

REQUEST FOR TASK ORDER PROPOSAL (RFTOP) (THIS IS NOT AN ORDER) OFFEROR TO COMPLETE BLOCKS 11, 13 - 18		1. THIS ACQUISITION IS <input type="checkbox"/> SET ASIDE SBE (_____ SBE Category) <input type="checkbox"/> SET ASIDE DCSS (_____ Schedule) <input checked="" type="checkbox"/> GSA SCHEDULE (<u>541.1</u> Schedule)			PAGE OF PAGES (incl. Cover) 1 23	
2. SOLICITATION NO. DCHC-2008-T-6545		3. DATE ISSUED 05/15/2008	4. REQUISITION NO. RQ396545	5. CONTRACT NUMBER		6. OFFER DUE DATE 06/16/2008 02:00 P.M.
7A. ISSUED BY Office Of Contracting and Procurement 441 4th Street, NW., 700 South Washington, DC 20001				7B. SOLICITATION INFORMATION NAME: LaDousca Yvonne Mitchell PHONE: 202-724-4021 FAX: 202-727-0245 E-MAIL yvonne.mitchell@dc.gov		
8A ADMINISTERED BY DC Department of Health Health Emergency Preparedness and Response Administration 64 New York Avenue, NE Washington, DC 20002				8B DELIVER TO: DC Department of Health Health Emergency Preparedness and Response Administration 64 New York Avenue, NE Washington, DC 20002		
9. DELIVER BY (Date) 9(a). <input type="checkbox"/> FOB DESTINATION 9(b). <input checked="" type="checkbox"/> OTHER (See Schedule) See Section F.3				10. PAYMENT WILL BE MADE BY OFFICE OF CHIEF FINANCIAL OFFICER DEPARTMENT OF HEALTH ATTN: Accounts Payable 825 NORTH CAPITAL STREET, N.E. SUITE 500 WASHINGTON, D.C. 20002 202-442-9231		
11. OFFEROR To Potential Offerors 11(a) DUNS NO. _____ 11(b) FEDERAL TAX ID NO. _____				11(c) Certification (Check Appropriate Boxes) <input type="checkbox"/> Small <input type="checkbox"/> Local <input type="checkbox"/> Resident-Owned <input type="checkbox"/> Long Time <input type="checkbox"/> Enterprise Zone Certification No. _____		
IMPORTANT: If you are unable to provide a response, 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 the offeror. Any representations and/or certifications attached to this Request for Task order Proposal must be completed by the offeror.						
12. SCHEDULE (Include applicable Federal, State and local taxes)						
ITEM NO. (a)	SUPPLIES/SERVICES (b)		QUANTITY (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)
	See Section B.3					
13. DISCOUNT FOR PROMPT PAYMENT			10 CALENDAR DAYS %	20 CALENDAR DAYS %	30 CALENDAR DAYS %	CALENDAR DAYS %
14. NAME AND ADDRESS OF OFFEROR (Street, city, county, State and ZIP Code)				15. SIGNATURE OF PERSON AUTHORIZED TO SIGN OFFER		16. DATE OF OFFER
				17. NAME AND TITLE OF SIGNER (Type or print)		18. TELEPHONE NO. (Include area code)

**SECTION B:
SUPPLIES AND/OR SERVICES AND PRICE**

B.1 The District of Columbia Department of Health (DOH), Health Emergency Preparedness and Response Administration (HEPRA) seeks a qualified Contractor to develop outreach materials to educate the community on topics of pandemic influenza awareness, prevention and preparedness and to engage the community in pandemic influenza preparedness efforts.

B.2 The District contemplates the award of a fixed price contract.

B.3 PRICE SCHEDULE – FIXED PRICE

B.3.1 BASE YEAR

Contract Line Item No. (CLIN)	Line Item Description	Quantity	Price
0001	Develop outreach materials to educate the community on topics of pandemic influenza awareness, prevention and preparedness as described in Section C.3.		
Total for Base Year			\$ _____

B.3.2 OPTION YEAR ONE

Contract Line Item No. (CLIN)	Line Item Description	Quantity	Price
1001	Develop outreach materials to educate the community on topics of pandemic influenza awareness, prevention and preparedness as described in Section C.3.		
Total Option Year One			\$ _____

B.3.3 GRAND TOTAL

Period of Performance	Price
Base Year (B.3.1)	\$ _____
Option Year One (B.3.2)	\$ _____
Grand Total	\$ _____

SECTION C

SPECIFICATIONS/STATEMENT OF WORK

C.1 SCOPE:

The District of Columbia Department of Health (DOH), Health Emergency Preparedness and Response Administration (HEPRA) seeks a Contractor to develop outreach materials to educate the community on topics of pandemic influenza awareness, prevention and preparedness and to engage the community in pandemic influenza preparedness efforts.

C.2 BACKGROUND

C.2.1 The mission of the Department of Health is to promote and protect the health, safety and quality of life of residents, visitors and those doing business in the District of Columbia. Our responsibilities include identifying health risks; educating the public; preventing and controlling diseases, injuries and exposure to environmental hazards; promoting effective community collaborations; and optimizing equitable access to community resources.

C.2.2 The Health Emergency Preparedness and Response Administration (HEPRA) supports the mission of DOH by organizing and participating in public health response activities that help prevent epidemics and the spread of disease, protect against environmental hazards and manmade and/or naturally occurring disasters and emergencies, incidents of national significance and other national special security events.

C.2.3 Promotion and encouragement of healthy behavior are pillars of a sound, effective public health program. Through the development of outreach materials DOH intends to inform, build bridges and modify behavior to help mitigate the impact of an influenza pandemic. The Contractor is required to conduct the necessary research to support development of important teaching and learning tools to improve community resiliency.

C.2.4 The demographics of the District span a variety of ethnic, cultural, religious/spiritual beliefs, age, sexual orientation, income, disabled and special needs populations. The marketing approach shall be one that has been determined by the Contractor to be effective in overcoming at a minimum, literacy, language and cultural barriers. The outreach tools should reinforce the role of DC DOH as a credible source of health information in a “user” friendly manner.

C.2.5 Community organizations have long been recognized as trusted voices in the community. DOH plans to partner with these organizations using the Contractor developed tools to engage the District’s multi-denominational, multicultural community in pandemic influenza education, planning and prevention activities especially issues surrounding anticipated mental health needs surrounding a mass casualty event. It is important to incorporate this valued method of communication into all pandemic influenza planning efforts if critical health messages from DOH are to reach all members of the community.

C.3 REQUIREMENTS

C.3.1 The Contractor shall, at a minimum:

- C.3.1.1** Develop and produce draft flyers, mass mailings, brochures, public service announcements for radio and television. Outreach materials shall be delivered electronically in MS Word format. Each flyer, mass mailing, brochure and public service announcement will not be released without COTR review and approval.
- C.3.1.2** The Contractor shall develop flyers, mass mailings, brochures and public service announcements based on current best practices and recommendations from acknowledge public health subject matter experts.
- C.3.1.3** Upon COTR's final review and approval, all outreach materials shall be provided in the following languages: English, Amharic, Traditional Chinese, Korean, Spanish, and French. Printed materials shall visibly and clearly display the language of the printed material in the lower right hand corner of each document.
- C.3.1.4** Obtain and submit a signed letter from an independent, third party qualified (i.e., college level professor) expert to review documents for language authentication, literacy level, grammar, and the ability to convey the appropriate message to the intended audience fourteen days prior to the materials release. Outreach materials submitted without this letter will not be accepted nor released.
- C.3.1.5** Provide all text translations in a proofread and error free PDF format. MS Word format will not be acceptable
- C.3.1.6** Outreach materials shall be developed to help all community members prepare for an influenza pandemic addressing at a minimum: preventing the spread of influenza, care giving for families, friends, neighbors, pets, personal care logs, stay at home tool kits, and guidance for employees returning to work after influenza illness
- C.3.1.7** Prominently and visibly display the official District of Columbia Stars and Bars logo bearing name of the Mayor, the official DOH logo on all materials produced by or on behalf of DOH. Electronic versions of Stars and Bars and DOH logos will be provided by DOH.
- C.3.1.8** The outreach materials developed and produced shall become the sole property of the Department of Health.

C.3.2 Meeting Requirements:

Monthly meetings shall be held with COTR at DOH/HEPRA to discuss and review progress, challenges and/or barriers in meeting established requirements. The date, time and attendees to these monthly meetings shall be designated by the COTR.

C.3.3 Reporting Requirements

- C.3.3.1** Submit progress reports in Microsoft Project 2003 and MS Word format to COTR the second Tuesday of every month. Progress reports shall identify progress, challenges and/or barriers in meeting established requirements as described in Section C.3.
- C.3.3.2** Submit final project report in Microsoft Project 2003 and MS word format at contract completion.

C.3.6 Monitoring Plan

DOH will track and monitor program activities utilizing Microsoft Project 2003 format to ensure objectives and timelines are met according to contractual agreement.

C.3.7 Key Personnel

C.3.7.1 The Contractor shall identify personnel to perform the required tasks under this contract by names and reporting relationship. Resumes of all proposed key personnel shall be included in the solicitation response. The hours that each will devote to the contract shall be provided in total and broken down by task.

**SECTION D
PACKAGING AND MARKING**

See GSA Contract

SECTION E
INSPECTION AND ACCEPTANCE

See GSA Contract

**SECTION F
DELIVERIES OR PERFORMANCE**

F.1 TERM OF TASK ORDER

The term of the task order shall be for a base period from the date of award to August 8, 2008.

F.2 OPTION TO EXTEND THE TERM OF THE TASK ORDER

F.2.1 The District may extend the term of this contract for a period of one (1) 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.

F.2.2 If the District exercises this option, the extended contract shall be considered to include this option provision.

F.2.3 The price for the option period shall be as specified in the contract.

F.2.4 The total duration of this contract, including the exercise of any options under this clause, shall not exceed one (1) year and three (3) months.

F.3 DELIVERABLES

No.	Deliverable	Qty	Format and Method of Delivery	Due Date
1	Develop and produce draft flyers, mass mailings, public service announcements for radio and television as described in Section C.3.1.1.	TBD	Hard copy and electronically for radio and television format to COTR, Sr. Deputy Director and Bioterrorism Coordinator	TBD
2	Outreach materials shall be provided in the following languages: English, Amharic, Traditional Chinese, Korean, Spanish, and French, as described in Section C.3.1.3.	1 for each language	Hard copies for COTR, Sr. Deputy Director and Bioterrorism Coordinator	10 days after approval
3	Obtain and submit a signed letter from an independent, third party as described in Section 3.1.4.	1 for each language	Signed original hard copy for each language on watermarked bond paper	5 days before approval
4	Provide text translations as described in Section C.3.1.5.	1 for each language	PDF format to COTR, Sr. Deputy Director and Bioterrorism Coordinator	10 days after approval

5	Submission of monthly progress reports as described C.3.3.1.	1	Hard copies for COTR, Sr. Deputy Director and Bioterrorism Coordinator	2 nd Tuesday of every month
6	Final project report as described in Section C.3.3.2.	1 for each language	Microsoft Project 2003 and MS Word format	2 weeks before end of contract

**SECTION G
CONTRACT ADMINISTRATION DATA**

G.1 INVOICE PAYMENT

- G.1.1** 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.
- G.1.2** The District will pay the Contractor on or before the 30th day after receiving a proper invoice from the Contractor.
- G.1.3** The District shall pay the contractor in monthly installments based on the prices offered in B.3.

G.2 INVOICE SUBMITTAL

- G.2.1** The Contractor shall submit proper invoices on a monthly basis or as otherwise specified in Section G.4. 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 G.9 below. The address of the CFO is:

Name: Tammie Robinson
Office of the Controller/Agency Fiscal Officer
Address: Department of Health
825 North Capitol Street, NE – Suite 5000
Washington D.C. 20002
Telephone: 202-442-9337

- G.2.2** To constitute a proper invoice, the Contractor shall submit the following information on the invoice:
 - G.2.2.1** Contractor's name, federal tax ID and invoice date (Contractors shall date invoices as of the date of mailing or transmittal);
 - G.2.2.2** Contract number and invoice number;
 - G.2.2.3** Description, price, quantity and the date(s) that the supplies or services were delivered or performed;
 - G.2.2.4** Other supporting documentation or information, as required by the Contracting Officer;
 - G.2.2.5** Name, title, telephone number and complete mailing address of the responsible official to whom payment is to be sent;
 - G.2.2.6** Name, title, phone number of person preparing the invoice;
 - G.2.2.7** Name, title, phone number and mailing address of person (if different from the person identified in G.2.2.6 above) to be notified in the event of a defective invoice; and

G.2.2.8 Authorized signature.

G.3 RESERVED

G.4 PAYMENT

G.4.1 Unless otherwise specified in this contract, payment will be made on partial deliveries of goods and services accepted by the District if:

- (a) The amount due on the deliveries warrants it; or
- (b) Payments based upon Section B (Price Schedules) and Section F (Deliverables).

G.5 ASSIGNMENT OF TASK ORDER PAYMENTS

G.5.1 In accordance with 27 DCMR 3250, the Contractor may assign funds due or to become due as a result of the performance of this task order to a bank, trust company, or other financing institution.

G.5.2 Any assignment shall cover all unpaid amounts payable under this task order, and shall not be made to more than one party.

G.5.3 Notwithstanding an assignment of task order payments, the Contractor, not the assignee, is required to prepare invoices. Where such an assignment has been made, the original copy of the invoice must refer to the assignment and must show that payment of the invoice is to be made directly to the assignee as follows:

Pursuant to the instrument of assignment dated _____,
make payment of this invoice to _____
(name and address of assignee).

G.6 THE QUICK PAYMENT CLAUSE

G.6.1 Interest Penalties to Contractors

G.6.1.1 The District will pay interest penalties on amounts due to the Contractor under the Quick Payment Act, D.C. Official Code §2-221.01 et seq., for the period beginning on the day after the required payment date and ending on the date on which payment of the amount is made. Interest shall be calculated at the rate of 1% per month. No interest penalty shall be paid if payment for the completed delivery of the item of property or service is made on or before:

- a. the 3rd day after the required payment date for meat or a meat product;
- b. the 5th day after the required payment date for an agricultural commodity; or
- c. the 15th day after the required payment date for any other item.

G.6.1.2 Any amount of an interest penalty which remains unpaid at the end of any 30-day period shall be added to the principal amount of the debt and thereafter interest penalties shall accrue on the added amount.

G.6.2 Payments to SubContractors

- G.6.2.1** The Contractor must take one of the following actions within 7 days of receipt of any amount paid to the Contractor by the District for work performed by any subContractor under a contract:
- a. Pay the subContractor for the proportionate share of the total payment received from the District that is attributable to the subContractor for work performed under the contract; or
 - b. Notify the District and the subContractor, in writing, of the Contractor's intention to withhold all or part of the subContractor's payment and state the reason for the nonpayment.
- G.6.2.2** The Contractor must pay any lower-tier subcontractor or supplier interest penalties on amounts due to the subcontractor or supplier beginning on the day after the payment is due and ending on the date on which the payment is made. Interest shall be calculated at the rate of 1% per month. No interest penalty shall be paid on the following if payment for the completed delivery of the item of property or service is made on or before:
- a. the 3rd day after the required payment date for meat or a meat product;
 - b. the 5th day after the required payment date for an agricultural commodity; or
 - c. the 15th day after the required payment date for any other item.
- G.6.2.3** Any amount of an interest penalty which remains unpaid by the Contractor at the end of any 30-day period shall be added to the principal amount of the debt to the subcontractor and thereafter interest penalties shall accrue on the added amount.
- G.6.2.4** A dispute between the Contractor and subcontractor relating to the amounts or entitlement of a subcontractor to a payment or a late payment interest penalty under the Quick Payment Act does not constitute a dispute to which the District of Columbia is a party. The District of Columbia may not be interpleaded in any judicial or administrative proceeding involving such a dispute.

G.7 RESERVED

G.8 CONTRACTING OFFICER (CO)

Contracts and Task Orders 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 H. Marshall
Office of Contracting and Procurement
441 4th Street, NW Suite 700 South
Washington, DC 20001
(202) 727-724-4197
jim.marshall@dc.gov

G.9 AUTHORIZED CHANGES BY THE CONTRACTING OFFICER

- G.9.1** The Contracting Officer is the only person authorized to approve changes in any of the requirements of this task order.
- G.9.2** The Contractor shall not comply with any order, directive or request that changes or modifies the requirements of this task order, unless issued in writing and signed by the Contracting Officer.
- G.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 task order price to cover any cost increase incurred as a result thereof.

G.9 CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE (COTR)

- G.9.1** The COTR is responsible for general administration of the task order and advising the Contracting Officer as to the Contractor's compliance or noncompliance with the task order. In addition, the COTR is responsible for the day-to-day monitoring and supervision of the task order, of ensuring that the work conforms to the requirements of this task order and such other responsibilities and authorities as may be specified in the task order. The COTR for this task order is:

Rita P. Daye, RN
Pandemic Influenza Coordinator
Health Emergency Preparedness and Response Administration (HEPRA)
DC Department of Health
64 New York Avenue, NE – Suite 5000
Washington, DC 20002
202-671-0673 (office)
202-631-0763 (cell)
202-671-0846 (fax)

- G.9.2** The COTR shall not have authority to make any changes in the specifications or scope of work or terms and conditions of the task order.
- G.9.3** 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.

**SECTION H
SPECIAL CONTRACT REQUIREMENTS**

See GSA Contract

**SECTION I
CONTRACT CLAUSES**

See GSA Contract

SECTION J
LIST OF ATTACHMENTS

- J.1** Contractor's GSA Contract
- J.2** Wage Determination No. 2005-2103, Revision No. 4, dated July 5, 2007
- J.4** Tax Certification Affidavit
- J.5** Cost/Price Data Requirement Package
- J.6** Past Performance Evaluation Forms
- J.7** Contractor's Technical Proposal dated

SECTION K
REPRESENTATIONS, CERTIFICATIONS AND OTHER STATEMENTS OF OFFERORS

Not Applicable to this Task Order

SECTION L
INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS

L.1 REQUEST FOR PROPOSAL AWARD

L.1.1 Most Advantageous to the District

The District intends to award a single contract resulting from this solicitation to the responsible Offeror(s) whose offer conforming to the solicitation will be most advantageous to the District, cost or price, technical and other factors, specified elsewhere in this solicitation.

L.1.2 Initial Offers

The District may award a contract on the basis of initial offers received, without discussion. Therefore, each initial offer should contain the Offeror's best terms from a standpoint of cost or price, technical and other factors.

L.2 PROPOSAL FORM, ORGANIZATION AND CONTENT

One original and six (6) copies of the written proposals shall be submitted 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 and telegraphic proposals will not be accepted. Each proposal shall be submitted in a sealed envelope conspicuously marked:

"Proposal in Response to Solicitation No. DCHC-2008-T-6545"

The Offeror's proposal(s) shall be organized and presented in the two separate volumes, Volume I, Technical Proposal, and Volume II, Price Proposal.

Offerors are directed to the specific proposal evaluation criteria found in Section M of this solicitation, **EVALUATION FACTORS FOR AWARD**. The Offeror shall respond to each factor in a way that will allow the District to evaluate the Offeror's response. The offeror shall submit information in a clear, concise, factual and logical manner providing a comprehensive description of program services and service delivery. The information requested below for the technical proposal shall facilitate evaluation and best value source selection for all proposals. The technical proposal must contain sufficient detail to provide a clear and concise representation of the requirements in Section C.

L.2.1 Volume I - Technical Proposal Instructions

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

L.2.1.1 Understanding of the District's Requirements

The Contractor shall provide a description of the Contractor's understanding of the District's requirements as described in Section C. The narrative shall include at a minimum a discussion of the Contractor's knowledge and understanding in the development of community outreach materials as described in Section C including:

L.2.1.2 Technical Approach

The Contractor shall a comprehensive approach and project plan to complete the required services; proven methodologies used in the successful development of community outreach materials.

L.2.1.3 Key Personnel

The Contractor shall provide resumes of all proposed key personnel. The Contractor shall provide, at a minimum:

- a. a list of proposed key personnel providing information on their respective relevant experience and background
- b. a staffing plan that demonstrates the Contractor's ability to meet the requirements described in Section C;
- c. provide position descriptions for each of the proposed key personnel as it relates to the Contractor's proposed staffing plan.
- d. provide a corporate organizational chart showing the reporting relationship within the Contractor's organization.

L.2.1.4 Past Performance

The Contractor shall, at a minimum provide:

- a. a list of a minimum of three (3) business references from entities in which the Contractor has provided services similar in size and scope:
- b. Each list shall include name of the entity, contract type, total contract value and name, address and telephone number of the project officer or contact a person.
- c. Past Performance Evaluation Form (Attachment J.3)

L.2.2 VOLUME II – PRICE PROPOSAL INSTRUCTIONS

The section titled **“Price Proposal”** shall include the total price for the entire project, and shall be broken down by task; activities or class as set forth in the Statement of Work. Pricing shall be a firm fixed unit price and shall include all costs. Unless otherwise directed in writing, the price proposal shall, at a minimum include:

- a. The price based on expertise and experience in the area of developing outreach materials to educate the community on topics of pandemic influenza awareness, prevention and preparedness and to engage the community in pandemic influenza preparedness efforts consistent with Section B.
- b. Completed Price Schedule. (Attachment J.3)

- c. Copy of GSA Price Schedule.

L.3 PROPOSAL SUBMISSION DATE AND TIME, AND LATE SUBMISSIONS, LATE MODIFICATIONS, AND LATE WITHDRAWALS

L.3.1 Proposal Submission

Proposals must be submitted no later than the date specified in the Request for Proposal. Proposals, modifications to proposals, or requests for withdrawals that are received in the designated District office after the exact local time specified above, are "late" and shall be considered only if they are received before the award is made and one (1) or more of the following circumstances apply:

- a. The proposal or modification was sent by registered or certified mail not later than the fifth (5th) calendar day before the date specified for receipt of offers;
- b. The proposal or modification was sent by mail and it is determined by the Contracting Officer that the late receipt at the location specified in the solicitation was caused solely by mishandling by the District.
- c. The bid is the only bid received.

L.4 HAND DELIVERY OR MAILING OF PROPOSALS

DELIVER OR MAIL TO:

Office of Contracting and Procurement
Bid Room
441 4th Street, NW
Suite 703 South
Washington, D. C. 20001
Attention: Rebecca Young

L.5 EXPLANATION TO PROSPECTIVE OFFERORS

If a prospective Offeror has any questions relative to this solicitation, the prospective offeror shall submit the question in writing to the Contact Person, identified on page one, in writing. The prospective Offeror shall submit questions no later than May 19, 2007. The District will not consider any questions received later than May 19, 2007. The District will furnish responses promptly to all prospective Offerors. An amendment to the solicitation will be issued if that information is necessary in submitting offers, or if the lack of it would be prejudicial to any other prospective Offerors. Oral explanations or instructions given before the award of the Request for Proposal will not be binding.

L.6 PROPOSALS WITH OPTION YEARS

The offeror shall include option year prices in its price proposal. An offer may be determined to be unacceptable if it fails to include option year pricing.

L.7 SIGNING OF OFFERS

The Contractor shall sign the offer and print or type its name on the offer. Erasures or other changes must be initialed by the person signing the offer. Offers signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the Contracting Officer.

L.8 ACKNOWLEDGMENT OF AMENDMENTS

The offeror shall acknowledge receipt of any amendment to this solicitation by (a) signing and returning the amendment; (b) by identifying the amendment number and or (c) by letter or telegram including mailgrams. The District must receive the acknowledgment by the date and time specified for receipt of offers. Offerors' failure to acknowledge an amendment may result in rejection of the offer.

L.9 STANDARDS OF RESPONSIBILITY

The prospective Contractor must demonstrate to the satisfaction of the District the capability in all respects to perform fully the Request for Proposal requirements, therefore, the prospective Contractor must submit the documentation listed below, within five (5) days of the request by the District.

- L.9.1** Furnish evidence of adequate financial resources, credit or the ability to obtain such resources as required during the performance of the Request for Proposal.
- L.9.2** Furnish evidence of the ability to comply with the required or proposed delivery or performance schedule, taking into consideration all existing commercial and governmental business commitments.
- L.9.3** Furnish evidence of the necessary organization, experience, accounting and operational control, technical skills or the ability to obtain them.
- L.9.4** Furnish evidence of compliance with the applicable District licensing, tax laws and regulations.
- L.9.5** Furnish evidence of a satisfactory performance record, record of integrity and business ethics.
- L.9.6** Furnish evidence of the necessary production, construction and technical equipment and facilities or the ability to obtain them.
- L.9.7** If the prospective Contractor fails to supply the information requested, the Contracting Officer shall make the determination of responsibility or non-responsibility based upon available information. If the available information is insufficient to make a determination of responsibility, the Contracting Officer shall determine the prospective Contractor to be non-responsible.

L.10 TAX CERTIFICATION

Each offeror must submit with its offer, a sworn Tax Certification Affidavit, incorporated herein as Attachment J.2.

L.11 ADDITIONAL ATTACHMENTS

Each Contractor shall submit a copy of their GSA contracts.

**SECTION M
EVALUATION FACTORS FOR AWARD**

M.1 EVALUATION FOR AWARD

A contract will be awarded to the responsible offeror(s) whose offer is most advantageous to the District, based upon the evaluation criteria specified below. Thus, while the points in the evaluation criteria indicate their relative importance, the total scores will not necessarily be determinative of the award. Rather, the total scores will guide the District in making an intelligent award decision based upon the evaluation criteria.

M.2 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.

M. 3 EVALUATION CRITERIA

The objective of the source selection process is to identify and select the Offeror that has successfully demonstrated the ability to successfully meet the District's needs in the manner most advantageous to the District, all factors considered.

M.3.1 The technical evaluation criteria set forth below have been developed by agency technical personnel and have been tailored to the requirements of this particular solicitation. The Contractor is informed that these criteria will serve as the standard against which all proposals will be evaluated and serve to establish the evaluation criteria including the evaluation factors and significant sub factors which the Contractor should specifically address in complying with the requirements of the solicitation as described in Section C and instructions and notices to Offerors described in Section L.

M.3.2 The relative probabilities of the Offeror to accomplish the requirements of the solicitation will be evaluated based on the specific information requested in L.22 in accordance with the evaluation factors described below. The Contractor should respond to each factor and significant sub factor in a way that will allow the District to evaluate the Contractor’s response. The scoring for each evaluation factor will be based on the District’s determination of the degree to which the Offeror satisfies the requirements within the evaluation factor and significant sub factors. Deficiencies and weaknesses identified in the proposal as well as the District’s risk will also be considered. The evaluation factors and significant sub factors, point value and relative importance follows.

M.3.3 The price evaluation will be objective. The offeror with the lowest cost/price 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 cost/price score:

$$\frac{\text{Lowest price proposal}}{\text{Price of proposal being evaluated}} \times \text{weight} = \text{Evaluated price score}$$

M.4 EVALUATION FACTORS

TECHNICAL EVALUATION FACTORS 0 – 80 POINTS		
EVALUATION FACTOR/ SIGNIFICANT SUBFACTOR	POINT VALUE	RELATIVE IMPORTANCE
Technical Approach and Expertise	50	Technical Approach and Expertise (50 Points). The Offeror has comprehensive knowledge and expertise to develop community outreach materials; comprehensive technical approach and technical expertise; resumes of key personnel...
Past Performance and Experience	30	Offeror’s Experience and Past Performance (30 Points). Offeror has demonstrated that it has successfully provided similar services to similar clients. Offerors shall supply samples of their work within the last 1 to 2 years.
PRICE POINTS 20		
Price	20	Price is equally as important as Technical Approach and Expertise is less important than Past Performance/ Previous Experience