

GOVERNMENT OF THE DISTRICT OF COLUMBIA TASK ORDER/DELIVERY ORDER FOR SERVICES OFFEROR TO COMPLETE BLOCKS 18 & 29			1. Requisition Number RQ387812	1a. PAGE 1 of 29
2. Task Order No.	3. Award/Effective Date See Block 30C	4. DCSS Contract No.	5. Solicitation No. DCHC-2008-T-7812	6. Solicitation Issue Date July 3, 2008
7. FOR SOLICITATION INFORMATION CONTACT: Email: Yvonne.mitchell@dc.gov	A. Name Yvonne Mitchell		Phone 724-4021 Fax No 202-727-0245	8. Offer Due Date 2:00 pm July 16, 2008
9. ISSUED BY OFFICE OF CONTRACTING AND PROCUREMENT 441 4TH STREET, NW., SUITE 700 SOUTH WASHINGTON, DC 20001		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SET ASIDE DCSS Contracts Marketing, Media and Public Information Services	11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input checked="" type="checkbox"/> SEE SCHEDULE <input type="checkbox"/> 13. RESERVED	12. PAYMENT DISCOUNT TERMS Net 30 days
15. TO CONTRACTOR / OFFEROR		16. PAYMENT WILL BE MADE BY _____ CODE 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		
15A DUNS NO.	15B TAX ID NO.			
17. DELIVER TO Department of Health Community Health Administration 825 No. Capitol Street, NW, 3rd Floor Washington, D.C. 20002		18. ADMINISTERED BY Department of Health Community Health Administration 825 No. Capitol Street, NW, 3rd Floor Washington, D.C. 20002 Attn: John Pitts		
18A. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER <input type="checkbox"/>			18B. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 16 UNLESS BLOCK BELOW IS CHECKED	
19 IEM NO.	20 SCHEDULE OF SUPPLIES/SERVICES		24 AMOUNT	
1	Develop and execute a District-wide social marketing and public awareness campaign regarding the District's Healthy Start Project as described in Attachment A		\$ _____	
25. ACCOUNTING AND APPROPRIATION DATA ENCUMBRANCE CODE: RQ387812			26. TOTAL AWARD (FOR GOVT. USE ONLY)	
27. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN ONE COPY TO THE ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL PAGES SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN. THIS ORDER IS ISSUED SUBJECT TO THE TERMS AND CONDITIONS OF THE CONTRACT IDENTIFIED IN BLOCK 4.		28. AWARD OF CONTRACT: REFERENCE YOUR OFFER DATED 8/6/02 & 10 YOUR OFFER ON SOLICITATION (BLOCK 5) INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: 1 thru 3. THIS ORDER IS ISSUED SUBJECT TO THE TERMS AND CONDITIONS OF THE CONTRACT IDENTIFIED IN BLOCK 4.		
29A. SIGNATURE OF OFFEROR /CONTRACTOR		30A. DISTRICT OF COLUMBIA (SIGNATURE OF CONTRACTING OFFICER)		
29B. NAME AND TITLE OF SIGNER (TYPE OR PRINT)	29C. DATE SIGNED	30B. NAME OF CONTRACTING OFFICER (TYPE OR PRINT)	30C. DATE SIGNED	
		James H. Marshall Contracting Officer		

1. INSTRUCTIONS TO OFFEROR

The Request for Task Order Proposal shall be prepared and submitted in accordance with the following:

1.1 Proposal Submission Requirements

The task order proposal shall consist of one original and five (5) copies of the written proposals to 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, telegraphic, and facsimile proposals will not be accepted. Each proposal will be submitted in a sealed envelope conspicuously marked: "Proposal in Response to Solicitation No. DCHC-2008-T-7812, Department of Health Community Health Administration Social Marketing and Public Awareness Campaign"

1.2 Request for Task Order Proposal

The Contractor shall submit the following in response to this Request for Task Order Proposal to facilitate the evaluation of the Contractor's technical capability to perform the required services.

1.3 Volume I - Technical Proposal Instructions

The Offeror shall prepare and submit a Technical Proposal to include at a minimum the following:

1.3.1 Understanding of the District's Requirements

The Offeror shall provide a description of the Offeror's understanding of the District's requirements as described in the Statement of Work (Attachment A). The Offeror's narrative shall include at a minimum the Offeror's:

- a. Knowledge and understanding of infant mortality and issues related to pre-conception inter-conception health, and the disparities associated with poor infant health outcomes including infant mortality, very low and low birth weight, and preterm birth.

Technical Approach

- a. The Offeror shall provide a conceptual Work Plan as described in Attachment A C.3.2.1.
- b. The Offeror shall provide a narrative to describe how it will implement the required services outlined in the statement of work (Attachment A) including the Offeror capacity, expertise and innovative approaches to campaign research (Attachment A C.3.1.1), campaign theme and messages (Attachment A C.3.1.2), marketing and media plan (Attachment A C.3.1.3), marketing and media plan budget (Attachment A C.3.1.4), marketing and media plan implementation (Attachment A C.3.1.5).

1.3.3 Management and Staffing

- a. The Offeror shall provide an organizational chart displaying the Offeror's staffing plan including the organizational structure, lines of accountability, and reporting lines of those individuals to perform the requirements described in Statement of Work (Attachment A). The organizational chart shall include the name and position for each staff member to perform services under this Task Order.
- b. The Offeror shall provide the resumes, licensing and applicable credentials for the staff identified in the Offeror's organizational chart;
- c. The Offeror shall provide copies of subcontracting or teaming agreements as applicable;
- d. The Offeror shall provide a narrative to describe the proposed staffing plan and the successful completion of the required services as described in Attachment A.

1.3.4 Past Performance and Previous Experience

- a. The Offeror shall provide a list of all business references the Offeror and subcontractor(s), if any, has provided services similar in size and scope to those described in Statement of Work (Attachment A).
- b. The Offeror shall provide Past Performance Evaluation Form (Attachment C) for at a minimum three (3) references listed in response to 1.3.4.1.
- c. The Offeror shall provide Letters of Reference from entities in which the Offeror has provided services similar in size and scope to those described in Statement of Work (Attachment A).
- d. The Offeror shall submit three (3) samples of their marketing products (i.e., posters, commercial clips printed media, etc.) The District shall treat each product as preparatory to each respective offeror.
- e. The Offeror shall submit two (2) past performance evaluations for each Subcontractor as applicable.

1.3.5 Attachments

- a. The Offeror shall include a copy of their complete DCSS contract.
- b. The Offeror shall submit with its offer, a sworn Tax Certification Affidavit, incorporated herein as Attachment D.

1.4 Volume II – Price Proposal Instructions

The Offeror shall provide the following in the Price Proposal:

- 1.4.1 The Offeror shall complete and include a completed Price Schedule (Attachment B) to provide the required services.
- 1.4.2 The Offeror shall submit a completed Cost/Price Certification (Attachment E).
- 1.4.3 The Offeror shall provide their total budget worksheets in whatever format they believe will convey the data clearly, so long as the specified minimum level of detail in the Cost/Price tables in Attachment E is met.

1.5 Evaluation Factors

1.5.1 Technical

Technical Approach	0 – 40 Points
Past Performance/Previous Experience	0 - 20 Points
Understanding of the Requirements	0 – 10 Points
Management and Staffing	0 - 10 Points

1.5.2 Price 0 – 20 Points

2 HAND DELIVERY OR MAILING OF PROPOSALS

Deliver or mail proposals, originals and four (4) copies to:

Office of Contracting and Procurement
 Bid Room
 441 4th Street, NW
 Suite 703 South
 Washington, D. C. 20001
 Attention: LaDousca Yvonne Mitchell
 Contract Specialist

3 PERIOD OF PERFORMANCE:

The period of performance shall be from the date of award through one year thereafter.

3.1 Option to Extend the Period of Performance

4. CONTRACTING OFFICER (CO)

Task Orders may be entered into and signed on behalf of the District Government only by Contracting Officers. The name, address and telephone number of the Contracting Officer for this Task Order is:

James H. Marshall
 Office of Contracting and Procurement
 441 4th Street, N.W., Suite 700 South
 Washington, DC 20001

(202) 727-4197
Jim.marshall@d.gov

5 CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE (COTR)

5.1 The COTR is responsible for the technical administration of the Task Order and advising the Contracting Officer as to the Contractor's compliance or noncompliance with the contract and 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 writing by the Contracting Officer. The COTR for this Task Order is:

John Pitts
Community Health Administration
(202) 698-7345

6.2 It is understood and agreed that the COTR shall not have the authority to make changes in the specifications/scope of work or terms and conditions of the Task Order.

6.3 The Contractor shall 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.

7. COMPENSATION AND PAYMENT

7.1 For satisfactory performance and delivery of the services and deliverables set forth in the Statement of Work (Attachment A) and the Deliverables (Attachment B); the Contractor shall be paid in accordance with the final negotiated or accepted price.

7.2 The District will pay the full amount due the Contractor under this contract after:

- a. Completion and acceptance of all work; and
- b. Presentation of a properly executed invoice.

7.3 The District will make payments in accordance with the terms of the Task Order upon the submission of proper invoices or vouchers less any discounts, allowances or adjustments provided for in this Task Order.

7.4 The District will pay the Task Order on or before the 30th day after receiving a proper invoice from the Task Order.

8. INVOICE SUBMITTAL

8.1 The Contractor shall submit proper invoices on a monthly basis or as otherwise specified in this Task Order. Invoices shall be prepared in triplicate and submitted to the agency Chief Financial Officer (CFO) with a concurrent copy to the Task Ordering Officer's Technical Representative (COTR) specified in No. 7. The address of the CFO is:

Office of the Chief Financial officer
Department of Health
Attn: Accounts Payable
825 North Capital Street, N.E., 5th Floor
Post office Box 54047
Washington DC 20002

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

The Contractor's name and invoice date (Contractors are encouraged to date invoices as close to the date of mailing or transmittal as possible.);

- a. Contract/Task Order number and Encumbrance Code. Assignment of an invoice number by the Contractor is also recommended;
- b. Description, price, quantity, dates and the percent (%) of work actually performed;
- c. Other supporting documentation or information, as required by the Contracting Officer;
- d. Name, title, telephone number and complete mailing address of the responsible official to whom payment is to be sent;
- e. Name, title, phone number of person preparing the invoice;
- f. Name, title, phone number and mailing address of person; and
- g. Authorized signature.

9. ATTACHMENTS

The following Attachments are hereby incorporated into this Task Order by this reference.

Attachment A – Statement of Work

Attachment B – Price Schedule

Attachment C - Deliverables

Attachment D - Tax Certification Affidavit

Attachment E - Cost/Price Certification and Data Requirements Package

Attachment F – Past Performance Evaluations

Attachment G – Language Access Act

10 CONTRACTS THAT CROSS FISCAL YEARS

Continuation of this contract beyond the current fiscal year is contingent upon future fiscal appropriations.

11 CONFIDENTIALITY OF INFORMATION

All information obtained by the Contractor relating to any employee or customer of the District will be kept in absolute confidence and shall not be used by the Contractor in connection with any other matters, nor shall any such information be disclosed to any other person, firm, or corporation, in accordance with the District and Federal laws governing the confidentiality of records.

12 TIME

Time, if stated in a number of days, will include Saturdays, Sundays, and holidays, unless otherwise stated herein.

13 RIGHTS IN DATA

- 13.1** "Data," as used herein, means recorded information, regardless of form or the media on which it may be recorded. The term includes technical data and computer software. The term does not include information incidental to contract administration, such as financial, administrative, cost or pricing, or management information.
- 13.2** The term "Technical Data", as used herein, means recorded information, regardless of form or characteristic, of a scientific or technical nature. It may, for example, document research, experimental, developmental or engineering work, or be usable or used to define a design or process or to procure, produce, support, maintain, or operate material. The data may be graphic or pictorial delineations in media such as drawings or photographs, text in specifications or related performance or design type documents or computer printouts. Examples of technical data include research and engineering data, engineering drawings and associated lists, specifications, standards, process sheets, manuals, technical reports, catalog item identifications, and related information, and computer software documentation. Technical data does not include computer software or financial, administrative, cost and pricing, and management data or other information incidental to contract administration.
- 13.3** The term "Computer Software", as used herein means computer programs and computer databases. "Computer Programs", as used herein means a series of instructions or statements in a form acceptable to a computer, designed to cause the computer to execute an operation or operations. "Computer Programs" include operating systems, assemblers, compilers, interpreters, data management systems, utility programs, sort merge programs, and automated data processing equipment maintenance diagnostic programs, as well as applications programs such as payroll, inventory control and engineering analysis programs. Computer programs may be either machine-dependent or machine-independent, and may be general purpose in nature or designed to satisfy the requirements of a particular user.
- 13.4** The term "computer databases", as used herein, means a collection of data in a form capable of being processed and operated on by a computer.

13.5 All data first produced in the performance of this Contract shall be the sole property of the District. The Contractor hereby acknowledges that all data, including, without limitation, computer program codes, produced by Contractor for the District under this Contract, are works made for hire and are the sole property of the District; but, to the extent any such data may not, by operation of law, be works made for hire, Contractor hereby transfers and assigns to the District the ownership of copyright in such works, whether published or unpublished. The Contractor agrees to give the District all assistance reasonably necessary to perfect such rights including, but not limited to, the works and supporting documentation and the execution of any instrument required to register copyrights. The Contractor agrees not to assert any rights in common law or in equity in such data. The Contractor shall not publish or reproduce such data in whole or in part or in any manner or form, or authorize others to do so, without written consent of the District until such time as the District may have released such data to the public.

13.6 The District will have restricted rights in data, including computer software and all accompanying documentation, manuals and instructional materials, listed or described in a license or agreement made a part of this contract, which the parties have agreed will be furnished with restricted rights, provided however, notwithstanding any contrary provision in any such license or agreement, such restricted rights shall include, as a minimum the right to:

13.6.1 Use the computer software and all accompanying documentation and manuals or instructional materials with the computer for which or with which it was acquired, including use at any District installation to which the computer may be transferred by the District;

13.6.2 Use the computer software and all accompanying documentation and manuals or instructional materials with a backup computer if the computer for which or with which it was acquired is inoperative;

13.6.3 Copy computer programs for safekeeping (archives) or backup purposes; and modify the computer software and all accompanying documentation and manuals or instructional materials, or combine it with other software, subject to the provision that the modified portions shall remain subject to these restrictions.

13.7 The restricted rights set forth in section are of no effect unless

- the data is marked by the Contractor with the following legend:

RESTRICTED RIGHTS LEGEND

Use, duplication, or disclosure is subject to restrictions stated in Contract

No. _____

With _____ (Contractor's Name);

and

- If the data is computer software, the related computer software documentation includes a prominent statement of the restrictions applicable to the computer software. The Contractor may not place any legend on the computer software indicating restrictions on

the District's rights in such software unless the restrictions are set forth in a license or agreement made a part of the contract prior to the delivery date of the software. Failure of the Contractor to apply a restricted rights legend to such computer software shall relieve the District of liability with respect to such unmarked software.

- 13.8** In addition to the rights granted in Section 13.6 above, the Contractor hereby grants to the District a nonexclusive, paid-up license throughout the world, of the same scope as restricted rights set forth in Section 13.6 above, under any copyright owned by the Contractor, in any work of authorship prepared for or acquired by the District under this contract. Unless written approval of the Contracting Officer is obtained, the Contractor shall not include in technical data or computer software prepared for or acquired by the District under this contract any works of authorship in which copyright is not owned by the Contractor without acquiring for the District any rights necessary to perfect a copyright license of the scope specified in the first sentence of this paragraph.
- 13.9** Whenever any data, including computer software, are to be obtained from a subcontractor under this contract, the Contractor shall use this clause, 13, Rights in Data, in the subcontract, without alteration, and no other clause shall be used to enlarge or diminish the District's or the Contractor's rights in that subcontractor data or computer software which is required for the District.
- 13.10** For all computer software furnished to the District with the rights specified in Section 13.5, the Contractor shall furnish to the District, a copy of the source code with such rights of the scope specified in Section 13.5. For all computer software furnished to the District with the restricted rights specified in Section 13.6, the District, if the Contractor, either directly or through a successor or affiliate shall cease to provide the maintenance or warranty services provided the District under this contract or any paid-up maintenance agreement, or if Contractor should be declared bankrupt or insolvent by a court of competent jurisdiction, shall have the right to obtain, for its own and sole use only, a single copy of the then current version of the source code supplied under this contract, and a single copy of the documentation associated therewith, upon payment to the person in control of the source code the reasonable cost of making each copy.
- 13.11** The Contractor shall indemnify and save and hold harmless the District, its officers, agents and employees acting within the scope of their official duties against any liability, including costs and expenses, (i) for violation of proprietary rights, copyrights, or rights of privacy, arising out of the publication, translation, reproduction, delivery, performance, use or disposition of any data furnished under this contract, or (ii) based upon any data furnished under this contract, or based upon libelous or other unlawful matter contained in such data.
- 13.12** Nothing contained in this clause shall imply a license to the District under any patent, or be construed as affecting the scope of any license or other right otherwise granted to the District under any patent.
- 13.13** Paragraphs 13.6, 13.7, 13.8, 13.11 and 13.12 above are not applicable to material furnished to the Contractor by the District and incorporated in the work furnished under contract, provided that such incorporated material is identified by the Contractor at the time of delivery of such work

14 OTHER CONTRACTORS

The Contractor shall not commit or permit any act that will interfere with the performance of work by another District contractor or by any District employee.

15 SUBCONTRACTS

The Contractor hereunder shall not subcontract any of the Contractor's work or services to any subcontractor without the prior written consent of the Contracting Officer. Any work or service so subcontracted shall be performed pursuant to a subcontract agreement, which the District will have the right to review and approve prior to its execution by the Contractor. Any such subcontract shall specify that the Contractor and the subcontractor shall be subject to every provision of this contract. Notwithstanding any such subcontract approved by the District, the Contractor shall remain liable to the District for all Contractor's work and services required hereunder.

Attachment A

Statement of Work

**COMMUNITY HEALTH ADMINISTRATION
PERINATAL AND INFANT HEALTH BUREAU
D.C. HEALTHY START PROJECT**

**SOCIAL MARKETING AND PUBLIC AWARENESS CAMPAIGN
STATEMENT OF WORK**

C.1 SCOPE

The Department of Health (DOH), Community Health Administration (CHA), Perinatal and Infant Health Bureau (PIHB), D.C. Healthy Start Project (DCHS) seeks a qualified Contractor to develop and execute a District-wide social marketing and public awareness campaign regarding the District's Healthy Start Project. The purpose of the campaign is to promote an awareness of infant mortality and issues related to pre-conception inter-conception health, and the disparities associated with poor infant health outcomes including infant mortality, very low and low birth weight, and preterm birth.

C.1.1 APPLICABLE DOCUMENTS

The following documents are applicable to this procurement and are incorporated by this reference:

Document Number	Type	Name	Date/Version
1	Report	District of Columbia, Department of Health's Center for Policy, Planning and Epidemiology	Most Recent Version
2	Grant Application	DC Healthy Start Project Grant Application	March 2008
3	Plan	Perinatal and Infant Health Action Plan	June 2008
4	Report	Infant Mortality Report	FY 2006

C.1.2 DEFINITIONS

The following definitions are applicable to this procurement:

- C.1.2.1** Low Birth Weight: Birth weight less than 2,500 grams.
- C.1.2.2** Preconception Inter-conception Health: The health status prior to pregnancy and between pregnancies.
- C.1.2.3** Preterm Birth: Birth of an infant that occurs prior to 37 weeks gestation.
- C.1.2.4** Social Marketing: Social Marketing, in the public health context, is the use of commercial marketing concepts and tools to persuade people to adopt healthy behavior, including the use of necessary treatment and supportive services. Among the important concepts in social marketing are: influencing specific actions, reaching target populations with culturally and linguistically messages set in a context of the

population's self-perceptions, engaging populations with appealing information, promoting the affordability and availability of programs, responding to individual needs, and changing to meet emerging trends and needs. Other elements include research components to both develop marketing and assess effectiveness, sensitivity to where people get information, and comprehension level.

C.1.2.5 Target Populations: DOH considers all women of child bearing age residing in the District of Columbia.

C.2 BACKGROUND

C.2.1 Introduction

C.2.1.1 Infant mortality is among the leading indicators of health disparities throughout the world and affects all socio-economic and ethnic groups. In the United States, infant mortality had drastically declined since the early part of the twentieth century. However, the US rate is still far greater than other industrialized nations.

C.2.1.2 Data from the District of Columbia, Department of Health's Center for Policy, Planning and Epidemiology reported that of the 7,940 live births in the District in 2005, there were 108 infant deaths. This resulted in an infant mortality rate of 13.6 deaths for every 1,000 live births. Of the 108 infant deaths, 74 (or 68.5 percent) occurred during the neonatal period (under 28 days of life). The neonatal death rate increased by 12.0 percent from 8.3 per 1,000 live births in 2004 to 9.3 per 1,000 live births in 2005. The neonatal period is important relative to efforts to reduce infant mortality. Many of the causes of infant deaths could have been mitigated or prevented with preconception/interception and prenatal care.

C.2.1.3 While there are several factors that have a negative impact on prenatal and perinatal outcomes, vital statistics over the years have indicated that factors such as low birth weight, lack of adequate prenatal care, and prematurity are associated with infant mortality. In 2005, the percentage of low birth weight infants, those weighing fewer than 2,500 grams or 5.5 pounds in the District was 11.2 as compared to 11.1 percent in 2004. This represents a slight increase of 0.9 percent. These alarming statistics reiterate the need for increasing public awareness of health disparities as it relates to infant mortality.

C.2.2 Goals and Objectives

It is the goal of this procurement to promote an awareness of infant mortality and issues related to pre-conception inter-conception health, and the disparities associated with poor infant health outcomes including infant mortality, very low and low birth weight, and preterm birth. Additionally, the campaign is expected to increase awareness of DCHS brand, awareness of messages, awareness of available DOH sponsored programs and initiatives and access to services.

C.3 REQUIREMENTS

C.3.1 Social Marketing Public Awareness Campaign

The Contractor shall develop a social marketing public awareness campaign that shall include at a minimum the following:

C.3.1.1 Campaign Research

The Contractor shall conduct research to determine the most appropriate and effective communication methods to convey campaign messages and information to the target population. The Contractor shall utilize at a minimum the following in the fulfillment of the campaign research requirements:

C.3.1.1.1 Best Practices

The Contractor shall identify and incorporate best practices and lessons learned from similar initiatives and other information available regarding the successful introduction and implementation of a social marketing and public information campaign to promote an awareness of infant mortality and issues related to pre-conception interconception health, and the disparities associated with poor infant health outcomes

C.3.1.1.2 Stakeholder Input

The Contractor shall schedule and conduct interviews with key District stakeholders, to be identified by the COTR, to obtain input on achieving successful campaign outcomes.

C.3.1.1.3 Focus Groups

The Contractor shall utilize focus groups and surveys of the target population to gain community insight for the development of effective and successful program messages. The Contractor shall prepare and develop the required materials for each focus group and survey. In addition, the Contractor shall conduct focus groups including all logistical support, preparation and provide appropriate incentives for focus groups participants

C.3.1.2 Campaign Theme and Messages

C.3.1.2.1 The Contractor shall utilize the findings and information gathered during the campaign research activities (C.3.1) to develop culturally-competent and appropriate campaign theme and messages to most effectively reach the target population.

C.3.1.2.1.1 The Contractor shall test the message and themes among the target population and poll target populations through focus groups to determine the effectiveness of proposed campaign messages prior to implementation of the campaign. The Contractor shall utilize the goals and objectives of the campaign (C.2.2) as the measure and indicators of the messages effectiveness.

C.3.1.2.1.2 The Contractor shall develop and create campaign theme and messages graphics and visuals to be utilized in the marketing and media plan (C.3.1.3) in accordance with the following:

- a. Effective for a variety of marketing uses;
- b. Cohesive and consistent across marketing and advertising mediums;
- c. Easily recognizable and suitable for the campaign;
- d. Materials shall be culturally appropriate as required for the target population;
- e. Materials shall be translated in accordance with the DC Language Access Act (Attachment J.X); and
- f. Materials shall require the review and approval of the COTR.

C.3.1.3 Marketing and Media Plan

The Contractor shall develop a marketing and media plan to support the successful implementation of the social marketing and public awareness campaign.

C.3.1.3.1 The marketing and media plan shall contain the information regarding the media buy that includes outlets, air schedules, and frequency to provide maximum exposure of campaign messages to the target audience.

C.3.1.3.2 The marketing and media plan shall identify and describe the Contractor's approach and strategy for utilizing various marketing methods including special events; print and broadcast advertising; and print materials, to successfully reach and convey messages to the target population and achieve the campaign goals and objectives (C.2.2).

C.3.1.3.3 The marketing and media plan shall be multi-tiered, incorporating broadcast, print materials and electronic mediums to ensure an atmosphere of awareness and inclusion from all participants and stakeholders.

C.3.1.3.4 The marketing and media plan shall include a social marketing methodology for achieving maximum results;

C.3.1.3.5 The marketing and media plan shall identify and recommend give-a-ways for distribution at the campaign kick-off that include the DCHS logo to promote city-wide awareness of the DCHS Program.

C.3.1.3.6 The marketing and media plan shall utilize both traditional and new media outlets and shall include at a minimum the use of the following:

- a. Printed materials including flyers, fact sheets; posters displays for city-wide distribution;
- b. Displays for postings in schools, public and private agencies, civic groups, on Metrorail/Metro bus;
- c. Two (2) thirty (30) second on-air scripts for radio broadcast advertisements

C.3.1.3.7 The Contractor shall develop and submit in draft and final form the marketing and media plan for the review and approval of the COTR.

C.3.1.4 Marketing and Media Plan Budget

C.3.1.4.1 The Contractor shall develop a marketing and media plan budget for use in implementing the social marketing and public awareness campaign. Then marketing and media plan budget shall include at a minimum the following:

- a. Schedule and budget for implementing the campaign;
- b. Include the most economical and effective methodology for the delivery of the various marketing methods;
- c. Include specifics on the quantity, type, placement and frequency of the various electronic and print ads identified in the marketing and media plan (C.3.1.3);
- d. Include specifics on the quantity, type, and frequency of various types of printed materials including flyers, fact sheets; These materials shall be placed in schools, public and private agencies, civic groups, and community and faith-based organizations by program staff;
- e. Include (2) thirty (30) second radio and television spots, on-air scripts for broadcast advertising on radio and cable outlets. All messages shall be delivered in a format that the radio and television stations require - tapes, digital transfer, etc.

C.3.1.5 Marketing Plan Implementation

The Contractor shall, coordinate participants' activities to ensure a cohesive program that makes efficient use of resources in the implementation of the marketing plan. The Contractor shall at a minimum:

C.3.1.5.1 Create specifications and negotiating fees for the ad placements with media outlets such as radio and television stations, local print news outlets, and Metro Rail/Bus.

C.3.1.5.2 Create specifications and negotiating fees for kick-off event planning and logistical support of activities identified in the final marketing and media plan

C.3.1.5.3 Create printed materials, (full color and black and white) flyers, fact sheets; and posters displays for postings in schools, public and private agencies, civic groups, and community and faith-based organizations, as well as, poster displays for posting on Metrorail/ Metro bus. All art, media files, and images to publications and radio stations, as well as, final art work and art files are to be delivered to the COTR at the completion of the campaign.

C.3.1.5.4 Manage media outlet contract deliverables in conjunction with the COTR including at a minimum the following:

- a. Conduct the placement of advertising in a range of media outlets as determined by their approved work plan.

- b. Contact media outlets to obtain quotes on advertising based on size, color, frequency, and other
- c. relevant advertisement features, and provide information to the COTR.
- d. Confirm placement of the advertising with the media outlet, including contract details or other relevant agreements.
- e. Provide artwork/creative material that has been approved by the COTR to
- f. the media outlet in the appropriate format and in time to meet media outlet deadlines.
- g. Confirm to the COTR that the advertising is placed in accordance with the
- h. contract/agreement details.
- i. Pay the media outlets for advertising under the terms agreed upon with each outlet.
- j. Maintain a record of all payments made to media outlets.
- k. Provide a quarterly summary of all payments made in accordance with a reporting format provided by the COTR.
- l. Remediate any disputes related to the advertising placement, such as missed publication or airing, incorrect ad sizes or other details that affect placement schedules.
- m. Manage delivery of event planning and logistical support requirements in conjunction with the COTR.

C.3.2 Campaign Related Activities

C.3.2.1 Campaign Work Plan

The Contractor shall develop and implement a program work plan to complete the required services described in C.3.1. The Program Work Plan shall include the identification of significant activities required to successfully complete each of the requirements described in C.3.1.

C.3.2.1.1 The work plan should be a detailed, strategic blueprint for the entire social marketing and public awareness program. It should contain the specific elements of the program with sufficient detail on activities, materials, resource needs, etc. with timeframes and responsible parties. The work plan will be a living document that will adjust as the program is implemented.

C.3.2.2 Reporting

The Contractor shall submit the following written reports on the progress of the program:

- a. A report tracking project implementation and success to the COTR every month;
- b. An annual presentation to the COTR and others stakeholders invited by the COTR summarizing project activities and developments; and lessons learned.

C.3.2.3 Meetings

The Contractor shall attend meetings with the COTR weekly.

C.3.2.4 Kick-off Event

The Contractor shall include event planning and logistical support for a campaign kick-off event.

C.3.2.5 Evaluation and Quality Assurance

The Contractor shall establish and maintain monitoring and performance of the Contractor's activities to conduct the required services described in C.3.

Attachment B
Price Schedule

B.2 PRICE SCHEDULE – Firm Fixed Price

B.2.1 Base Year

Contract Line Item No. (CLIN)	Item Description	Total Estimated Price
CLIN 0001	Develop and execute a District-wide social marketing and public awareness campaign regarding the District’s Healthy Start Project as described in Attachment A	\$ _____

B.2.2 Option Year 1

Contract Line Item No. (CLIN)	Item Description	Total Estimated Price
CLIN 1001	Develop and execute a District-wide social marketing and public awareness campaign regarding the District’s Healthy Start Project as described in Attachment A	\$ _____

B.2.3 Option Year 2

Contract Line Item No. (CLIN)	Item Description	Total Estimated Price
CLIN 1001	Develop and execute a District-wide social marketing and public awareness campaign regarding the District’s Healthy Start Project as described in Attachment A	\$ _____

B.2.4 Option Year 3

Contract Line Item No. (CLIN)	Item Description	Total Estimated Price
CLIN 1001	Develop and execute a District-wide social marketing and public awareness campaign regarding the District’s Healthy Start Project as described in Attachment A	\$ _____

B.2.5 Option Year 4

Contract Line Item No. (CLIN)	Item Description	Total Estimated Price
CLIN 1001	Develop and execute a District-wide social marketing and public awareness campaign regarding the District’s Healthy Start Project as described in Attachment A	\$ _____

Base Year \$ _____

Option Year One \$ _____

Option Year Two \$ _____

Option Year Three \$ _____

Option Year Four \$ _____

Total Contract Price \$ _____

Attachment C

Deliverables

Deliverables

The Contractor shall provide the COTR or designee the Contract/Task Order deliverables in accordance with the following schedule:

Deliverable	Quantity/Format/Method of Delivery	Due Date
Program Work Plan	1 electronic and 1 hard copy	Within 30 days from date of award
Research Results	1 electronic and 1 hard copy	Within 90 days from date of award
Program Messages Report	1 electronic and 1 hard copy and link to web site with downloadable images	Within 90 days from date of award
Promotional Projects Plan	1 electronic and 1 hard copy	Within 30 days from date of award
Draft Marketing Plan and Budget	1 electronic and 1 hard copy	Within 90 days from date of award
Final Marketing Plan and Budget	1 electronic and 1 hard copy	Within 120 days from date of award
Marketing Materials	1 electronic and 1 hard copy and link to web site with downloadable images	Within 30 days of approval by COTR
Tracking Reports	1 electronic and 1 hard copy	First Friday of each month
Annual Report	1 electronic and 1 hard copy of each proposed item	Third week prior to the end of each contract option year

Attachment D
Tax Certification Affidavit

GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF THE CHIEF FINANCIAL OFFICER
OFFICE OF TAX AND REVENUE



TAX CERTIFICATION AFFIDAVIT

THIS AFFIDAVIT IS TO BE COMPLETED ONLY BY THOSE WHO ARE REGISTERED TO CONDUCT BUSINESS IN THE DISTRICT OF COLUMBIA.

Date: _____

Name of Organization/Entity: _____

Address: _____

Business Telephone No.: _____

Principal Officer:

Name: _____ Title: _____

Soc. Sec. No.: _____

Federal Identification No.: _____

Contract No.: _____

Unemployment Insurance Account No.: _____

I hereby certify that:

1. I have complied with the applicable tax filing and licensing requirements of the District of Columbia.
2. The following information is true and correct concerning tax compliance for the following taxes for the past five (5) years:

	Current	Not Current	Not Applicable
District: Sales and Use	()	()	()
Employer Withholding	()	()	()
Ball Park Fee	()	()	()
Corporation Franchise	()	()	()
Unincorporated Franchise	()	()	()
Personal Property	()	()	()
Real Property	()	()	()
Individual Income	()	()	()

The Office of Tax and Revenue is hereby authorized to verify the above information with the appropriate government authorities. The penalty for making false statements is a fine not to exceed \$5,000.00, imprisonment for not more than 180 days, or both, as prescribed by D.C. Official Code § 47-4106.

This affidavit must be notarized and becomes void if not submitted within 90 days of the date notarized.

Signature of Authorizing Agent

Title

Print Name

Notary: DISTRICT OF COLUMBIA, ss:

Subscribed and sworn before me this _____ day of _____ Month and Year

Notary Public: _____

My Commission Expires: _____

Attachment E
Cost/Price Data Requirements Package



COST / PRICE DISCLOSURE CERTIFICATION

RFP Number: _____ Closing Date: _____

Caption: _____ Total Proposed Amount: _____

The undersigned _____

(please print name and title of offeror’s authorized signatory) hereby certifies that, to the best of my knowledge, the cost and pricing data (i.e. at the time of price agreement this certification represents that all material facts of which prudent buyers and sellers would reasonably expect to affect price negotiations in any significant manner) submitted was accurate, complete, and current as of _____ (date of RFP closing or conclusion of negotiations as appropriate) . The undersigned further agrees that it is under a continuing duty to update cost or pricing data through the date that negotiations, if any, with the District are completed. The undersigned further agrees that the price, including profit or fee, will be adjusted to exclude any significant price increases occurring because the cost or pricing data was inaccurate, incomplete or not current. (See D.C. Procurement Regulations, 27 DCMR, Chapter 6, Section 699, Chapter 16, Section 1624; and Section 32 of the Standard Contract Provisions for Use with District of Columbia Government Supply and Services Contracts, December 1984, as amended).

Signed: _____ **Date:** _____

Title: _____

Company: _____

Address: _____

DUNS #: _____

Phone: _____

Fax: _____

COST/PRICE DATA REQUIREMENTS

1. GENERAL INFORMATION:

- 1.1 Offerors submitting cost/price proposals, in response to a District Request For Proposal (RFP), sole source procurement, change order, or contract modification exceeding \$500,000 in total value, must include a complete cost and pricing data breakdown (i.e., data that is verifiable and factual) for all costs identified in the proposal, and relevant to the performance of the contract. The requirement for submission of cost or pricing data is met when all accurate cost or pricing data reasonably available to the Offeror has been submitted, either actually, or by specific identification, to the District. If not available at the time of submission, as later information comes into the Offeror's possession, it should be promptly submitted to the District in a manner that clearly demonstrates its relationship to, and effect on, the Offeror's cost/price proposal. This requirement continues up to the date of final agreement on price and/or other issues, as agreed upon between the parties.
- 1.2 There is a clear distinction between submitting cost or pricing data and merely making available books, records and other documents without identification or context. By submitting a cost/price proposal, the Offeror, if selected for negotiation, grants the Contracting Officer, or an authorized representative, the right to examine, at any time before award, those books, records, documents, and other types of factual information, regardless of form or whether such supporting information is specifically referenced or included in the proposal as a basis for pricing, that will permit an adequate evaluation of the proposed cost/price.
- 1.3 The cost/price proposal will represent the offeror's understanding of the RFP's requirements and the offeror's ability to organize and perform those requirements effectively and efficiently. The evaluation of the Offeror's cost/price proposal will be based on an analysis of the realism and completeness of the cost data, the conformity of the cost to the offeror's technical data and the proposed allocation of labor-hours and skill sets. Pertinent cost information, including but not limited to Defense Contract Auditing Agency (DCAA) and/or the Department of Labor (DOL) recommended rates for direct labor, overhead, general and administrative expense (G&A), etc., as necessary and appropriate, must be used to arrive at the most probable cost to be incurred by the Offeror. If the District considers the proposed costs to be unrealistic, the Offeror should adjust its proposed costs accordingly. Any inconsistency, whether real or apparent, between promised performance and cost or price should be explained in the cost/price proposal. The burden of proof for cost credibility rests with the Offeror.
- 1.4 The Offeror must submit its cost/price proposal in hard copy as well as on a diskette, which is in a format (i.e. MS Office, Lotus 1-2-3, etc.) specified and/or provided by the Agency Contracting Officer in the solicitation package. All cost/price proposals should provide a cost summary by all cost elements, cross-referenced to supporting documentation. See Table No. (1.4).
- 1.5 The following information shall be included in this section, for the prime contractor and each proposed subcontractor:

- (a) A properly completed “Cost/Price Disclosure Certification.’
- (a) Identification of any estimates, along with the rationale and methodology used to develop them, including judgmental factors used in projecting future costs, based on known data, and the timing, nature and extent of any material contingencies.
- (c) Disclosure of any other activities or likely events which could materially impact specific costs (i.e., existing large material and supply inventories, management/ownership changes, new technologies, collective bargaining agreements, etc.)
- (d) Disclosure of any and all awarded and pending contracts with the District of Columbia, including contract number(s), amount, type (fixed price, cost reimbursement, etc.), agency, and a brief description of services.
- (e) Source of approval and the latest date of approval of the offeror’s Accounting system.

Table (1.4)
Example Cost Summary Format

Cost Item	Task 1			Task 2			Task 3			Task 4, etc.			Base Year Total
	R	H	D	R	H	D	R	H	D	R	H	D	
Direct Labor Categories ♦ Employee A ♦ Employee B ♦ Employee C Total Labor Hours													
Total Labor Dollars													
Fringe Benefit													
Labor Overhead *													
Total Direct Labor													
Other Direct Costs ♦ Equip. & Supplies ♦ Materials ♦ Travel ♦ Other													
Subcontractors ♦ Sub A ♦ Sub B													
ODC Overhead *													
Total ODC & Subcontractors													
G&A													
Fee/Profit													
Total Price													

H = Hours R = Rate D = Dollars (Rate X Hours = Dollars)

Note: Provide cost information similar to the above format for each option/out-year

* Note: Small, field-based trade providers typically have a labor or combined overhead cost components. Larger, more diversified providers may have separate labor, and/or ODC or combined overhead component.

2. SUPPORTING COST DATA:

- 2.1 The Offeror shall provide, for each cost element, a narrative description, in sufficient detail, to demonstrate price reasonableness, credibility and reliability. The Offeror shall provide its assumptions and methodologies used to estimate each cost element (significant item and quantity estimates, labor hour expenditure patterns and mix, etc.). The following information shall be included in this section:
- 2.1.1. The Offeror's total estimated costs plus its fee (if applicable) for providing all of the requirements of the RFP, as proposed in their technical proposal. Offerors should support their best estimates of all costs (direct, indirect, profit, etc.) to be incurred in the performance of the contract.
 - 2.1.2. When proposing multiyear/option year pricing, the estimated proposed costs shall include a breakdown of all cost elements for the base year as well as each option/out-year. Labor, other direct costs, indirect costs and profit shall each be clearly identifiable. If different from the Defense Contract Auditing Agency (DCAA) or Department Of Labor (DOL) recommended rates, the Offeror shall provide a thorough explanation for the variation(s) of rates.
 - 2.1.3. The Cost Summary Format (Table 1.4) provides a format for the Offeror to submit to the District a pricing proposal of estimated cost by line item, along with supporting documentation that is adequately cross-referenced and suitable for cost realism analysis. A cost-element breakdown shall be attached for each proposed line item and must reflect any other specific requirements established by the Contracting Officer. When more than one contract line item is proposed, a summary of the total amount covering all line items must be furnished for each cost element.
 - 2.1.4. If the Offeror has an agreement with a federal, state, or municipal government agency on the use of a Forward Pricing Rates Agreement (FPRA) or other rate agreement for labor, fringe benefits, overhead and/or general and administrative expense, the Offeror must identify the agreement, provide a copy and describe its nature, terms and duration.

3. SPECIFIC COST ELEMENTS:

A well-supported cost/price proposal reduces the effort needed for review and facilitates informed negotiations. The following are the minimum criteria that constitute an acceptable cost/price proposal:

- 3.1 **Direct labor:** A task-phased annual breakdown of labor rates and labor hours by category or skill level, including the basis for the rates and hours estimated (i.e., payroll registers, wage determinations, collective bargaining agreements, historical experience, engineering estimates, etc.).
 - 3.1.1 The Offeror shall use the following Table No. (3.1.1) to exhibit its total labor hours by prime contractor and subcontractor(s). A separate table should be completed for each year (base and out-years).

**Table (3.1.1)
Annual Labor Summary**

<u>Item</u>	Task 1	Task 2	Task 3	Task 4	Base Year Total
<u>Labor Category, Prime</u> <ul style="list-style-type: none"> • Employee A • Employee B • Employee C 					
<u>Labor Category, Sub.</u> <ul style="list-style-type: none"> • Employee D • Employee E • Employee F 					
<u>Labor Category, Consultant</u> <ul style="list-style-type: none"> • Employee G • Employee H 					
Total Labor Hours by Task					

Note: Do not include wage rates in this table

- 3.1.2 A standard of 40 hours/week, 1,920 hours/year is recommended. If another standard is used, it should be precisely defined. Any deviation from the above labor-hour projection without substantiation may form the basis to reject the response to the RFP. The proposed labor-hours shall include prime contractor, subcontractor and consultant hours.
- 3.1.3 The Offeror shall also submit Table No. (3.1.4.b), depicting the labor mix percentages as proposed for the base year as well as the out-years and should match the personnel experience requirements specified in the RFP, Section **(to be referenced by the Contract Specialist)**, under Personnel Experience. All of the RFP Key positions must be included within the Senior Staff categories. To provide a better understanding of this format, Table No. (3.1.4.a) is provided as an example.
- 3.1.4 The Offeror shall describe how the hourly direct labor rate was derived and indicate whether these rates are subject to any collective bargaining agreement(s), the Service Contract Act (SCA), Davis-Bacon, or any other special agreement which controls the labor rate indicated. When proposing price escalation for option/out-years, the Offerors must follow instructions provided under Economic Price Adjustments, Section H, of this RFP.

Table (3.1.4.a)

Summary of Proposed Annual labor Mix Category (with examples)

NAME (Note1)	LABOR MIX (Note 2)	OFFEROR'S LABOR CATEGORY (Note 3)	PERCENT OF TIME ON CONTRACT (Note 4)	PLANNED SOW ASSIGNMENT (Note 5)	STATUS (Note 6)
Able, Jackson	Sr. Staff Level 1	Program Director	PT/10%	N/A	PCE/E
Black, William E.	Sr. Staff Level 1	Psychiatrist	PT/20%	C.3	PCE/E
White, Pamela A.	Sr. Staff Level 2	Clinic Manager	PT/50%	C.4.1	PCE/P
Green, Robert T	Sr. Staff Level 3	Counseling Supvs.	PT/50%	C.4.2	PCE/P
Ross, Allen	Jr. Staff Level 1	Counselor	FT/100%	C.4.3	PCE/E

Note 1: Last name, first name, middle initial, grouped by task as specified in SOW. Attach resume for each name on list. The names on this list and the resumes are to be in the same order.

Note 2: Staff levels in each Labor Mix should be classified by the level of expertise and years of experience.

Note 3: Offerors internal labor category.

Note 4: State whether the individual is employed full time (FT) or part time (PT) and the planned percentage of the named person's production time that is to be applied as a direct charge to the contract.

Note 5: Identify by SOW paragraph(s) and task number, the major tasks to which the individual is expected to be assigned.

Note 6: Enter PCE if individual is to be a prime contractor employee; enter SCE if the individual is to be a subcontractor employee; enter CON if individual is to be a consultant. Enter E if employee as of the date of this proposal; enter P if the individual is a pending employee as of date of the proposal. Signed Commitment Agreements are required for all individuals with P status. A copy of each agreement is to be inserted behind the resume section in the technical proposal.

Table (3.1.4.b)

Summary of Proposed Annual labor Mix Category

NAME (Note 1)	LABOR MIX (Note 2)	OFFEROR'S LABOR CATEGORY (Note 3)	PERCENT OF TIME ON CONTRACT (Note 4)	PLANNED SOW ASSIGNMENT (Note 5)	STATUS (Note 6)
<u>Labor Category, Prime</u> <ul style="list-style-type: none"> • Employee A • Employee B • Employee C • Employee D <u>Labor Category, Sub.</u> <ul style="list-style-type: none"> • Employee E • Employee F • Employee G <u>Labor Category, Consultant</u> <ul style="list-style-type: none"> • Employee H Employee I 					

Last name, first name, middle initial, grouped by task as specified in SOW. Attach resume for each name on list. The names on this list and the resumes are to be in the same order.

Note 2: Staff levels in each Labor Mix should be classified by the level of expertise and years of experience.

Note 3: Offerors internal labor category.

Note 4: State whether the individual is employed full time (FT) or part time (PT) and the planned percentage of the named person's production time that is to be applied as a direct charge to the contract.

Note 5: Identify by SOW paragraph(s) and task number, the major tasks to which the individual is expected to be assigned.

Note 6: Enter PCE if individual is to be a prime contractor employee; enter SCE if the individual is to be a subcontractor employee; enter CON if individual is to be a consultant. Enter E if employee as of the date of this proposal; enter P if the individual is a pending employee as of date of the proposal. Signed Commitment Agreements are required for all individuals with P status. A copy of each agreement is to be inserted behind the resume section in the technical proposal.

3.2 **Indirect Costs:** The Offeror shall indicate its proposed Fringe, Overhead and General & Administrative rates for each applicable fiscal or calendar year (as appropriate). The Offeror shall indicate if these rates are subject to a Forward Pricing Rate Agreement. If the proposed Indirect Rates differ from the Forward Pricing Rate Agreement, the Offeror shall provide an explanation. The Offeror shall provide its actual indirect rates for overhead, G&A and fringe benefits for at least the past three (3) years and shall explain the basis for any significant rate difference between the prior three year period and the rates proposed now.

3.3 **Other Direct Costs:** **Other Direct Costs consists of materials, travel, reproduction, postage, telephone, supplies for the prime and all subcontracted effort. This includes all other direct costs associated with performance of the contract. Travel costs shall be in accordance with GSA Joint Travel Regulations for airfare, hotel, and per diem allowances. All other direct costs should be specifically identified and explained. If an allocated portion of a Direct cost is also included in an Offeror's indirect rate (such as General and Administrative), the Offeror should state so and list the types of expenses included in the indirect rate.**

3.3.1 The Offeror should identify types, quantities, and costs of all materials and supplies proposed including a non-loaded priced listing of individual materials or supplies ordered, or a consolidated and priced bill of materials for the entire proposal. A thoroughly documented bill of materials includes part numbers, description, unit costs, quantity required, extended cost (including delivery charges) and basis for the proposed cost (price quotation, prior buy, signed purchase orders, etc.) plus any other non-recurring costs. Deliverable materials are items delivered as a part of the work product. Examples of this are copies and binders delivered to the Government as a report or software ordered for and installed on a computer in a District Government office.

3.3.2 The Offeror shall use the following Table (3.3.2) to exhibit its total other direct costs (ODC) by prime and subcontractor(s). A separate table should be completed for each year (base and out-years).

Table (3.3.2)

Other Direct Costs (ODC) Summary

Item	Task 1	Task 2	Task 3	Task 4	Base Year Total
Supplies and Materials					
Office Equipment					
Travel					
• Airfare					
• Hotel					
• Meals & Incidentals					
• Ground Transportation					
Telecommunications					
Occupancy					
• Rent					
• Utilities					
• Building Maintenance					
Transportation					
Client Care Cost					
• Food					
• Medical					
• Clothing					
• Personal Hygiene					
Other					
Total ODC by Task					

Note: State each individual cost element being proposed. Describe in the narrative section of the cost proposal, how each cost element is derived and why it is being proposed. (Not all cost elements in the table above will apply to each solicitation. The above table should be tailored to the requirements of the RFP.)

3.4 Subcontracting Costs: Each subcontract must be addressed separately. For any subcontract exceeding \$25,000 the cost/price proposal must show the names, quantities, prices, deliverables, basis for selection, and degree of competition used in the selection process. The subcontractor's cost or pricing data should be included along with the prime Offeror's proposal. If available, the Offeror should also include the results of its review and evaluation of the subcontract proposals. The Offeror shall provide copies of any cost or price analyses of the subcontractor costs proposed.

3.5 Start-up Costs: As appropriate, the Offeror shall identify all start up costs associated with this effort.

3.6 Other Historical Data: All offerors with current or past experience (within three to five

years) for similar requirements, as described herein, must submit, as a part of their cost data, the following:

- (a) Contract Number.
- (b) Government agency (federal, state, District, municipal) the contract was awarded by.
- (c) Name and phone number of the Contracting Officer.
- (d) Name and phone number of the Contract Administrator.
- (e) Name and phone number of the Contracting Officer’s Representative (if applicable) and the Contract Administrator.
- (f) Period of Performance of the Contract.
- (g) Total amount of contract(s)

In addition to the above data, the following table (No. 3.6) will be completed and submitted with the cost data:

Table (3.6)

Format for Historical Data

	Proposed Contract			Delivered Contract *		
	Number Of Hours**	Contract Value	Average Hr Rate	Number Of Hours**	Contract Value	Average Hr Rate
Direct Labor						
Loaded Labor***						

* Should include any increased scope officially added to contract.

** If provided different number of hours, the difference should be explained.

*** Loaded labor should include all loading and profit. If significant material (i.e., greater than 5%) is included in the contract, data shall be presented both with and without material cost.

In addition, any other data the offeror believes is necessary should be provided in this section.

Note: For data submitted in the above table for “delivered Contract”, the Offeror shall indicate the date as of which, the submitted data is current.

Attachment F

Past Performance Evaluations

PAST PERFORMANCE EVALUATION FORM

(Check appropriate box)

Offeror: _____

Performance Elements	Excellent	Good	Acceptable	Poor	Unacceptable
Quality of Services/ Work					
Timeliness of Performance					
Cost Control					
Business Relations					
Customer Satisfaction					

1. Name & Title of Evaluator: _____

2. Signature of Evaluator: _____

3. Name of Organization: _____

4. Telephone Number of Evaluator: _____

5. State type of service received: _____

6. State Contract Number, Amount and period of Performance

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

8. 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 a guidance in making these evaluations.

Business Relations	Quality	Cost Control	Timeless	of Performance
	Product/Service			
management correspondence contract notification of contract Reasonable/cooperative	-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, including wrap-up and contract administration -No liquidated damages assessed	-Effective -Businesslike -Responsive to requirements -Prompt - problems -Flexible -Pro-active -effective contractor recommended solutions -Effective snail/small disadvantaged business Subcontracting program
0. Zero inquiries, technical/ service/administrative issues is responsive.	Nonconformances are comprises the achievement of contract requirements, despite use of Agency resources	Cost issues are comprising performance of contract requirements.	Delays are comprising the achievement of contract requirements, Despite use of Agency resources.	Response to not effective and
1, Unacceptable inquiries, technical/ service/administrative issues is effective and	Nonconformances 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 marginally responsive.
2. Poor inquiries, technical/ service/administrative issues is effective and	Nonconformances require minor Agency resources to ensure achievement of contract requirements.	Costs issues require minor Agency resources to ensure achievement of contract requirements.	Delays require minor Agency resources to ensure achievement of contract requirements.	Responses to somewhat responsive.
3. Acceptable	Nonconformances do not impact inquiries, technical/ achievement of contract service/administrative issues is requirements. and responsive.	Cost issues do not impact achievement of contract requirements.	Delays do not impact achievement of contract requirements.	Responses to usually effective

4. Good There are no quality problems. There are no cost issues. There are not delays. Responses to
inquiries, technical/
service/administrative issues is effective and
responsive,

5. Excellent The contractor has demonstrated an exceptional performance level in some or all of the above categories.