GOVERNMENT OF THE DISTRICT OF COLUMBIA
Office of Contracting and Procurement

REQUEST FOR TASK ORDER QUOTATION

TO: DISTRICT OF COLUMBIA SUPPLY SCHEDULE CONTRACTORS

Solicitation No.: **DCOP-2010-T-0008 REVISION**

Caption: **Marketing Services**

Issuance Date: **March 5, 2010**

Closing Date: **March 10, 2010**

Please note the revision made in Technical Proposal, Section b,2

The Government of the District of Columbia, Office of Contracting and Procurement, on behalf of the Office of Planning (OP), seeks to procure the services of a qualified Contractor to provide Marketing Services in advance of the 2010 US Census to encourage a high mail-in response rate by residents in the District in accordance with Section C.3 - Requirements.

The District intends to award a firm fixed price Task Order Agreement resulting from this Request for Task Order Quotation to the responsible Contractor whose quotation, conforming to the solicitation, will be most advantageous to the District, cost or price, technical and past performance factors, specified elsewhere in this Request for Task Order Quotation considered.

The District may award a Task Order on the basis of initial bids received, without discussion. Therefore, each initial bid should contain the Contractor's best terms from a standpoint of technical, cost/price and past performance.

1. Quotation Submission Requirements

The Price Quotation shall be submitted to the following address:

Office of Contracting and Procurement
Attention: Nicole Matthews
441 4th Street, N.W.
Suite 700 South, Bid Counter Room

Washington, D.C. 20001

The Task Order Quotation shall consist of two parts, Price and Technical proposal which shall include evidence of proposed qualification(s) and submitted one (1) original and one (1) copy. It shall be submitted in a sealed envelope conspicuously marked: "Task Order Quotation in response to Solicitation No. DCOP-2010-T-0008, and titled: Marketing Services.

2. Proposal Submission Date

The closing date for receipt of proposal is Wednesday, **March 10, 2010 by 2:00 p.m.**

3. Price Proposal

This section shall include the total price for the entire project. The price proposal shall include the total price.
Pricing shall be firm fixed price.

- **All contractors shall be in accordance with the DOL Wage Determination No.: 2005-2103, Revision No.: 8**
- The Offeror shall also complete the Tax Certification Affidavit. See Section J-Attachment D
- The Offeror shall provide a copy of their Certification of Liability Insurance with Request for Task Order Quote.

4. 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 C.3-Requirements, including the offer's understanding of the scope and the District's objectives.

b. Past Performance
   1. Please submit past performance evaluations or references that show evidence of qualifications.
   2. Consultants should have a bachelor's degree ~~in archaeology~~ from a accredited college or university plus:
      i. At least 10 years experience or equivalent specializing in direct mail, interactive marketing services and design work to enhance targeted messaging campaigns;

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ii. At least 10 years of issue advocacy or political campaign experience in urban and state level engagements; and

iii. Demonstrated ability to carry analytical research to implementation.

3. Candidates should also be familiar with census data, collections and methods; posses advanced computer skills with database and GIS capabilities, be familiar with micro-targeting and polling practices, and be able to work both collaboratively and alone on a variety of projects.

5. Evaluation for Award

The contract will be awarded to the responsible Bidder whose offer is most advantageous to the District. The proposal with the lowest realist price will receive the maximum price points. All other proposals will receive a proportionately lower score. The following will be used to determine each offeror's evaluated price score. The District reserves the right to reject any of all bids determined to be inadequate or unacceptable.

EVALUATION FACTORS
0-100 POINTS

EVALUATION FACTOR	POINT VALE
Technical Approach and Methodology	0-30
Past Performance	0-30
Price	0-40

Lowest Price Proposal X 20 = Evaluated Price Score
Price of Proposal Being Evaluated

6. Term of the Task Order

This will be a Firm Fixed Price Contract. The term of the contract shall be for Date of Award through three months thereafter.

The contract may be extended. See F.2

7. DC Supply Schedule

Each Bidder is required to submit along with their response to the Request for Task Order Quotation a copy of the page of its DC Supply Schedule Contract that contains its pricing information.

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8. CONDITIONS FOR AWARD

Price and Technical qualifications are the determinants for award, and the lowest bidder will be considered for award provided the following conditions are met:

(a) Every bidder provides with its bid a copy of the page of its DCSS contract in the relevant commodity group, which shows the price schedule.

(b) Every bidder completes and returns with its bid a Tax Certification Affidavit (Attachment D).

(c) Every bidder submits with its bid past performance documentation supporting qualification and/or experience.

Questions may be referred to Nicole Matthews, Contract Specialist at (202) 724-2122. Questions must be received no later than 11:00 am. on Tuesday, March 9, 2010.

Elona Evans-McNeill
Contracting Officer

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SECTION B.1 PRICE SCHEDULE (Date of Award through three months thereafter)

Contract Line Item No.	Item Description	Unit	Total Price
0001	Provide marketing services to the Office of Planning, as describe in Section C.3	EA	$_____

SECTION C - STATEMENT OF WORK

C.1 SCOPE

C.1.1 The Office of Contracting and Procurement, on behalf of the Office of Planning is seeking a contractor to provide the marketing services in advance of the 2010 US Census to encourage a high mail-in response rate by residents in the District.

C.1.2 Definitions

C.1.2.1 Micro-targeting- creating customized persuasive message, proof points and offers, accurately predicting their impact, and delivering them directly to individuals as specified in C.3 through C.4 below.

C.1.2.2Interactive marketing - promoters try to match the target audience's requests almost instantly or in a very short time based on the specified nature and application of products that the target audience wishes to consume. Internet marketing strategies are part of the interactive portfolio and used to market various items such as products, services, events/activities online, that can include but not be limited to search engine optimization and search engine submission, copywriting that encourages target audiences to take action, online promotions, and emails marketing.

C1.2.3 Direct mail - advertising circulars or other printed materials sent directly through the mail to prospective customers or contributors.

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C.2 BACKGROUND

C.2.1 The Campaign was created by the Fenty administration to encourage a higher response rate in the District. The lead agency on the effort is the Office of the City Administrator with operational support from the Office of Planning. The main programmatic goal is to raise awareness about the 2010 Census and motivate residents to participate. The Campaign is partnering with community organizations, local businesses, faith-based communities, government agencies, schools and civic organizations to educate residents on the importance of completing the census questionnaire. The Campaign has developed and begum the implementation of plans to engage populations who have historically been undercounted in the US Census which this document aims to support.

The Campaign wishes to enlist the expertise of a Contractor that will support the Campaign's efforts by developing and implementing plans to engage populations who have historically been undercounted in the US Census via direct mail, internet, and messaging inserts in utility and other bills.

The U.S Census Bureau will spend well over 300 million on a marketing campaign and, in concert with partnership efforts they have launched across the country with sate and local governments and community based organizations, the Bureau hopes to attain the most complete and accurate count of the nation's residents.

Despite these efforts, the challenges to contact and persuade the traditionally "hard-to count" (HTC) populations across nation will be substantial. Note: According to the U.S. Census Bureau, HTC populations are represented in various census tracts that are attributed to each block group in terms of their enumeration difficulty. Twelve variables were correlated with non-response rates from the 1990 and 2000 censuses, and those results were used to calculate at the block group level again in 2010.

These HTC populations include but are not limited to the following:

- minority groups
- ex-offenders
- foreign-born immigrants
- individuals and families who are not proficient in English
- areas affected by high unemployment and high-crime
- the homeless
- the elderly
- young children, and
- Individuals residing in group quarters (e.g. college residence halls, group homes and skilled nursing facilities).

The national response rate was 67%, in 2000 while the District of Columbia's rate was only 60%. Of those census tracts described above, 55% of the District of Columbia's population is deemed Hard-to-Count.

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Below are some key dates for the 2010 Census:

- January: Awareness paid media begins
- March 15-17: 120 million forms will be delivered via USPS
- April 1st : Forms due back
- April-June: Census Takers mobilize
- December 31: Report due to the President of the United States

C.3 REQUIREMENTS

C.3.1 Task 1: Direct mail

C.3.2 Direct mail will be used to contact the most persuadable and influential members or the community through analysis of the 2000 DC Census files, voter registration, etc. The vendor shall develop a model that will allow the DCCCC to score and rank the current DC population from most-likely to least-likely to respond to the 2010 Census mailing.

C.3.3 To build the most powerful, predictive model possible, the Contractor shall overlay dozens of demographic and psychographic data variables acquired from commercial and District-owned sources to better target the sub-audience within the mailing universe of all District residential addresses.

C..3.4 The vendor shall provide all direct mail copywriting, design, production, mailing, targeting, and analysis, for up to 100,000 target pieces, contingent on the format that is ultimately decided upon. Timing will coincide with the delivery of the Census forms, hitting homes in mid-March.

The Office of Planning's State Data Center will provide the mailing addresses.

C.4 Task 2: Internet

C.4.1 In addition to the model for direct mail, the Contractor shall target the HTC communities based on 2000 Census data and information provided by the District.

C.4.1.2 The Contractor shall provide the outreach by using online search engine marketing on frequently visited sites that will be geo-targeted for HTC populations based on the end user's zip code as well as towards the influential (e.g. high performing voter, community activist, etc.) that are identified in the mail program. Through this online marketing program, the Contractor shall geo-target Wards 1, 6, 7, and 8 based on a web surfer's Zip code to ensure that we are maximizing the impact of the media spending.

C.4.1.3 The Contractor shall run three (3) banner ads during the time from March 1, April 30, 2010 and the number of online impressions will be measured by the targeted sites but will not exceed 3 million impressions.

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This task includes media to be purchased, strategy, creative, and analytics. The Campaign has established that strategy should be carried out in three (3) phrases:

1. Messaging to make the reader award that the census is coming
2. Messaging to encourage reader to complete census documents that have arrived.
3. Messaging to encourage reader to complete the form even after National Census Day (April 1st) and/or to be responsive to the census enumerators that will be coming door-to-door later in Spring 2010.

C.5 Task 3: Inserts

C.5.1 The Campaign will leverage the District's relationship with utility, cable and communications companies that have clientele within the boundaries of the District to disseminate census messaging through the aforementioned organizations' billing.

C.5.2 The Contractor shall design the creative, sizing it appropriately as well as for working within whatever parameters the partner companies allow for the make this initiative successful. There will be no more than three (3) are files created for this effort. The target firms include but are not limited to WASA, PEPCO, Comcast, and Washington Gas.

SECTION D: PACKAGING

THIS SECTION IS NOT APPLICABLE.

SECTION E: INSPECTIONS AND ACCEPTANCE

THIS SECTION IS NOT APPLICABLE.

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SECTION F: DELIVERIES OR PERFORMANCE

F.1 TERM OF CONTRACT

The term of the resulting Task Order Agreement shall be from Date of Award through three (3) months thereafter.

F.2 OPTION TO EXTEND THE TERM OF THE CONTRACT

F.2.1 The District may extend the term of the resulting Task Order Agreement for a period of two (2), **three-month** option periods, or successive fractions thereof, by written notice to the Contractor before the expiration of the Task Order Agreement; provided that the District will give the Contractor a preliminary written notice of its intent to extend at least thirty (30) days before the Task Order Agreement expires. The preliminary notice does not commit the District to an extension. The exercise of this option is subject to the availability of funds at the time of the exercise of this option. The Contractor may waive the thirty (30) day preliminary notice requirement by providing a written waiver to the Contracting Officer prior to expiration of the Task Order Agreement.

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

F.2.3 The price for the option period shall be as specified in the Task Order Agreement.

F.2.4 The total duration of this Task Order Agreement, including the exercise of any options under this clause, shall not exceed one (1) year.

F.3 DELIVERABLES

No.	Deliverable	Format and Method of Delivery	Due Date
1	Task 1: Provide a production plan and dissemination strategy, including targeting and analysis for the direct mail task, in accordance with Section C. 3.1	Via email	2 weeks from award of Task Order Agreement
2	Task 1: Provide draft of all direct mail copywriting	Via email and one hardcopy	3 weeks from award of Task Order Agreement

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3	Task 1: Provide final version of all direct mail copywriting	Via email and one hardcopy	5 weeks from award of Task Order Agreement
4	Task 1: Produce up to 100,000 postcards, per Section C.3.	Postcards	5 weeks from award of Task Order Agreement
5	Task 1: Mail out up to 100,000 pieces, including all postage cost, per Section C.3.	Mailing	6 weeks from award of Task Order Agreement
6	Task 2: Provide a production plan and dissemination strategy, including targeting and analysis, for the interactive online marketing task, per Section C.4	Via email	2 weeks from award of Task Order Agreement
7	Task 2: Provide draft of all interactive online concepts, per Section C.4	Via email	3 weeks from award of Task Order Agreement
8	Task 2: Provide final version of all interactive online concepts, per Section C.4	Via email	4 weeks from award of Task Order Agreement
9	Task 2: Activate three (3) banner ads, per Section C.4	Place ads	5 weeks from award of Task Order Agreement
10	Task 3: Provide draft of all three(3) art files for insert into utility companies' mailing, per Section C.5	Via email and one hardcopy	3 weeks from award of Task Order Agreement
11	Task 3: Provide final versions of all three (3) art files for insert into utility companies' mailing, per Section C.5	Via email and one hardcopy	4 weeks from award of Task Order Agreement
12	Task 3: Deliver all three (3) art files to each utility company, per	Via email	5 weeks from award of Task Order Agreement

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	C.5		

SECTION G - CONTRACT ADMINISTRATION

G.1 CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE (COTR)

G.1.1 The COTR is responsible for general administration of the Task Order and advising the Contracting Officer as to the Offeror's compliance or noncompliance with the Task Order. In addition, the COTR is responsible for the day-to-day monitoring and supervision of the Task Order, of ensuring that the work conforms to the requirements of this Task Order and such other responsibilities and authorities as may be specified in the Task Order. The COTR for this Task Order is:

TO BE DETERMINED WITH AWARD

G.1.2 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 Agreement

G.1.3 Contractor may be held fully responsible for any changes not authorized in advance, in writing, by the Contracting Officer (CO), 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.

G.2 INVOICE PAYMENT

G.2.1 The District will make payments to the Contractor, upon the submission of proper invoices, at the prices stipulated in this Task Order Agreement, for supplies delivered and accepted or services performed and accepted, less any discounts, allowances or adjustments provided for in this Task Order.

G.2.2 The District will pay the Contractor on or before the 30th day after receiving a proper invoice from the Contractor.

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G.2.3 INVOICE SUBMITTAL

G.2.3.1 The Contractor shall submit proper invoices on a weekly basis. Invoices shall be prepared in duplicate and submitted to the agency Chief Financial Officer (CFO) with concurrent copies to the Contracting Officer's Technical Representative (COTR) specified in Section G.1.1 above. The address of the CFO is:

Name:	Office of the Chief Financial Officer (OCFO) Office of Finance and Resource Management
Address:	441 4th Street, NW, Suite 890N Washington, DC 20001
Telephone:	202-727-0333

G.2.3.2 To constitute a proper invoice, the Contractor shall submit the following information on the invoice:

G.2.3.3 Contractor's name, Federal tax ID and invoice date (Offerors are encouraged to date invoices as close to the date of mailing or transmittal as possible.);

G.2.3.4 Task Order number and invoice number;

G.2.3.5 Description, price, quantity and the date(s) that the supplies or services were delivered or performed;

G 2.3.6 Other supporting documentation or information, as required by the Contracting Officer;

G.2.3.7 Name, title, telephone number and complete mailing address of the responsible official to whom payment is to be sent;

G.2.3.8 Name, title, phone number of person preparing the invoice;

G.2.3.9 Name, title, phone number and mailing address of the person to be notified in the event of a defective invoice; and

G.2.3.10 Authorized signature.

G.2.3.11 Provide along with invoices copies of all work orders and work completion verifications.

G.3 ASSIGNMENT OF CONTRACT PAYMENTS

G.3.1 In accordance with 27 DCMR 3250, the Contractor may assign funds due or to become due as a result of the performance of this Task Order to a bank, trust company, or other financing institution.

G.3.2 Any assignment shall cover all unpaid amounts payable under this Task Order, and shall not be made to more than one party.

G.3.3 Notwithstanding an assignment of Task Order payments, the Contractor, not the assignee, is required to prepare invoices. Where such an assignment has been made, the original copy of the invoice must refer to the assignment and must show that payment of the invoice is to be made directly to the assignee as follows:

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

G.4 PROGRESS PAYMENTS

Progress payments are not permissible under this Task Order Agreement.

SECTION H: SPECIAL CONTRACT REQUIREMENTS

H.1 WAY TO WORK AMENDMENT ACT OF 2006

H.1.1 Except as described in H.1.8 below, the Contractor shall comply with Title I of the "Way to Work Amendment Act of 2006", D.C. Law 16-118, effective June 9, 2006, for contracts for services in the amount of $100,000 or more in any 12-month period.

H.1.2 The Contractor shall pay its employees and subcontractors who perform services under this contract no less than the current living wage published on OCP's website at http://www.ocp.dc.gov.

H.1.3 The Contractor shall include in any subcontract for $15,000 or more a provision requiring the subcontractor to pay its employees who perform services under the contract no less than the current living wage rate.

H.1.4 The Department of Employment Services ("DOES") shall adjust the living wage annually and the OCP will publish the living wage rate on its website at http://www.ocp.dc.gov.

H.1.5 The Contractor shall provide a copy of the fact sheet to each employee and subcontractor who performs services under the contract. The Contractor shall post the notice in a conspicuous place in its place of business. The Contractor shall include in any subcontract for $15,000 or more a provision requiring the subcontractor to post the notice in a conspicuous place in its place of business.

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H.1.6 The Contractor shall maintain its payroll records under the contract in the regular course of business for a period of at least three (3) years from the payroll date, and shall include this requirement in its subcontracts for $15,000 or more under the contract.

H.1.7 The payment of wages required under the Living Wage Act shall be consistent with and subject to the provisions of D.C. Official Code §32-1301 *et seq*.

H.1.8 The requirements of the Living Wage Act do not apply to:

(1) Contracts or other agreements that are subject to wage level determinations required by federal law;
(2) Existing and future collective bargaining agreements, provided, that the future collective bargaining agreement results in the employee being paid no less than the established living wage;
(3) Contracts for electricity, telephone, water, sewer or other services provided by a regulated utility;
(4) Contracts for services needed immediately to prevent or respond to a disaster or eminent threat to public health or safety declared by the Mayor;
(5) Contracts or other agreements that provide trainees with additional services including, but not limited to, case management and job readiness services; provided that the trainees do not replace employees subject to the Living Wage Act;
(6) An employee under 22 years of age employed during a school vacation period, or enrolled as a full-time student, as defined by the respective institution, who is in high school or at an accredited institution of higher education and who works less than 25 hours per week; provided that he or she does not replace employees subject to the Living Wage Act;
(7) Tenants or retail establishments that occupy property constructed or improved by receipt of government assistance from the District of Columbia; provided, that the tenant or retail establishment did not receive direct government assistance from the District;
(8) Employees of nonprofit organizations that employ not more than 50 individuals and qualify for taxation exemption pursuant to section 501(c)(3) of the Internal Revenue Code of 1954, approved August 16, 1954 (68A Stat. 163; 26 U.S.C. § 501(c)(3);
(9) Medicaid provider agreements for direct care services to Medicaid recipients, provided, that the direct care service is not provided through a home care agency, a community residence facility, or a group home for mentally retarded persons as those terms are defined in section 2 of the Health-Care and Community Residence Facility, Hospice, and Home Care Licensure Act of 1983, effective February 24, 1984 (D.C. Law 5-48; D.C. Official Code § 44-501); and
(10) Contracts or other agreements between managed care organizations and the Health Care Safety Net Administration or the Medicaid Assistance Administration to provide health services.

H.1.9 The Mayor may exempt a contractor from the requirements of the Living Wage Act, subject to the approval of Council, in accordance with the provisions of Section 109 of the Living Wage Act.

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H.2 DEPARTMENT OF LABOR WAGE DETERMINATIONS

The Contractor shall be bound by the Wage Determination (**2005-2103 Revision 8, 05/26/09**), issued by the U.S. Department of Labor in accordance with the Service Contract Act (41 U.S.C. 351 et seq.). The Contractor shall be bound by the wage rates for the term of the contract. If an option is exercised, the Contractor shall be bound by the applicable wage rate at the time of the option. If the option is exercised and the Contracting Officer obtains a revised wage determination, the revised wage determination is applicable for the option periods and the Contractor may be entitled to an equitable adjustment.

H.3 OFFEROR'S RESPONSIBILITIES

H.3.1 As specified in Sections C.3 and F.3 above.

Contractor staff shall supply their own equipment such as computers and office supplies for performing the required services.

H.4 DISTRICT'S RESPONSIBILITIES

Office of the Office of Planning (OP) will provide information need to accomplish all three (3) tasks in accordance with Section C.3.

H.5 PROTECTION OF PROPERTY

The Contractor shall be responsible for any damage to the information provided by the District as a result of the Contractor or staff negligence.

SECTION I: CONTRACT CLAUSES

I.1 CONTRACTS THAT CROSS FISCAL YEARS

Continuation of this Task Order Agreement beyond the current fiscal year is contingent upon future fiscal appropriations.

I.2 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

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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.

I.3 DISCLOSURE OF INFORMATION

No information regarding the Contractor performance on the task order shall be disclosed by the Contractor to anyone other than District Government officials unless written approval is obtained in advance from the Contracting Officer.

I.4 CERTIFICATE OF INSURANCE

I.4.1 Contractor shall procure and maintain, during the entire period of performance under this contract, the types of insurance specified below. The Contractor shall submit a certificate of insurance giving evidence of the required coverage prior to commencing work. All insurance shall be written with responsible companies licensed by the District of Columbia's Department of Insurance, Securities and Banking. The Contractor shall require all subcontractors to carry the insurance required herein, or Contractor may, at its option, provide the coverage for any or all subcontractors, and if so, the evidence of insurance submitted shall so stipulate. All insurance provided by the Contractor as required by this section, except comprehensive automobile liability insurance, shall set forth the District as an additional named insured. In no event shall work be performed until the required certificates of insurance have been furnished. The insurance shall provide for 30 days' prior written notice to be given to the District in the event coverage is substantially changed, canceled or non-renewed. If the insurance provided is not in compliance with all the requirements herein, the District maintains the right to stop work until proper evidence is provided.

I.4.2 The Certificate of Insurance, under *Description of Operation/Locations/Vehicles/Exclusion Added by Endorsement/Special Provisions* of the Certificate of Insurance, shall include the following language: Those usual to the Insured's Operations. The District of Columbia is an Additional Insured and a Business Liability Waiver of Subrogation applies per the Business Liability Coverage Form SS0008, attached to the policy.

I.4.3 Copies of all certificates of insurance shall be submitted within five (5) days of the Task Order award and 14 days after award of each option year to:

Nicole Matthews, Contract Specialist
Professional Services and Public Safety Cluster
Office of Contracting and Procurement
441 4th Street, NW Suite 700 South
Washington, DC 20001
(202) 724-2122 (Direct) (202) 727-0245 (facsimile)
nicole.matthews@dc.gov

ATTACHMENT A

SECTION B.1- PRICING

SECTION B.1 PRICE SCHEDULE

Contract Line Item No.	Item Description	Unit	Total Price
0001	Provide marketing services to the Office of Planning, as describe in Section C.3	EA	$_____

ATTACHMENT B

REQUIREMENTS

C.3 REQUIREMENTS

C.3.1 Task 1: Direct mail

C.3.2 Direct mail will be used to contact the most persuadable and influential members or the community through analysis of the 2000 DC Census files, voter registration, etc. The vendor shall develop a model that will allow the DCCCC to score and rank the current DC population from most-likely to least-likely to respond to the 2010 Census mailing.

C.3.3 To build the most powerful, predictive model possible, the Contractor shall overlay dozens of demographic and psychographic data variables acquired from commercial and District-owned sources to better target the sub-audience within the mailing universe of all District residential addresses.

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The Office of Planning's State Data Center will provide the mailing addresses.

C.4 Task 2: Internet

C.4.1 In addition to the model for direct mail, the Contractor shall target the HTC communities based on 2000 Census data and information provided by the District.

C.4.1.2 The Contractor shall provide the outreach by using online search engine marketing on frequently visited sites that will be geo-targeted for HTC populations based on the end user's zip code as well as towards the influential (e.g. high performing voter, community activist, etc.) that are identified in the mail program. Through this online marketing program, the Contractor shall geo-target Wards 1, 6, 7, and 8 based on a web surfer's Zip code to ensure that we are maximizing the impact of the media spending.

C.4.1.3 The Contractor shall run three (3) banner ads during the time from March 1, April 30, 2010 and the number of online impressions will be measured by the targeted sites but will not exceed 3 million impressions.

This task includes media to be purchased, strategy, creative, and analytics. The Campaign has established that strategy should be carried out in three (3) phrases:

1. Messaging to make the reader award that the census is coming
2. Messaging to encourage reader to complete census documents that have arrived.
3. Messaging to encourage reader to complete the form even after National Census Day (April 1st) and/or to be responsive to the census enumerators that will be coming door-to-door later in Spring 2010.

C.5 Task 3: Inserts

C.5.1 The Campaign will leverage the District's relationship with utility, cable and communications companies that have clientele within the boundaries of the District to disseminate census messaging through the aforementioned organizations' billing.

C.5.2 The Contractor shall design the creative, sizing it appropriately as well as for working within whatever parameters the partner companies allow for the make this initiative successful. There will be no more than three (3) are files created for this effort. The target firms include but are not limited to WASA, PEPCO, Comcast, and Washington Gas.

ATTACHMENT C

SECTION F- DELIVERABLES

F.3 DELIVERABLES

No.	Deliverable	Format and Method of Delivery	Due Date
1	Task 1: Provide a production plan and dissemination strategy, including targeting and analysis for the direct mail task, in accordance with Section C. 3.1	Via email	2 weeks from award of Task Order Agreement
2	Task 1: Provide draft of all direct mail copywriting	Via email and one hardcopy	3 weeks from award of Task Order Agreement
3	Task 1: Provide final version of all direct mail copywriting	Via email and one hardcopy	5 weeks from award of Task Order Agreement
4	Task 1: Produce up to 100,000 postcards, per Section C.3.	Postcards	5 weeks from award of Task Order Agreement
5	Task 1: Mail out up to 100,000 pieces, including all postage cost, per Section C.3.	Mailing	6 weeks from award of Task Order Agreement
6	Task 2: Provide a production plan and dissemination strategy, including targeting and analysis, for the interactive online marketing task, per Section C.4	Via email	2 weeks from award of Task Order Agreement
7	Task 2: Provide draft of all interactive online concepts, per Section C.4	Via email	3 weeks from award of Task Order Agreement
8	Task 2: Provide final version of all interactive online concepts, per Section C.4	Via email	4 weeks from award of Task Order Agreement

9	Task 2: Activate three (3) banner ads, per Section C.4	Place ads	5 weeks from award of Task Order Agreement
10	Task 3: Provide draft of all three(3) art files for insert into utility companies' mailing, per Section C.5	Via email and one hardcopy	3 weeks from award of Task Order Agreement
11	Task 3: Provide final versions of all three (3) art files for insert into utility companies' mailing, per Section C.5	Via email and one hardcopy	4 weeks from award of Task Order Agreement
12	Task 3: Deliver all three (3) art files to each utility company, per C.5	Via email	5 weeks from award of Task Order Agreement

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

Authorized Agent
Name of Organization/Entity
Business Address (include zip code)
Business Phone Number

Authorized Agent
Principal Officer Name and Title
Square and Lot Information
Federal Identification Number
Contract Number
Unemployment Insurance Account No.

I hereby authorize the District of Columbia, Office of the Chief Financial Officer, Office of Tax and Revenue to release my tax information to an authorized representative of the District of Columbia agency with which I am seeking to enter into a contractual relationship. I understand that the information released will be limited to whether or not I am in compliance with the District of Columbia tax laws and regulations solely for the purpose of determining my eligibility to enter into a contractual relationship with a District of Columbia agency. I further authorize that this consent be valid for one year from the date of this authorization.

I hereby certify that I am in compliance with the applicable tax filing and payment requirements of the District of Columbia. The Office of Tax and Revenue is hereby authorized to verify the above information with the appropriate government authorities.

Signature of Authorizing Agent **Title**

The penalty for making false statement 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.