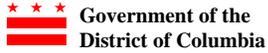




**GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF CONTRACTING AND PROCUREMENT**

**Office of Contracting
& Procurement**



**Government of the
District of Columbia**

PROCUREMENT ANNOUNCEMENT

The Government of the District of Columbia is soliciting bids for the following:

CAPTION: Determine awareness of low-income District Residents of G-1 and G-2 Programs

MARKET TYPE: OPEN

ADVERTISING/ISSUANCE DATE: May 11, 2009

REQUEST FOR QUOTATIONS:

RFQ NUMBER: DCKG-2009-Q-3810

CLOSING DATE: May 18, 2009

CLOSING TIME: 2:00 P.M.

District Department of Environment
Awareness of low-income District Residents of G-1 and G-2 Programs

1.0 SUPPLIES OR SERVICES AND PRICE

The District Department of Environment seeks a Contractor to determine the current knowledge and level of awareness of low-income District residents of DDOE's G-1 and G-2 programs.

1.1 Contract Type

The District anticipates award of a fixed price contract.

1.2 Price Schedule

1.2.1 Base Period of Performance (Date of Award – two (2) months thereafter)

PRICE SCHEDULE

Contract Line Item Number (CLIN)	Item Description	Price
0001	Determine the current knowledge and level of awareness of low-income District residents of DDOE's G-1 and G-2 Programs, as described in Section 3.	\$ _____

2.0 SPECIFICATIONS/WORK STATEMENT

2.1 SCOPE

The Office of Contracting and Procurement, on behalf of the District Department of Environment seeks a contractor to determine the current knowledge and level of awareness of low-income District residents of DDOE's G-1 and G-2 programs.

2.1.1 Applicable Documents

Not Applicable

2.2 Introduction

The District Department of the Environment's (DDOE) operates several natural gas related programs. Two of these programs are:

- **Program G-1: RES Expansion and Awareness Program.** The program, which was launched in 2007, aims to add 4,400 participants to increase the participation rate to 38% from the current rate of 24%. The Residential Essential Services (RES) program provides a subsidy to qualifying low-income households for their natural gas bills in the winter season.
- **Program G-2: Heating System Repair, Replacement and Tune-up.** The program, which was launched in 2007, aims to increase the energy efficiency levels of 550 low-income households per year by tuning up, repairing, or replacing inefficient natural gas heating systems. The program's impact will be to reduce the energy consumption as well as the heating bills of the target group.

In order to increase the participation of the potential beneficiaries in these programs, DDOE is also operating:

- **Program G-5: Energy Awareness Campaign.** The program's objectives are to raise the energy efficiency awareness level of District residents (homeowners and renters) and encourage participation by low-income residents in the Programs G-1 and G-2. It is expected that this will ensure more efficient use of natural gas by the target households, and reduce the energy bills of low-income households. The Awareness Campaign will be launched after the baseline has been completed.

The Awareness Campaign (Attachment 1) is promoting energy efficiency of natural gas through print advertisement, radio and cable ads and community outreach, focusing particularly on outlets known to reach the low-income community. The campaign is targeted at English speakers as well as bilingual citizens speaking English and one of the five recognized languages in the National Capitol Region.

3.0 REQUIREMENTS

- 3.1 Determine the current knowledge and level of awareness of low-income District residents of DDOE's G-1 and G-2 programs.
- 3.2 The Contractor shall submit a work plan to the COTR within two (2) weeks of contract award. The COTR will provide approval or comments within three (3) business days of receipt of the work plan.
- 3.3 Collect the data to determine the current knowledge and level of awareness of low-income District residents of DDOE's G-1 and G-2 programs.
- 3.4 Prepare a draft report, the draft report shall include at the minimum the percentage of surveys completed, a summary of data collected and an initial assessment and analysis of the data.
- 3.5 Prepare a final report in response to DDOE's comments and suggestions. The final report shall at the minimum present a comprehensive analysis of the data collected and state conclusions on the level of awareness of the sampled residents.

4.0 Deliveries and Performance

4.1 Term of the Contract

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

4.2 Deliverables

Deliverable Number	Deliverable	Formant/Method of Delivery	Due Date
1	Work Plan	Electronic and Hard Copy/Mail delivery	Within 2 weeks after contract award
2	Draft report, as described in 3.4	Electronic and Hard Copy/Mail delivery	Within 6 weeks after contract signing
3	Final report, as described in 3.5	Electronic and Hard Copy/Mail delivery	Within 8 weeks after contract award

5.0 Contract Administration

5.1 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

5.2 Authorized Changes by the Contracting Officer

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

5.2.2 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.

5.2.3 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.

5.3 Contracting Officer's Technical Representative (COTR)

5.3.1 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:

To Be Determined
District Department of the Environment
51 N Street, N.E
Washington, DC 20002

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

5.3.3 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.

6.0 Instructions to Offerors

6.1 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.

6.2 Proposal Submission

Offerors shall provide and submit electronically a technical proposal and a price proposal under separate cover to dwight.hayes@dc.gov no later than 2:00 pm Monday May 18, 2009. The subject line of the e-mail shall state "Proposal in Response to Solicitation No. DCKG-2009-Q-3810 Determine awareness of low-income District residents of DDOE's G-1 and G-2 programs."

6.2.1 Technical Proposal

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

- a. Technical Approach and Methodology
 1. Narrative to describe the Contractor's approach and methodology to successfully complete the required services as described in Section 3.1 including the offeror's understanding of the scope and the District's objectives,
 2. Narrative to describe the Contractor and the Contractor's staff specific experience and expertise to determine the current level of awareness of low-income District residents of DDOE's G-1 and G-2 programs;
- b. Past Performance
 1. A listing of contracts and subcontracts that the Contractor has performed services similar in size and scope as those described in Section 2 in the past five (5) years with two (2) completed past performance evaluation forms (Attachment 8.1) from previous clients in which the Contractor has performed services similar in size and scope as those described in Section 2.
 2. Three (3) letters of reference from previous clients in which the Contractor has performed services similar in size and scope as those described in Section 2.

6.2.2 Price Proposal

- a. Completed Section 1 Price Schedule
- b. This section shall be submitted under a separate titled "Price Proposal". It shall include the total price for the entire project, and shall be broken down by task,

activities or phases as set forth in the statement of work. Pricing shall be firm-fixed-price and shall identify all prices. Unless otherwise directed in writing, the price shall, at a minimum include:

1. The skills categories, and hourly rate;
2. Identify the total number of hours and hourly rate for each skill category;
3. Identify the total price, and include a summary of all items proposed.

7.0 Evaluation for Award

Preference for Local Businesses, Disadvantaged Businesses, Resident Business Ownerships or Businesses Operation in an Enterprise Zone

a. General Preferences

Under the provisions of D.C. Law 13-169, “Equal Opportunity for Local, Small, or Disadvantaged Business Enterprises Amendment Act of 2000”, the District shall apply preferences in evaluating offers from businesses that are local, disadvantaged, resident business ownership or located in an enterprise zone of the District of Columbia.

EVALUATION FACTORS		
0-100 POINTS		
EVALUATION FACTOR	POINT VALUE	RELATIVE IMPORTANCE
Past Performance and Previous Experience	0 - 40	
Technical Approach and Expertise	0 - 40	
Price	0 - 20	Price is less important than Technical Capability and Past Performance and Experience.
Preference Points	0 -12	
Small Business Enterprise (SBE)	3	
Resident Owned Business (ROB)	3	
Longtime Resident Business (LRB)	10	

DCKG-2009-Q-3810

Awareness of low-income District Residents of G-1 and G-2 Programs

Local Business Enterprise (LBE)	2	
Disadvantaged Business Enterprise located in an Enterprise Zone	2	
Disadvantaged Business Enterprise (DBE)	2	

Lowest Price Proposal x (20) = Evaluated
Price of Proposal Being Evaluated Price Score

8.0 Attachment

8.1 Past Performance Evaluation Form

8.2 The Awareness Campaign