

REQUEST FOR QUOTATIONS <i>(THIS IS NOT AN ORDER)</i>		TYPE OF MARKET X OPEN <input type="checkbox"/> SET-ASIDE DCSS GSA			PAGE OF PAGES 1 19	
1. REQUEST NO. RQ559927	2. DATE ISSUED April 30, 2009	3. REQUEST/PURCHASE REQUEST NO. DCBD-2009-Q-9927	4. COMMODITY CODE	CAPTION Market Analysis for Mount Pleasant Street Area		
5A. ISSUED BY Office of Contracting and Procurement Financial Legal Consulting Group 441 4 th Street, N.W. 700S Washington, DC 20001			6. DELIVER BY (Date) See 3.2			
5B. FOR INFORMATION CALL: (Name and telephone no.) (No collect calls) Chris Yi, (202) 724-2122 or Chris.yi@dc.gov			7. DELIVERY <input type="checkbox"/> FOB DESIGNATION <input type="checkbox"/> OTHER (See Schedule)			
8. TO: NAME AND ADDRESS, INCLUDING ZIP CODE			9. DESIGNATION (Consignee and address, including ZIP code) Office of Planning 2000 14 th Street NW, 4 th Floor Washington, DC 20009			
10. PLEASE FURNISH QUOTATIONS TO ISSUING OFFICE ON OR BEFORE CLOSE OF BUSINESS (Date) May 21, 2009 @2:00 PM		11. BUSINESS CLASSIFICATION (Check appropriate boxes) <input type="checkbox"/> SMALL <input type="checkbox"/> OTHER THAN SMALL <input type="checkbox"/> DISADVANTAGED <input type="checkbox"/> WOMEN-OWNED				
IMPORTANT: 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.						
12. SCHEDULE (Include applicable Federal, State and local taxes)						
ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	
0001	Generate a market analysis for the Mount Pleasant Street project area. Evaluate and recommend development programs for three opportunity sites in the project area as described in Section 2.			See Schedule 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
MOUNT PLEASANT STREET REVITALIZATION ACTION AGENDA**

SECTION 1 SUPPLIES OR SERVICES AND PRICE

The Office of Planning (OP) seeks a highly-innovative and experienced firm or team of professionals (Consultant Team) to generate a market analysis for the Mount Pleasant Street commercial area (Project Area) and recommend alternative redevelopment programs as described in Section 2.

1.1 Contract Type

The District anticipates award of a firm fixed price contract.

1.2 Price Schedule

1.2.1 Base Period of Performance (Date of Award – six (6) months thereafter)

Contract Line Item Number (CLIN)	Item Description	Price
0001	Generate a market analysis for the Mount Pleasant Street project area. Evaluate and recommend development programs for three opportunity sites in the project area as described in Section 2.	\$ _____
	Total Price	\$ _____

SECTION 2 SPECIFICATIONS/WORK STATEMENT

2.1 Scope

2.1.1 The Office of Planning (OP) seeks a highly-innovative and experienced firm or team of professionals (Consultant Team) to generate a market analysis for the Mount Pleasant Street commercial area (Project Area) and recommend alternative redevelopment programs for the following opportunity sites:

- a. 3124 Mount Pleasant Street, NW (Square: 2596, Lot: 1054)
- b. 3160-3174, 3178, 3182 Mount Pleasant St & 1660 Lamont St (Square 2601, Lots 0659, 0665-0667)
- c. 3054 Mount Pleasant Street NW (Square: 2591, Lot: 0816)

2.1.2 The market analysis shall be focused on the project area, which is roughly defined as the C-2-A commercial zone around the Mount Pleasant Street corridor (see Attachment A). All the development opportunity sites fall within the project area.

It is expected that the Contractor shall provide:

- a. A market analysis focusing specifically on niche retail opportunities
- b. For each opportunity site, identify the development potential based on the existing zoning as by right, and with a Planned Unit Development (PUD)
- c. Identify a preferred development program for each opportunity site

2.1.3 Applicable Documents (including web sites)

Item No.	Title	Version
1	DC Comprehensive Plan http://planning.dc.gov/planning/cwp/view,a.1354,q.63,9789,PM,1.asp	2006
2	Draft DDOT Mt. Pleasant Transportation Study (District Department of Transportation) http://www.dci-projects.com/Pleasant/	2008
3	Draft Retail Action Strategy and Summary Documents for Columbia Heights SubMarket http://planning.dc.gov/planning/cwp/view,a.1282,q.64,1497.asp	2009
4	Mount Pleasant Historic District Brochure http://planning.dc.gov/planning/frames.asp?doc=/planning/lib/planning/preservation/brochures/mt_pleasant_brochure.pdf	Current
5	2009 Neighborhood Profile Mount Pleasant (Washington DC Economic Partnership) http://www.wdcep.com/pdf/neighborhoods/ neigh.pdf	2009

2.2 Definitions

2.2.1 Arts Retail – are businesses whose primary products are finished artworks, materials which lead to the creation of new artworks or services which maintain or repair existing artworks. The sales of these goods and services are typically from a fixed location.

Arts Retail uses include but not limited to:

- a. Sales and Restoration of Artworks
- b. Art Supplies Stores
- c. Musical Instruments Stores
- d. Music Recordings Stores (CDs, Vinyl, etc)
- e. Local Artist Galleries
- f. Flower Shops / Small Gardening
- g. Art and Picture Framing, Photographic supply sales
- h. Book Stores
- i. Culinary Arts services and supplies

2.2.2 Development Program: site analysis to accurately define the general development potential and market value of the property based on the existing by-right and PUD zoning.

2.2.3 Opportunity Site: 3124 Mount Pleasant Street, NW (Square: 2596, Lot: 1054): The site is located within the center of the commercial strip and is approximately 9,326 square feet (SF). This is a corner site with about 84 feet of frontage on Mount Pleasant Street and another 113 feet of frontage along Kenyon Street. There is a one-story commercial building on the 9,326 SF site which occupies about 3,120 SF with the rest of the area used primarily as a parking lot. The site recently held a small neighborhood grocery but is now currently vacant.

2.2.4 Opportunity Site: 3160-3174, 3178, 3182 Mount Pleasant St & 1660 Lamont St (Square 2601) (): This 12,750 SF site consists of an entire block on Mount Pleasant Street between Lamont Street and Kilbourne Place. There are currently five lots on this site that are all used commercially by different businesses or organizations. The block has 190 feet of active commercial frontage with 106 feet of that along Mount Pleasant Street. The entire block is also owned by one property owner.

2.2.5 Opportunity Site: Parcel Square: 2591 Lot: 0816: This site is currently being used as an auto repair facility and a storage space. The 3,361 SF space has a very small building (approximately 700 SF) on the site with the rest used as open area for car repairs and storage. The site has 36 feet of frontage on Mount Pleasant Street and goes back about 90 feet into the interior of the block.

2.2.6 Pro forma: Provide a pro forma income statement or a budgeted income statement (profit plan), which shows the effects of planned financial activity during a planning period as if the events had taken place as forecast. Pro formas are also commonly developed as part of real estate financial feasibility studies.

2.2.7 Spatial Information Requirements

OP manages spatial information (e.g., topological, geometric, or geographic information) using GIS software from ESRI, and most other data and documents using Microsoft Office 2003 for Windows. OP uses Adobe InDesign CS2 (some machines also have InDesign CS3) and Quark Express for desktop publishing. Contractors wishing to exchange maps and data effectively with OP should plan to use ESRI ArcMap 9.2 or equivalent GIS software. OP will provide base mapping and other data in ESRI shapefile or geodatabase formats; CAD-format data will be provided only for design-related projects or as specified explicitly in the scope of work. All maps, data, and documents developed for OP shall be delivered in acceptable electronic formats. OP prefers maps in ESRI ArcMap format; at minimum, spatial information developed for OP should be delivered in ESRI shapefiles or in comparable geodatabase formats. (Note: key map information shall be delivered as geographic features stored in layers; simple graphic elements drawn on a map are not acceptable.) CAD-based maps are acceptable only for design-related projects or as specified explicitly in the scope of work. Highly generalized (“blob”) maps may be delivered in editable graphic formats, but should be derived from OP’s base map information. Other information and documents should be provided in Microsoft Office 2003, Adobe Photoshop CS2, Adobe Illustrator CS2, Adobe InDesign CS2 or QuarkXPress formats. In all cases, data sets shall be delivered with sufficient documentation for OP to be able to assess what they contain and to reuse them in subsequent efforts. Use of data delivered to OP should not be limited by third party license restrictions. Contractors are responsible for printing 5 copies of all required documents and a single copy of all required maps and graphics unless otherwise specified in the scope of work. All software or database development tasks and any use of non-standard graphics or presentation software shall be reviewed by OP’s Chief Information Officer.

2.3 BACKGROUND

- 2.3.1 The Mount Pleasant community is located in the northwest corner of Ward 1. This community is less than one half a square mile and is bordered by Rock Creek Park (National Zoo area) to the west, Piney Branch Parkway to the north, Harvard Street to the south and 16th Street to the east. According to the 2000 Census, the neighborhood has a population of approximately 12,000 people, of which the majority is either White or Latino.
- 2.3.2 When its streets were first platted in the 1860s, Mount Pleasant was one of Washington's first suburbs. Many of the rowhouses and smaller apartment buildings in the neighborhood were developed between 1900 and 1925 around the end of the streetcar line, which terminated at Mount Pleasant Street and Park Road. Larger apartment buildings developed along 16th Street during the 1930's. As the area population grew, Mount Pleasant Street became one of the more active commercial strips in the District, featuring a variety of local shops and services. Like many neighborhoods in the District after the 1968 riots, the area went into a period of decline

beginning in the 1970's. During the same period, Mount Pleasant attracted many Latino families and a new culture took root in the community.

- 2.3.3 Today, Mount Pleasant Street continues to serve the neighborhood by offering retail, restaurants and services. It is also located within a historic district and at the crossroads of several commuter routes, including 16th Street, 14th Street, Rock Creek Parkway and Park Road. The corridor is well served by Metro busses and the Columbia Heights Metrorail station is located just three blocks away.
- 2.3.4 Since 2000, Ward 1 has benefited from over \$1 billion of private investment, including the resurgence of the U street corridor, the entertainment cluster along 18th street in Adams Morgan, and the development of DC USA in Columbia Heights which is anchored by Target, Best Buy, and Staples. During this same period, very little private sector investment and revitalization activity was directed towards Mount Pleasant Street. While the corridor features over 100 retail, restaurant, and service establishments, the quality of the retail offerings and the physical condition of many stores is lacking. Rents are increasing and many local businesses serving the Latino market are being priced out. Local stores are struggling to compete with the newly opened DC USA development. Finally, the historic buildings with small lease spaces and aging infrastructure make attracting higher-end and national chain retail challenging. These effects have recently culminated in the closing of eight small businesses in the past 10 months.
- 2.3.5 There are varying perspectives on the scale and scope of a revitalization effort in Mount Pleasant. Many in the community feel the corridor could use some physical improvements, but the retail offerings are sufficient. Others feel it is simply time for the main street to reposition itself as a higher-end corridor to appeal more to the higher income residents. The District's Comprehensive Plan also suggests that the area serve as an artistic enclave and creative center. There is consensus that the main street has the potential to serve all residents with a more safe, pleasant, and walkable retail environment. Revitalization of the main street is also seen as an opportunity to create a space where the diverse residents of the area can come together.

2.4 Planning and Economic Development Context

There are several plans and economic development initiatives the Contractor should be familiar with in approaching the project (see Section 2.1.3 for website links), including but not limited to:

- 2.4.1 District of Columbia Comprehensive Plan: The District of Columbia's 2006 Comprehensive Plan provides the policy framework for the city's growth, development, and investment for the next twenty years. The Comprehensive Plan identifies several priorities for this area; a complete list is presented in Attachment B.
- 2.4.2 Draft DDOT Mount Pleasant Transportation Study: This study was undertaken by the District Department of Transportation (DDOT) to examine the existing and future

traffic conditions in Mount Pleasant; to identify transportation-related improvements needed to enhance efficiency of all modes of transportation; promote safety of all road users (vehicles, bicycles and pedestrians); enhance streetscape; and address transit, bicycle and pedestrian transportation needs.

2.4.3 Draft Retail Action Strategy: the Retail Action Strategy is the first ever citywide assessment of the District's retail potential. It will examine ways to strengthen the city's retail base at both the citywide and local scale, to promote vibrant commercial districts with a broad range of retail businesses in all neighborhoods, and to create expanded opportunities for small and local retailers. Columbia Heights, which included portions of Mount Pleasant, was one of the submarkets for this Retail Action Strategy.

2.4.4 Mount Pleasant Historic District Guidelines: The Historic Preservation Design Guidelines provide useful guidance on many maintenance and repair problems encountered in historic buildings. The district is roughly bounded by 16th Street on the east, Harvard Street on the South, Rock Creek Park on the west, and Piney Branch Park on the north. It includes approximately 1100 buildings circa 1850-1949.

2.5 Project Purpose

2.5.1 The overall objective of the Mount Pleasant Street Revitalization Action Agenda is to develop a strategic framework for the revitalization of the Mount Pleasant commercial corridor that will strengthen the economic climate, create a sense of place and determine the development opportunity of underutilized sites.

2.6 Roles and Responsibilities

2.6.1 Client Information. The client group for the project is the DC Office of Planning. Other District agencies and community stakeholders, as appropriate will also be included as key advisors. The final documents will be made publicly-available, and should be written for a variety of stakeholders – including business owners, public officials, developers, residents, and community groups, among others.

2.6.2 IMPORTANT NOTE: OP has assembled an in-house team of planners to actively guide the planning process and the development of the plan. This scope of services includes key inputs into the Contractor tasks that will be provided by OP staff. The Contractor is expected to work collaboratively with OP on the development of all tasks and deliverables. OP will review and approve all deliverables.

2.6.3 There will be a lead planner from OP who will serve as the Contracting Officer's Technical Representative (COTR).

2.6.4 Contractor Expectations & Responsibilities. OP seeks a Contractor that can provide expertise in planning, urban design, and economic analysis. The Contractor shall be expected to offer best practice knowledge from other studies that it has conducted. However, OP expects that the Contractor shall develop strategies and recommendations

to meet the unique conditions of the Project Area. A well-qualified Contractor should have considerable experience in working in and facilitating discussion in the diverse neighborhoods of the District of Columbia.

2.6.5 The Contractor shall provide management of any sub Contractors and shall ensure that work is completed in a timely manner and to the highest quality standards. The Contractor is expected to monitor the performance of its staff, review work for technical accuracy and completeness, and ensure that deliverables are completed on time and within budget. OP expects senior staff from the Contractor to review and approve of final deliverables prior to submission to the District. The Contractor shall also advise OP on Contractor process, timeline, and staffing issues. It is expected that the Contractor shall keep OP apprised of ongoing work via conference calls, emails, and written reports.

2.6.6 The Contractor shall participate in at least three (3) public stakeholder meetings. The meetings will be organized and led by the Office of Planning. Meeting agendas and content will be developed collaboratively between OP and the Contractor. OP and Contractor will determine in advance of the meeting the number of Contractor staff that will be needed for the meetings.

2.6.7 The Contractor is expected to ensure that deliverables due at the end of each task are constructed in clear and concise narrative formats, PowerPoint presentations, and graphics, as appropriate. OP will provide feedback on draft deliverables at each milestone of project completion, and the Contractor is expected to ensure that OP feedback is incorporated to generate final deliverables completed at the end of each task.

2.7 REQUIREMENTS

The Contractor shall become familiar with the District's existing and previous economic revitalization efforts within the project area including previous studies, economic analyses and current land use policies (as referenced in sections 2.1.3 and 2.4). The Contractor shall also review proposed, planned, and current development activity and investment. This information will be used to examine the current economic situation within the context of the market. It is expected that the Contractor shall examine and identify development opportunities within the project area and provide a realistic analysis of the feasibility of these opportunities.

A scope of work to be performed by the Team is outlined below in Section 2.7.2. For context, the market analysis shall address the key issues and concerns described below and be consistent with the principles of the District's Comprehensive Plan, Zoning Regulations, and neighborhood and economic development goals of the District of Columbia and community stakeholders.

2.7.1 Key Issues and Concerns for the Market Analysis

- a. Residential and commercial market potential for the project area.
- b. The feasibility of market niches, especially Arts and Culture based retail.
- c. The balance of local serving and citywide attracting uses on Mount Pleasant Street.
- d. Impact of recent retail development in adjacent neighborhoods on the strength of the commercial corridor.
- e. The capabilities of the local merchants in meeting current and future market demands while competing with larger chains in the vicinity.
- f. The commercial strip's inability to increase its market share within the immediate neighborhood (specifically among the higher income residents).
- g. The number of underutilized one story commercial buildings in a commercial zone with moderate density mixed-use development potential.
- h. Opportunities to incentivize property owners to redevelop their properties given the constraints of current market conditions.

It is expected that the Contractor shall complete each of the following tasks and deliverables:

2.7.2 MARKET ANALYSIS

- 2.7.2.1 Prepare a detailed market analysis that determines the overall amount of residential and commercial demand for the corridor, to include convenience and shopper's retail, office use and other mixed-use development. Research and document demographics, comparable real estate sales, including locations, previous and new owner names, sale amounts, land areas and zoning at time of sale, recent and projected construction cost estimates. Create a market area that takes into consideration all ongoing and planned commercial development near the project area and in Ward 1. Projections should be over a ten (10) year period. Market projections should include proposed commercial and retail lease-up and absorption rates.

At a minimum, the retail portion of the market analysis should address the following issues:

- a. Existing and projected retail demand by store type
- b. Existing and projected retail supply by store type
- c. Supportable existing and future retail by square footage and store type
- d. Surplus and Leakage Analysis, both in terms of retail spending dollars and in terms of square footage by store type
- e. Gaps in retail type not currently offered in the project area
- f. Development targets by Store Type and Square Footage
- g. Square footage of vacant retail space
- h. Suitability of vacant retail space for different types of retail
- i. Potential build out or renovation challenges for vacant retail spaces
- j. Impact of the recently completed retail projects along 14th Street in Columbia Heights (DCUSA, etc) on the viability of the commercial corridor.

- 2.7.2.2 Based on the retail portion of the market analysis and the key issues described in 2.7.1 above, assess the feasibility of a potential niche market strategy such as Arts Retail, boutique retail, or another opportunity. Feasibility analysis should provide information on the type of niche market strategy, market potential, development targets by store type and square footage, comparison to other niche markets in the District/region, potential absorption rates, potential rents, suitability of the niche for the types of available retail space, and discussion of potential impacts of the niche market on existing businesses on along the corridor.
- 2.7.2.3 Review information from OP, to be provided after a contract is awarded, on previous neighborhood organization sponsored surveys, retail studies and reports. The market analysis for this study should utilize these studies wherever possible to eliminate duplication of research and ensure consistency with previous community efforts.
- 2.7.2.4. Create a development program and implementation strategy (including pro forma analysis) for each of the previously identified potential development sites (2.2.3, 2.2.4, and 2.2.5), based on existing zoning or proposed zoning modifications (PUD). Pro Forma analysis should include development costs, supportable square footage/number of units, parking and various price points per unit.
- 2.7.2.5. Present market analysis (2.7.2.1) and niche market feasibility findings (2.7.2.2) at up to three public meetings for stakeholder groups, including the Advisory Committee, the general public or other DC Government agencies. Serve as an advisor to the Planning Team through the process in order to identify significant constraints regarding meeting key economic development objectives.
- 2.7.2.6. Produce a draft report document containing study findings and recommendations. The draft report document should include an executive summary, demographic information, real estate trends, commercial and residential market analysis, niche market feasibility analysis, potential development programs for identified sites and pro formas, and recommendations for attracting high-quality retail or office tenants to those proposed development sites. Digital files of the draft document and of all individual images and text documents should be well organized and provided separately to OP. Digital files must meet the requirements of spatial information presented in Section 2.2.7.
- 2.7.2.7. Create a visually-compelling presentation of findings that summarize the study components and report. The presentation should be in PowerPoint or other presentation program compatible with OP software. Materials should be provided in digital format. Display boards or summary handouts may be requested by OP.
- 2.7.2.8. Submit a final report based on revisions from the Planning Team. The requirements and content discussed in 2.1 apply to the final report.

2.8 **INPUTS FROM OP**

- 2.8.1. GIS mapping files upon request. The Contractor should describe its GIS needs in the proposal.
- 2.8.2. Inventory of existing businesses along the corridor and other existing conditions data.
- 2.8.3. Information from surveys and other business information generated by the community.
- 2.8.4. Please note that planning studies previously completed by OP are available online at www.planning.dc.gov.

SECTION 3 Deliveries and Performance**3.1 Term of the Contract**

The term of the contract shall be for a period of six months from date of award.

3.2 Deliverables

No.	Deliverable	Qty/ Format	Due Date	To Whom
01	Commercial and residential market analysis for Mount Pleasant Street as outlined in section (2.7.2.1)	2 hard copies (plus 1 electronic)	5 weeks from award of contract	OP
02	Mt Pleasant Street Arts Retail Feasibility Analysis (2.7.2.2)	2 hard copies (plus 1 electronic)	6 weeks from award of contract	OP
03	For each of the three (3) identified development sites, provide a potential development program and pro-forma assessment (2.7.2.4)	1 hard copy (plus 1 electronic)	7 weeks from award of contract	OP
04	Public presentation materials of key findings including PowerPoint presentation, summary handout, and display boards (2.7.2.7)	1 hard copy (plus 1 electronic)	As requested by OP prior to scheduled meetings	OP
05	Provide staff support in up to three public meetings for stakeholder groups, including the Advisory Committee, the general public or other DC Government agencies to discuss findings and provide technical assistance throughout the planning process (2.7.2.5)	n/a	Various	OP
06	Submit a full draft report (2.7.2.6)	3 hard copies (plus 1 electronic)	10 weeks from award of contract	OP
07	Submit a final revised report (2.7.2.8)	10 bound, color hard copies (plus 1 electronic)	12 weeks from award of contract	OP

SECTION 4 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 H. Marshall
Contracting Officer
441 4th Street, NW, #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:

Tarek Bolden
Ward 1 Neighborhood Planner
Office of Planning
2000 14th Street NW, 4th Floor
Washington, DC 20009
Telephone: (202) 442-7619

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.

4.4 INVOICE PAYMENT

4.4.1 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.

4.4.2 The District will pay the Contractor on or before the 30th day after receiving a proper invoice from the Contractor.

SECTION 5 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 FORM, ORGANIZATION AND CONTENT

One original and five (5) copies of the written proposals shall be submitted in two parts, titled 1) "Technical Proposal" and 2) "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-2009-Q-9927 Market Analysis for Mount Pleasant Street commercial area."

Offerors are directed to the specific proposal evaluation criteria found in Section 6 of this solicitation, Evaluation Factors. 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 supplies and services delivery thereof. 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 2.3.

5.2.1 PROPOSAL CONTENT AND ORGANIZATION

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

- a. Technical Approach and Methodology
 1. Project Understanding: Narrative description of an Offeror's understanding of the objectives of the tasks, the District's requirements, and how the tasks relate to the objectives of the project. Responses should reflect an understanding of planning priorities, development issues, and trends in the District of Columbia.
 2. Project Approach: Narrative describing the approach to meeting the requirements outlined in Scope of Services that demonstrates the Offeror's ability to provide the required services and deliverables. The Offeror should describe its approach to working with the District to meet the project goals. Responses should draw upon past experience, industry standards, and best practices in the project approach.

3. **Project Work Plan**: Narrative describing the Offeror's proposed work plan and staffing plan to fulfill the required tasks and services as described the Scope of Services. Sample project milestone or Gantt chart reflecting the requirements of the Scope of Services to be submitted.
- b. **Past Performance & Experience**
1. **Past Experience**. Demonstration of performance on project of similar size and scope. Offeror shall provide a narrative that describes their project and highlights similarities between it and the Mount Pleasant Street Revitalization Action Agenda. The narrative shall provide details of the Offeror's lessons learned and resulting actions that led to improved and successfully completed contract requirements. The narrative shall also describe any challenges the Offeror faced in meeting the service delivery requirements and how the challenges were overcome.
 2. **Qualifications**. Narrative description of the qualifications of the team members, including the team leader or principal and all proposed subcontractors. Resumes or CVs should be submitted for all team members and subcontractors.
 3. **Past Performance**. Readability and clarity of written or graphic material prepared by the Offeror and by the team leader. The Offeror shall provide at least two samples of written and graphic materials.

5.2.1.2 Price Proposal

- a. Completed Section 1 Price Schedule
- b. Completed Cost/Price Certification (Attachment 7.2)

5.3 Proposal Submission

Proposals must be submitted no later than **2:00 PM on May 21, 2009**.

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:

- 5.3.1 The proposal or modification was sent by registered or certified mail not later than the fifth (5th) day before the date specified for receipt of offers;
- 5.3.2 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 by mishandling by the District, or
- 5.3.3 The proposal is the only proposal received.

5.4 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 10 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 8 (4/5 of 10). The sub factor scores will be added together to determine the score for the factor level.

SECTION 6 Evaluation for Award

EVALUATION FACTORS 0 – 100 POINTS	
EVALUATION FACTOR	POINT VALUE
Technical Approach and Methodology	0 - 50
Project Understanding (up to 15 pts)	
Project Approach (up to 25 pts)	
Project Work plan (up to 10 pts)	
Past Performance and Experience	0 - 30
Past Experience (up to 15 pts)	
Qualification (up to 10 pts)	
Past Experience (up to 5pts)	
Price	0 - 20

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

Certified Business Enterprise preference **12 Points**

TOTAL: **112 Points**

6.1 NOTE: The Office of Planning strongly encourages participation of DC Certified Business Enterprises. For more on the CBE program, please visit <http://dslbd.dc.gov>.

SECTION 7 Attachments

- A. Corridor Map**
- B. Cost/Price Certification**
- C. Past Performance Evaluation Form**