of each product.</p> <p>One Print copy; one electronic copy by Email (<i>MS Word format</i>) of each product.</p>	<p>Due nine months after PO is issued.</p> <p>Due eleven months after PO is issued.</p>
7	<p><b><u>General, Technical Outreach and Administration –</u></b></p> <p>Submit an “outreach report” with updates on all activities.</p>	Email	Monthly throughout the contract.
8	Participate in meetings and discussions as requested (Section 2.3.7).	Attend meetings	Throughout the contract.

#### **4.0 CONTRACT ADMINISTRATION**

##### **4.1 Contracting Officer**

Contracts will be entered into and signed on behalf of the District only by contracting officers. The name, address and telephone number of the Contracting Officer is:

James Marshall  
Contracting Officer  
Office of Contracting and Procurement  
441 4<sup>th</sup> Street, NW, Suite 700 South  
Washington, DC 20001  
Telephone: 202) 724-4197

##### **4.2 Authorized Changes by the Contracting Officer**

**4.2.1** The Contracting Officer is the only person authorized to approve changes in any of the requirements of this contract.

**4.2.2** The Contractor shall not comply with any order, directive or request that changes or modifies the requirements of this contract, unless issued in writing and signed by the Contracting Officer.

**4.2.3** In the event the Contractor effects any change at the instruction or request of any person other than the Contracting Officer, the change will be considered to have been made without authority and no adjustment will be made in the contract price to cover any cost increase incurred as a result thereof.

##### **4.3 Contracting Officer's Technical Representative (COTR)**

**4.3.1** The COTR is responsible for general administration of the contract and advising the Contracting Officer as to the Contractor's compliance or noncompliance with the contract. In addition, the COTR is responsible for the day-to-day monitoring and supervision of the contract, of ensuring that the work conforms to the requirements of this contract and such other responsibilities and authorities as may be specified in the contract. The COTR for this contract is:

Bruce Yarnall  
Office of Planning  
2000 14<sup>th</sup> Street, NW Suite 4000  
Washington, DC 20009  
Telephone: (202) 442-8835

**4.3.2** The COTR shall not have authority to make any changes in the specifications or scope of work or terms and conditions of the contract.

**4.3.3** The Contractor may be held fully responsible for any changes not authorized in advance, in writing, by the Contracting Officer; may be denied compensation or other relief for any additional work performed that is not so authorized; and may also be required, at no additional cost to the District, to take all corrective action necessitated by reason of the unauthorized changes.

## **5.0 INSTRUCTIONS TO OFFERORS**

### **5.1 Award**

The District intends to award a single contract resulting from this solicitation to the responsible Offeror whose offer conforming to the solicitation will be the best value to the District, cost or price, technical and other factors, specified elsewhere in this solicitation considered. A description of how the District will evaluate offers is found in Section 6.

### **5.2 Proposal Submission**

**One original and four (4)** copies of the written proposals shall be submitted no later than **2:00 PM on September 8, 2009** in two parts, titled "Technical Proposal" and "Price Proposal". Proposals shall be typewritten in 12 point font size on 8.5" by 11" bond paper. Telephonic, telegraphic, and facsimile proposals will not be accepted. Each proposal shall be submitted in a sealed envelope conspicuously marked: "Proposal in Response to Solicitation No. *DCBD-2010-Q-0000 HP Community Outreach Services*".

#### **5.2.1 Technical Proposal**

The Contractor's Technical Proposal shall include at a minimum the following:

##### **5.2.1.1 Technical Approach and Methodology**

Narrative to describe the Contractor's approach and methodology to successfully complete the required services as described in Section 2, including the offeror's understanding of the scope and the District's objectives.

##### **5.2.1.2 Past Performance**

**5.2.1.2.1** Please submit a resume and a statement of qualifications.

**5.2.1.2.2** Consultants should meet the qualifications for History and/or Historic Architecture under the Secretary of Interior's Standards and Guidelines (36 CFR 61), since this contract will be funded with federal grant dollars:

- a) "HISTORY: The minimum professional qualifications in history are a graduate degree in history or closely related field; or a bachelor's degree in history or closely related field plus one of the following:

- i. “At least two years of full-time experience in research, writing, teaching, interpretation, or other demonstrable professional activity with an academic institution, historic organization or agency, museum, or other professional institution; or
  - ii. “Substantial contribution through research and publication to the body of scholarly knowledge in the field of history
- b) “**HISTORIC ARCHITECTURE:** The minimum professional qualifications in historic architecture are a professional degree in architecture or a State license to practice architecture, plus one of the following:
- i. “At least one year of graduate study in architectural preservation, American architectural history, preservation planning, or closely related field; or
  - ii. “At least one year of full-time professional experience on historic preservation projects.
  - iii. “Such graduate study or experience shall include detailed investigations of historic structures, preparation of historic structures research reports, and preparation of plans and specifications for preservation projects.”
- 5.2.1.2.3 Contractor shall have demonstrated experience in community development, outreach and developing public programs. Contractor shall also have general knowledge of the architectural and social development of the District of Columbia and its neighborhoods.

## **5.2.2 Price Proposal**

5.2.2.1 Completed Section 1 Price Schedule

5.2.2.2 Completed Cost Breakdown, including hourly rate

**6.0 EVALUATION FOR AWARD**

<b>EVALUATION FACTORS 0 – 100 POINTS</b>	
<b>EVALUATION FACTOR</b>	<b>POINT VALUE</b>
Technical Approach and Methodology	<b>0 - 40</b>
Past Performance	<b>0 - 40</b>
Price	<b>0 - 20</b>

$$\frac{\text{Lowest Price Proposal}}{\text{Price of Proposal Being Evaluated}} \times (20) = \text{Evaluated Price Score}$$

**Certified Business Enterprise preference** **12 Points**

**TOTAL:** **112 Points**

**7.0 Attachments**

**7.1** Past Performance Evaluation Form