

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



REQUEST FOR TASK ORDER PROPOSALS

**TO: DISTRICT OF COLUMBIA SUPPLY SCHEDULE (DCSS) CONTRACTORS
Marketing, Media & Public Information Services**

Solicitation No.: DCCR-2008-T-0046

**Caption: Public Affairs Services for Improving Internal and External
Communications**

Issuance Date: April 2, 2008

Due Date and Time: April 16, 2008 at 2:00 PM local time

The Government of the District of Columbia, Office of Contracting and Procurement, is seeking a contractor to implement an internal and external communications program. The Contractor shall provide the required services in accordance with the **Statement of Work, Attachment A**.

1. PROPOSAL SUBMISSION REQUIREMENTS

The Offeror's task order proposal shall consist of two parts, separately bound: Technical and Price, four (4) copies each. The Offeror shall submit the task order proposal in a sealed envelope conspicuously marked: "Task Order Proposal in response to Solicitation No. DCCR-2008-T-0046".

The Offeror's proposals must be submitted on 8.5" by 11" paper and typewritten. Telephonic and telegraphic proposals will not be accepted, unless otherwise directed in writing.

2. TECHNICAL PROPOSAL

The Offeror must submit its technical proposed solution to this section under a separate cover titled "**Technical Proposal**". The offeror shall, at a minimum, include in its technical proposal:

- a. The Offeror's technical plan, proposed project schedule and work breakdown structures for deliverables.
- b. A narrative regarding the Offeror's knowledge of and experience in developing an internal and external communications program.
- c. A narrative regarding the Offeror's knowledge of, and experience in design process from project initiation through planning design and final development of products in varied format (brochures, graphic design).
- d. A brief description of the Offeror's experience in providing similar services to the District of Columbia or similar sized public or private organizations. The Offeror shall describe the extent to which it has experience producing creative, successful public outreach and educational campaigns, particularly for agencies of the District of Columbia; knowledge of municipal government programs and operations, particularly in the government of the District of Columbia; knowledge and expertise with the development and management of internal and external communications campaigns.
- e. The Offeror shall provide at least three (3) client references for which it provided such marketing services. **The Offeror must have the Past Performance Evaluation Form (Attachment C) completed by at least three (3) entities for whom similar services have been provided in the past. This form must be submitted with your technical proposal package by 2:00 pm April 16, 2008.** The following information shall be provided for each client reference:
 - 1. Name of the contracting organization;
 - 2. Contract Number (for subcontracts orders, provide the prime contract number and subcontract number);
 - 3. Contract type and total contract value;
 - 4. Description of requirements;
 - 5. Performance evaluations or related evaluation data;
 - 6. Contracting Officer's name and telephone number; and
 - 7. Program Manager's name and telephone number and alternate contact person name and telephone number.
- f. The Offeror shall advise and describe which portions of the effort will be subcontracted, if any.
- g. The Offeror shall submit resumes of all key personnel that would be assigned to this contract that demonstrate they have the experience and skills in developing communications and marketing plans.

3. PRICE PROPOSAL

This section shall be submitted under a separate cover titled "**Price Proposal**". It shall include the flat hourly rate (billable hour) 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 flat hourly rate.
- b. Completed Price Schedule, **Attachment B**.
- c. Copy of DCSS rates.

4. HAND DELIVERY OR MAILING OF SOLICITATION

Delivery or Mail to:

Office of Contracting and Procurement

441 4th Street, N.W.
Suite 703 South, Bid Counter Room
Washington, D.C. 20001

Attention: Ruby Nelson

5. PROPOSAL SUBMISSION DATE:

The closing date for receipt of proposals is **April 16, 2008** by **2:00 p.m.** local time.

6. EVALUATION FOR AWARD

The District intends to award a single contract as a result of this Request for Task Order Proposal (RFTOP). The contract will be awarded 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 price and technical standpoint.

7. 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 Offerors are advised that the technical and price proposals will be evaluated by the Government based on the criteria outlined below.

a. Technical Evaluation Criteria

The technical proposal will be evaluated based on the following technical evaluation factors (in descending order of importance):

Technical Evaluation Factors

FACTOR 1: Technical Approach 45 Points

The Offeror's technical approach will be evaluated based on the offeror's ability to perform the requirements as described in Attachment A – Statement of Work of this request for task order proposal. This factor examines the offeror's proposed technical plan, including the offeror's service description, service delivery, and knowledge of Communication, Media and Public Affairs Services for the development of the Internal and External Communication Program. The Offeror's ability to provide milestones and a work breakdown structures for deliverables. The Offeror's knowledge of and experience in design process from project initiation through planning design and final development of products in varied formats (brochures, graphic design).

Factor 2: Qualifications of Key Personnel 15 Points

The Offeror has provided resumes and other supporting information that demonstrate that the proposed personnel have experience and skills in developing communications and marketing plans.

Factor 3: Past Performance of Offeror 10 Points

The Offeror has satisfactorily provided similar services to the District of Columbia or similar sized public or private organization. The Offeror has successfully provided marketing services to its client references which include examination of the quality of services provided, timeliness of services delivered, business practices and overall satisfaction of the Offeror's performance.

Sub-Factor:

- a) The Offeror has experience producing creative, successful public outreach and educational campaigns, particularly for agencies of the District of Columbia.
- b) The Offeror has knowledge of municipal government programs and operations, particularly in the government of the District of Columbia as demonstrated in

providing previous assistance to agencies of the District government, and specifically, to the Department of Consumer and Regulatory Affairs.

- c) The Offeror has in depth knowledge and expertise with the development and management of internal and external communications campaigns.

Factor 4: Price

30 Points

The price evaluation will be objective. The proposal with the lowest realistic price for the period of performance 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. Actual points awarded to each Offeror will be based on the Offeror's flat hourly rate to perform the services.

$$\frac{\text{Flat Hourly Rate}}{\text{Flat Hourly Rate of Proposal Being Evaluated}} \times 30 \text{ weight} = \text{Evaluated Price Score}$$

TOTAL POSSIBLE POINTS:

Technical Approach	0-45 Points
Experience of Key Personnel	0-15 Points
Past Performance	0-10 Points
Price	0-30 Points
TOTAL	100 Points

8. TERM OF CONTRACT

The term of the task order shall be from date of award through September 30, 2008.

9. OPTION TO EXTEND THE TERM OF THE CONTRACT

The District may extend the term of this contract for a period of two (2) one-year option periods, or successive fractions thereof by written notice to the Contractor before the expiration of the contract; provided that the District will give the Contractor a preliminary written notice of its intent to extend at least thirty (30) days before the contract expires. The preliminary notice does not commit the District to an extension. The exercise of this option is subject to the availability of funds at the time of the exercise of this option. The Contractor may waive the thirty (30) day preliminary notice requirement by providing a written waiver to the Contracting Officer prior to expiration of the contract.

- a. If the District exercises this option, the extended contract shall be considered to include this option provision.
- b. The price for the option period shall be as specified in the contract.
- c. The total duration of this contract, including the exercise of any options under this clause, shall not exceed two years beyond the base period.

10. CONTRACTING OFFICER’S TECHNICAL REPRESENTATIVE (COTR)

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:

Name: Carol Washington
 Agency: Department of Consumer and Regulatory Affairs
 Address: 941 North Capitol Street, NW, suite 9600
 Washington, DC 20002
 Telephone: (202) 442-8944

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

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.

11. CONTRACTING OFFICER (CO)

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:

Name of Contracting Officer: Gena Johnson
 Address: Office of Contracting and Procurement
 441 4th Street NW, Suite 700S
 Washington, DC 20001
 Telephone: 202-727-0252

12. AUTHORIZED CHANGES BY THE CONTRACTING OFFICER

- a.** The Contracting Officer is the only person authorized to approve changes in any of the requirements of this contract.
- b.** 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.
- c.** 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.

13. INDEPENDENT CONTRACTOR

The contract is a “non-personal services contract”. It is therefore, understood and agreed that the contractor and/or the contractor’s employees: (1) shall perform the services specified herein as independent contractors, not as employees of the government; (2) shall be responsible for their own management and administration of the work required to bear sole responsibility for complying with any and all technical, schedule, financial requirements or constraints attendant to the performance of this contract; (3) shall be free from supervision or control by any government employee with respect to the manner or method of performance of the service specified; but (4) shall, pursuant to the government’s right and obligation to inspect, accept or reject work, comply with such general direction of the CO, or the duly authorized representative of the CO as is necessary to ensure accomplishment of the contract objectives.

15. ATTACHMENTS

Attachment A – Statement of Work
Attachment B – Price Schedule
Attachment C – Past Performance Evaluation Form

Questions regarding the solicitation may be referred to Ruby Nelson by phone at 202-724-5443 or by email ruby.nelson@dc.gov or Janice Brown by phone at 202-724-4086 or by email at janice.brown@dc.gov. Questions must be received no later than 11:00 am on Wednesday, April 9, 2008.

Attachment B

B.3 PRICE SCHEDULE

B.3.1 Base Period (date of award thru September 30, 2008)

CLIN	SERVICE DESCRIPTION	Estimated Number of Hours	Flat UNIT Rate Per Hour	Total Not-to-exceed Amount
0001	Consulting Services to develop a communication plan from date of award thru September 30, 2008		\$	\$

B.3.2 Option Year One

CLIN	SERVICE DESCRIPTION	UNIT Rate Per Hour
1001	Consulting Services to develop a communication program	\$

B.3.3 Option Year Two

CLIN	SERVICE DESCRIPTION	UNIT Rate Per Hour
2001	Consulting Services to develop a communications program	\$

Attachment A

STATEMENT OF WORK

Communications, Media, and Public Affairs Services for Improving Internal and External Communications for DCRA

1. SCOPE:

The Department of Consumer and Regulatory Affairs is seeking a Contractor with expertise in developing communication programs to:

- Align current materials and methods used to market DCRA services to city agencies with current business agency practices and consumer needs;
- Implement a communications and outreach strategy for new technologies and services that DCRA will provide in the coming fiscal year;
- Produce written plans on strategy, message, and tactics for outreach efforts; and
- Document the current methods used by city agencies to communicate DCRA regulations and services to the public to eliminate duplication.

1.1 Applicable Documents

Item	Reference Information
DC Law 16-72, the “Vending Licensing Moratorium Amendment Act of 2005”	March 8, 2006
District of Columbia Municipal Regulations, Title 24, Chapter 5	December 1996
DC Law 12-86, Omnibus Regulatory Reform Amendment Act of 1998	April 29, 1998
DCRA’s Website	http://dcra.dc.gov
District of Columbia Government Plain Language Standards	Mayor’s Memorandum 2005-1 http://cir.oca.dc.gov
Language Access Act of 2004	http://ola.dc.gov/ola/frames.asp?doc=/ola/lib/ola/application/language_access_act.pdf
Green Building Act of 2006	www.dc.gov
Nuisance Properties Abatement Reform And Real Property Classification Emergency Amendment Act of 2007	www.dc.gov

1.2 Definitions

N/A

2. BACKGROUND

The Department of Consumer and Regulatory Affairs (DCRA) is the District of Columbia's regulatory agency. DCRA ensures the health, safety, and economic welfare of District residents through licensing, inspection, compliance, and enforcement programs.

One of the centerpieces of the administration of Mayor Adrian M. Fenty is to reform and rebuild DCRA in order to make it more responsive.

In 2007, DCRA has made substantial progress in implementing technology and administrative practices to improve service to District residents. While DCRA has made good progress in informing and educating the public of these recent improvements, many more improvements are planned and the public needs to know about them as well.

DCRA communications efforts have improved significantly over the past year and these efforts must be continued if the agency wishes to continue improving and serving District residents well. There are also a number of new initiatives that will fail if not communicated effectively. The purpose of this document is to provide a statement of work for communications efforts aimed at providing continuing and new internal and external marketing of DCRA; raising the agency's visibility with internal and external clients for the purpose of promoting residents' use of DCRA services, and facilitating the delivery of services by the various city agencies by using DCRA.

3. REQUIREMENTS

- 3.1** The Contractor shall submit a detailed project plan including milestones, deliverables and timeline, to the COTR within 15 days after contract award.
- 3.2** The Contractor shall develop an effective overall communications and marketing plan that will highlight and advance the message of DCRA, consistent with DCRA strategic plan and business practices. The plan will communicate and promote the following specific initiatives:
 - a) Continued and expanded consumer protection outreach efforts through DCRA's Office of Consumer Protection, include elder's fraud, auto repair sticker program and payday lending;
 - b) Continued and expanded communications related to the Permit Center, the revised Third Party Program for inspections and plan review;

- c) Develop communications plans and materials to educate customers and the building industry around the Green Building Act of 2006;
- d) Develop and assist in the execution of an overall communications plan for DCRA that will enable communications regarding public activities, regulations and policies and procedures about vacant property; and
- e) External communications plans on new vendor regulations.

3.3 The Contractor shall develop a communications and marketing plan to include:

- a) Implementing the overall marketing plan that will convey the messages based on the DCRA strategic plan, to include vacant property requirements and regulations, elevators and building safety initiatives and consumer protection education and awareness programs;
- b) Continued implementation of the brand identity for DCRA programs and initiatives;
- c) Drafting messaging and talking points for press events for agency director and others
- d) Promotion of new DCRA services to interested stakeholders via earned and paid media;
- e) Design, production, and distribution of collateral materials, revising them as necessary, consistent with the DCRA branding efforts and mission statement, to support agency programs;

3.4 The Contractor shall attend weekly strategy meetings with key members of DCRA staff whose functions are relevant to the specific DCRA initiative to be discussed.

3.5 The Contractor shall provide support after submission of deliverables and work products, as necessary to clarify the contents of deliverables to District COTR. Continued support is needed for continuous improvement, clarification, education and outreach efforts after specific deliverables, i.e., marketing products and communication plans are delivered.

3.6 The Contractor shall continuously communicate status of the work relative to the approved schedule. The Contractor shall prepare and present monthly status reports to the (COTR) setting out current and upcoming activities, decisions required and issues of concern.

3.7 The Contractor shall submit a final report on overall plan implementation no later than September 30, 2008.

4. TERM OF CONTRACT

The term of the contract shall be for a period of date of award through September 30, 2008

5. DELIVERABLES

Summary of Deliverables	Days Due
Detailed project plan/timeline	15 business days after award
Monthly status reports	Every 30 days
Final report on overall plan implementation	No later than September 30, 2008

6. Specific Deliverables

The contractor shall prepare the following project deliverables:

- a) Strategic message development memo and plan for DCRA leadership on new initiatives and business practice review;
- b) Any additional collateral materials to supplement the current materials that are already created, remaining consistent with the DCRA review of business practices and customer service needs;
- c) Press and communications materials and tasks necessary to implement the marketing plan outlined above.

6.1 Outreach and Marketing Campaign Elements

6.1.1 *Branding Deliverables*— The Contractor shall produce materials that are consistent with current branding efforts to maintain. This may include, but is not limited to:

- Logos
- Signage
- Promotional materials and visuals
- Messaging and agency positioning

6.1.2 *Earned Media and Press Outreach Deliverables*—Working with the Manager of Customer Services and Communication, the Contractor shall continuously communicate new DCRA initiatives and improvements to the local, trade, and where applicable, national media. The Contractor shall also communicate to the media, via press releases, the achievements and milestones of specific DCRA initiatives. The Contractor shall also organize and implement media-only informational/educational sessions, and provide media training, as needed, to DCRA executives. This may include, but is not limited to:

- Press releases

- Press kits
- Press conferences and media tours with DCRA officials
- Media outreach
- Media coverage monitoring
- Drafting of talking points and positioning statements

6.1.3 *Community Outreach Deliverables*—Although DCRA communicates to the community primarily through the local media, it is important to increase direct outreach to the community as well. The Contractor shall work with DCRA community outreach personnel to provide effective, professional communications materials, as needed that are consistent with other DCRA communications in message and presentation. This may include, but is not limited to:

- On site support for community events
- Signage
- Presentations
- Collateral materials
- Outreach to constituency groups
- Support in coalition building

6.1.4 *Collateral Materials Deliverables*—The Contractor shall produce, or revise if necessary, communications materials to promote the DCRA initiatives identified in the strategic message memo and plan. The communications materials will include, but not be limited to:

- Brochures
- Logos and overall “look and feel” for specific initiatives
- Web site content (not design)
- Fact sheets
- Signs and banners for community events, press events, communications with customers, etc.

6.1.5 *Public Service Announcements (PSAs) Deliverables*—High-quality radio and television announcements should be produced for broadcast both on District cable stations and for local broadcast outlets. The Contractor shall suggest which initiatives would benefit most from PSAs, and the Contractor shall create and distribute the PSAs. This may include, but is not limited to:

- Coordination with PSA carriers and producers
- Negotiation with PSA outlets
- Conceptual design and scripting

- Production of television and radio PSAs
- PSA placement

6.1.6 *Paid Advertising Deliverables*—Broadcast ads are not cost-efficient, however cable spots may be considered. The focus, however, should be on community newspapers, trade newspapers, and outdoor advertising. Outdoor advertising, such as Metro or highway billboards, community and trade papers reach very defined demographics. The Contractor shall suggest which initiatives will be best served by this type of promotion, and will be responsible for creating and placing the ads. This may include, but is not limited to:

- Recommended ad buys
- Negotiation with media outlets
- Conceptual design and production
- Production of print, television and radio ads
- Ad placement

7. All deliverables in Sections C.5 thru C.6.1.6 shall become the sole property of the District Government to use at its discretion.

8. Key Personnel

The Contractor shall assign a manager as the Contractor's key representative. This representative shall have the authority to make binding decisions between its organization and other team members. This representative will be in charge of all members of the Contractor team assigned to the project and will be the main contact. All correspondence, conferences, meetings and questions concerning the project directed to the Contractor and its subcontractors will be through this person. This representative will be available at all times during working hours from the beginning of work through its completion.

ATTACHMENT C – PAST PERFORMANCE EVALUATION FORM

(Check appropriate box)

Performance Elements	RATING (See Rating Guidelines below)					
	5 – Excellent	4 – Good	3 – Acceptable	2 – Poor	1 – Unacceptable	0 – Zero
Quality of Services/Work						
Timeliness of Performance						
Cost Control						
Business Relations						
Customer Satisfaction						

1. Name of Contractor being Evaluated: _____

2. Name & Title of Evaluator: _____

3. Signature of Evaluator: _____

4. Name of Evaluator’s Organization: _____

5. Telephone Number of Evaluator: _____

6. Type of service received: _____

7. Contract Number, Amount and Period of Performance: _____

8. Remarks on Excellent Performance: Provide data supporting this observation. Continue on separate sheet if needed)

9. Remarks on unacceptable performance: Provide data supporting this observation. (Continue on separate sheet if needed)

RATING GUIDELINES

Summarize Contractor performance in each of the rating areas. Assign each area a rating of 0 (Unacceptable), 1 (Poor), 2 (Acceptable), 3 (Good), 4(Excellent), or ++ (Plus). Use the following instructions as guidance in making these evaluations.

	RATING AREAS			
	Quality Product/Service	Cost Control	Timeliness of Performance	Business Relations
	<ul style="list-style-type: none"> - Compliance with contract requirements - Accuracy of reports - Appropriateness of personnel - Technical Excellence 	<ul style="list-style-type: none"> - Within budget (over/under target costs) - Current, accurate, and complete billings - Relationship of negated costs to actual - Cost efficiencies - Change order issue 	<ul style="list-style-type: none"> - Meet Interim milestones - Reliable - Responsive to technical directions - Completed on time - No liquidated damages assessed 	<ul style="list-style-type: none"> - Effective management - Businesslike correspondence - Responsive to contract requirements - Prompt notification of contract problems - Reasonable/cooperative - Flexible - Proactive - Effective contractor recommended solutions - Effective small disadvantaged business subcontracting program
RANKINGS				
0 Zero	Non-conformances are compromising the achievement of contract requirements, despite use of Agency resources	Cost issues are compromising performance of contract requirements.	Delays are compromising the achievement of contract requirements despite use of Agency resources.	Response to inquiries, technical/service/administrative issues is not effective and responsive.
1 Unacceptable	Non-conformances require major Agency resources to ensure achievement of contract requirements.	Cost issues require major Agency resources to ensure achievement of contract requirements.	Delays require major Agency resources to ensure achievement of contract requirements.	Response to inquiries, technical/service/administrative issues is marginally effective and responsive.
2 Poor	Non-conformances require minor Agency resources to ensure achievement of contract requirements.	Cost issues require minor Agency resources to ensure achievement of contract requirements.	Delays require minor Agency resources to ensure achievement of contract requirements.	Response to inquiries, technical/service/administrative issues is somewhat effective and responsive.
3 Acceptable	Non-conformances do not impact achievement of contract requirements.	Cost issues do not impact achievement of contract requirements.	Delays do not impact achievement of contract requirements.	Response to inquiries, technical/service/administrative issues is usually effective and responsive.
4 Good	There are no quality problems.	There are no cost issues.	There are no delays.	Responses to inquiries, technical/service/administrative issues is effective and responsive.
5 Excellent	The contractor has demonstrated an exceptional performance level in some of all of the above categories.			