GOVERNMENT OF THE DISTRICT OF COLUMBIA
Office of Contracting and Procurement

Group IX

REQUEST FOR TASK ORDER PROPOSALS

TO: DISTRICT OF COLUMBIA SUPPLY SCHEDULE CONTRACTORS

Solicitation No.: **DCDL-2008-T-0059**

Caption: **Marketing, Media & Public Information Services**

Issuance Date: **April 9, 2008**

Due Date and Time: **April 23, 2008 at 2:00 pm local time**

The Government of the District of Columbia, Office of Contracting and Procurement, on behalf of the District of Columbia Board of Elections and Ethics (BOEE), is seeking the services of a Contractor to provide a comprehensive communications plan that ensures that citizens are better prepared and educated on how to vote and assures the public of BOEE's preparedness for upcoming elections and beyond in accordance with the Statement of Work (SOW), (Attachment A), under a firm fixed price task order agreement.

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, including one (1) original and three (3) copies each. The Offeror shall submit each task order proposal in a sealed envelope conspicuously marked: "Task Order Proposal in response to Solicitation No. DCDL-2007-T-0059 for Marketing, Media & Public Information Services."

All 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

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

1) Describe the Offeror's technical approach to developing a comprehensive communication plan to help BOEE effectively communicate its mission. The Offeror shall provide a draft communication plan and project schedule to complete the requirements.

2) Describe the Offeror's proposed methods of voter education and outreach to reach the residents of the District of Columbia on how the September and November 2008 elections will run. Offeror shall describe the extent to which it has established contracts with media, legislators, community and civic organizations.

3) Demonstrate the Offeror's knowledge of election administration.

4) Demonstrate the Offeror's ability to establish contacts with media, legislators, community and civic organizations.

5) Demonstrate the Offeror's qualifications and expertise working in a public relations environment for an election organization on a local or national level.

6) Describe the Offeror's experience with providing outreach activities to a broad group of individuals.

7) Describe the offeror's experience with providing similar services to the District of Columbia or similar sized public or private organizations. The Offeror shall provide at least three client references, including name, address, title, phone and fax numbers and email address for which similar services has been provided in the past. The following information shall be provided for each contract:

    a. Name of the contracting organization;
    b. Contract Number (for subcontracts orders, provide the prime contract number and subcontract number);
    c. Contract type and total contract value;
    d. Description of requirements;
    e. Performance evaluations or related evaluation data;
    f. Contracting Officer's name and telephone number; and
    g. Program Manager's name and telephone number and alternate contact person name and telephone number.

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 23, 2008.

8) Describe which portions of the effort will be subcontracted, if any.

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 (eg. hourly rates, number of hours, skill categories).

b. Completed Price Schedule, **Attachment B.**

c. Proposed Payment Schedule.

d. Copy of DCSS Rate.

4. Hand Delivery or Mailing of Proposals

Deliver or Mail to:

Office of Contracting and Procurement
441 4th Street, N.W.
Suite 703 South – Bid Counter
Washington, D.C. 20001
Attention: Gregory Nance

6. 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.

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 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 price.

a. Technical Evaluation Criteria

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

1. **Qualifications and Expertise - 30 Points**– The Offeror demonstrated working in a public relations environment for an election organization on a local or national level. Offeror has demonstrated success with working on a similar campaign. Offeror has presented evidence that it has experience with providing outreach activities to a broad group of individuals.

2. **Past Performance of Offeror - 30 Points** – The Offeror has satisfactorily provided similar services to the District of Columbia or similar sized public or private organizations.

3. **Technical Approach - 25 Points**– The Offeror has presented an acceptable approach to developing a comprehensive communication plan. Offeror has presented proposed methods of voter education and outreach to reach the residents of the District of Columbia on how the upcoming September and November 2008 elections will run. The Offeror has the ability to provide the required services and to complete deliverables. Offeror has demonstrated it has established contacts with media, legislators, community and civic organizations.

3. **Price - 15 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.

$$\frac{\text{Grand Total of Lowest Proposal Price Offered}}{\text{Grand Total of Proposal Being Evaluated}} \times 15 \text{ weight} = \text{Evaluated Price Score}$$

8. Term of Contract

The term of this contract will be from date of award through December 31, 2008

Questions regarding the solicitation may be referred to Gregory Nance by phone at (202) 724-5438 or by email at **gregory.nance@dc.gov**. Questions must be received no later than 11:00 a.m. on Tuesday, April 15, 2008.

Gena Johnson
Contracting Officer

Attachments
A. Statement of Work
B. Price Schedule
C. Past Performance Evaluation Form

ATTACHMENT A

Statement of Work
For
Communications Plan

1. SCOPE

The District of Columbia Government, Office of Contracting and Procurement (OCP), on behalf of the Board of Elections and Ethics (BOEE), seeks a contractor to provide a strategic communications plan that combines well developed messages with innovative tactics to help the BOEE effectively communicate its mission and achievements. In order to directly address BOEE's responses to inquires regarding the conduct of the 2008 Presidential Election Cycle, the contractor shall design a communications program that assures the public of its preparedness for upcoming elections and beyond. The contractor shall design a communication program that ensures that citizens are better prepared and educated on how to vote. The objective first and foremost should be to increase voter confidence when it comes to ensuring free and fair elections. The goal of the campaign is to help increase voter efficiency and voter trust.

1.1 Applicable Documents

The contractor shall use the following documents as reference material in developing the communication plan.

Item No.	Document Type	Title	Location
1	Web based	Help America Vote Act	http://usdoj.gov/crt/voting/hava/hava/html
2	Web based	DC State Plan, "Moving Elections Forward"	http://www.dcboee.org

1.2 Definitions

The terms below are defined as follows when used in the contract:

HAVA- "Help America Vote Act"- The landmark legislation, Public Law 107-252, was passed by Congress in October 2002, and mandated that all 50 states and the District of Columbia upgrade many aspects of their election procedures, including accessibility of polling places, voting machines, voter registration processes and poll worker training.

2. BACKGROUND

As demonstrated by the voter turnout for the February 12, 2008 Primary as well as Primary Elections and state caucuses nationwide, the 2008 Presidential Election Cycle has created heighten public interest. This has resulted in the need to solicit immediate assistance of a contractor who will effectively communicate information to the residents and voters about upcoming elections and provide well developed messages with a novel approach that assures the public of BOEE's preparedness for the upcoming elections. Information concerning the speed of election night results, higher than expected turnout, operation of voting equipment, options available for voting, poll worker recruitment, training, and placement, needs to be presented to the public in a user friendly format that conveys "real expectations" for operations prior to, on and subsequent to election day.

Concerns involving the February 12, 2008 Presidential Preference Primary were raised and addressed before the DC City Council on February 15 and February 29, respectively. These matters, which were properly before the DC City Council, resulted in the conclusion that a pro-active approach and outreach would be designed as a means for the District of Columbia to respond to these nationwide issues. By developing a strategic outreach effort and voter education campaign with the assistance of an election experienced public relations firm, rebuilding confidence and voter trust will be achieved.

3. REQUIREMENTS

3.1 The Contractor shall develop a communication plan to effectively communicate BOEE's mission and achievements to District voters and provide a comprehensive voter education campaign. The Contractor shall include in the plan, a voter education and public outreach campaign, and a strategy of direct outreach to media and other stakeholders that demonstrates what has been done to address the election operation challenges.

3.2 The Contractor shall work with designated staff at the BOEE to customize a communication plan with a project timeline geared toward the September 9, 2008 Primary Election and the November 4, 2008 General Election, assures the public of BOEE's preparedness for upcoming elections and beyond and is capable of executing the tasks listed below:

A. Draft targeted messages for specific audiences
B. Create and Distribute Voter Education Materials/ Video/DVD
C. Outreach to College and University Students
D. Identify and participate in local events for outreach
E. Public education campaign to inform voters on how to cast a ballot on the voting systems currently in use in the District of Columbia.
F. Compose a master activity and communications calendar

G. Conduct a communications audit that consists of a thorough review and analysis of existing practices, materials and procedures to ensure that core messages are communicated appropriately and efficiently.
H. Implement an established process that allows media requests and pitches to be handled effectively.
I. Create internal media lists for use by the BOEE communications team.
J. Conduct training that will help to communicate not only to journalists, but also other stakeholders, leaders and local decision makers.
K. Design a media guidebook for all key personnel that contains important communications tips and information including:
L. Voting Education via use of the Media
M. Interview Preparation
N. Preparing Messages
O. Logistics for differing styles of interviews (radio, television, print)
P. Learning from Each Interview
Q. Assist in the development and execution of a voter education and outreach campaign.
R. Monitoring of the news media and web forums/blogs.
S. Develop a press kit and related materials.
T. Create a story bank of items and messages to place with specific media outlets.
U. Develop a press release pipeline of announcement and news.
V. Organize meetings with key stakeholders and media outlets.
W. Draft articles and letters for consideration/submission to various media outlets.
X. Provide background and briefing information in advance of any related meetings, interviews/media meetings.
Y. Develop a rapid response media plan.
Z. Develop mechanism to evaluate effectiveness of communication efforts.

4. TERM OF CONTRACT

The term of the contract shall be for a period of date of award through December 31, 2008.

5. DELIVERABLES

The Contractor shall submit the following deliverables to the COTR.

5.1 A final communications plan and project schedule timeline to meet all deliverables in section 3 - Requirements. The Contractor shall submit the final plan to the COTR within 14 days after contract award.

5.2 Monthly summary reports and review of the effectiveness of the public relations campaign tactics described in section 3.2.

5.3 Establishment of a media relations process to be utilized by the BOEE. The media relations process shall include section 3.2 items B,E,F,H,I,J,K,L,M,N,O,P,R,T, U,V,W,Y and Z. Deliverables to be delivered in accordance with the project schedule timeline.

5.4 Organization of media interviews and securing positive press coverage. The contractor shall organize and schedule events, and will place spin on message to be delivered.

5.5 Final analysis should be conducted to identify and capitalize on what worked well and what needs improvement. The contractor shall deliver a written report and hold a debriefing meeting with COTR and the BOEE addressing these issues on or before December 31, 2008.

5.6 The Contractor shall deliver all deliverables in accordance with the approved communications plan and project schedule timeline including but not limited to written reports, monthly summary reports and debriefing meetings.

5.7 All deliverables and work associated with this contract shall become the sole property of the District Government to use at its discretion.

6. INVOICE PAYMENT

6.1 The District will make payments to the Contractor, upon the submission of proper invoices, at the prices stipulated in this contract, for supplies delivered and accepted or services performed and accepted, less any discounts, allowances or adjustments provided for in this contract.

6.2 The Contractor shall submit proper invoices on a monthly basis or as otherwise specified in Section C.8. Invoices shall be prepared in duplicate and submitted to the agency Chief Financial Officer (CFO) with concurrent copies to the Contracting Officer's Technical Representative (COTR) specified in Section 10 below. The address of the CFO is:

Name:	Agency CFO Attention: Accounts Payable Division Board of Elections and Ethics
Address:	441 4th Street, N.W., Suite 250 North Washington, D.C. 20001
Telephone:	202 727-2525

6.3 To constitute a proper invoice, the Contractor shall submit the following information on the invoice:

6.3.1 Contractor's name, Federal tax ID and invoice date (Contractors shall date invoices on the date of mailing or transmittal);

6.3.2 Contract number and invoice number;

6.3.3 Description, price, quantity and the date(s) that the supplies or services were delivered or performed.

6.3.4 Other supporting documentation or information, as required by the Contracting Officer;

6.3.5 Name, title, telephone number and complete mailing address of the responsible official to whom payment is to be sent;

6.3.6 Name, title, phone number of person preparing the invoice;

6.3.7 Name, title, phone number and mailing address of person (if different from the person identified in 6.3.6 above) to be notified in the event of a defective invoice; and

6.3.8 Authorized signature.

7. PAYMENT

The District will pay the contractor for satisfactory completion of services and acceptance of deliverables in accordance with the approved payment schedule.

8. CONTRACTING OFFICER (CO)

Contracts may 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:

Gena Johnson
Contracting Officer
Office of Contracting and Procurement
441 4th Street, N.W., Suite 930 South
Washington, D.C. 20001
Telephone: 202 727-0252

9. AUTHORIZED CHANGES BY THE CONTRACTING OFFICER

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

9.2 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.

9.3 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.

10. CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE (COTR)

10.1 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:

Ms. Alice P. Miller
Executive Director
D.C. Board of Elections and Ethics
441 4th Street, N.W., Suite 250 North
Washington, D.C. 20001
Phone: (202) 727-6511

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

10.3 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.

ATTACHMENT B

PRICE SCHEDULE

Contract Line Item Number	Description	Quantity	Unit	Total Price
0001	**Consulting Services to develop a Comprehensive Communication Plan (FY08 cost - date of award thru September 30, 2008)**	**1**	**JOB**	**$_____**
0002	**Consulting Services to develop a Comprehensive Communication Plan (FY09 Cost – October 1, 2008 thru December 31, 2008)**	**1**	**JOB**	**$_____**
			Grand Total for Project	**$**

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**
	- Compliance with contract requirements - Accuracy of reports - Appropriateness of personnel - Technical Excellence	- Within budget (over/under target costs) - Current, accurate, and complete billings - Relationship of negated costs to actual - Cost efficiencies - Change order issue	- Meet Interim milestones - Reliable - Responsive to technical directions - Completed on time - No liquidated damages assessed	- 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.			