

**GOVERNMENT OF THE DISTRICT OF COLUMBIA  
DEPARTMENT OF GENERAL SERVICES**



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DEPARTMENT OF GENERAL SERVICES**

**LAUNCH PAD INITIATIVE SCOPE:**

**Community Outreach and Engagement Services**

**B.1 OVERVIEW**

The mission of the Department of General Services (DGS) is to provide cost-effective centralized facility management services and to support the District Government through building operations and real estate management. DGS also manages the capital improvement and construction program for the District Government.

The District of Columbia is committed to procuring quality goods and services in a timely manner and reasonable cost that support the District meeting its goals. The District aims to ensure the safety and well-being of all District government employees, facility users and visitors in all District owned and leased properties.

**B.2 PRICE SCHEDULE**

CLINS	SERVICES	EXTENDED COST
1	Community Engagement Plan for Agency Wide utilization	
2	Community Engagement Plan for Each Short Term Family Housing (STFH) Project (8 Projects)	
3	Community Meetings (Minimum of 8)	
4	Collateral Materials	
5	Project Meetings ( Minimum of 12 Bi-Weekly Meetings and 1 Kick-off Meeting for each Project)	
	TOTAL SERVICES COST	\$ -

**C. SCOPE OF WORK**

**C.1** Community engagement during construction usually involves collaborating with the community by keeping communities/stakeholders informed, and providing a commitment to listen to and acknowledge concerns, and provide feedback. Both communication and construction team members need to ensure they are aware of, and committed to, the project’s policy for communication to local stakeholders. Construction teams are typically under time and cost pressures to deliver certain on projects and are not able to spend as much time on community engagement and communication.

DGS seeks a Community Outreach and Engagement firm (“Consultant”) to provide services that link our projects with communities and neighborhoods. More specifically, the consultant shall develop a strategic framework for community engagement that will address the following priorities as they relate to agency initiatives, Short-Term Family Housing, School Modernization projects, etc.:

- **Inform-** Provide the community with up-to-date information as it relates to project related services, safety updates, and any associated issues.
- **Consult-** Capture community input on its concerns, priorities and ideas as it relates to project related issues.
- **Involve-** Work on an on-going basis with the community to ensure that community ideas, concerns and aspirations are listened to and understood.
- **Respond** – Provide timely and accurate responses to questions, issues and concerns brought by the community.

### C.1.1 CONTRACT TYPE:

This is firm-fixed monthly rate contract. The awarded Consultant shall provide all labor, supervision, management, administrative support, materials, and other supplies and services necessary to successfully perform comprehensive community engagement and outreach support services as required in the Scope of Work.

### C.2 DEFINITIONS:

- **Contracting Officer (CO):** shall be a business communications liaison between the Department and a Consultant. He or she ensures that their goals are mutually beneficial. The CO is an employee who is responsible for recommending, authorizing, or denying actions and expenditures for both standard delivery orders and task orders, and those that fall outside of the normal business practices of its supporting Consultants and Sub Consultants.
- **COTR:** shall mean the Contracting Officer’s Technical Representative.
- **DGS:** Department of General Services
- **Deficiency:** A lack of quality and/or sub-standard mechanical, technical or support work. For the purpose of this solicitation, a deficiency is an item, or condition that is considered sub-standard, or below minimum expectations with regard to code, work product and safety.

### C.3 SERVICE STANDARDS:

All costs associated with complying with the requirements herein are included in the fully loaded firm fixed pricing awarded under this solicitation. The Consultant shall provide all labor, supervision, management, administrative support, materials, and all other supplies and services necessary to successfully perform community outreach and engagement services in accordance with the standards described and set herein.

**C.3.1** The Consultant shall develop a comprehensive and detailed approach that will be designed to meet the service requirements outlined in this Statement of Work, as well as perform all work consistent with the most current industry standards and best practices.

The Consultant shall comply with all statues, laws, codes, ordinances, regulations, ruling, guidelines, rules, requirements and orders of government bodies (whether existing now or subsequently passed, enacted, adopted or amended, at any time, during the term of an award made hereunder (collectively “Applicable Laws”)).

#### **C.4 SERVICES REQUIREMENTS:**

**C.4.1** In addressing these priorities, the consultant’s engagement framework shall outline a communication strategy (i.e., meetings, social media, discussion forums, etc.), identify potential community partners and stakeholders, and demonstrate performance measures. The Consultant will be expected to provide these functions and shall be responsible for services which include but are not limited to the following:

##### **C.4.2 General Requirements:**

1. Work with identified DGS team members to develop and implement engagement and outreach strategies as related to DGS construction and non-construction initiatives.
2. Develop curriculum for public involvement.
3. Assist with developing material for social media campaigns on all platforms that reach DGS’s target audience.
4. Provide experienced graphic design personnel/support who can work closely with DGS staff.
5. Provide support as need on scripting and production of public service announcements for television, radio, and web based news outlets and live presentations.
6. Support as needed on media planning and coordination of purchases.
7. Developing or utilizing existing channels of communication to receive inquiries and feedback from the community.
8. Develop administrative processes and evaluation of citizen discussion groups.
9. Other related tasks as requested by DGS.

##### **C.4.2.1 Short Term Family Housing (STFH):**

1. Provide staff support to deliver community updates during pre-construction and construction activities. DGS desires to have daily support from outreach coordinators for:
  - a. Ward 1 & DC General
  - b. Ward 3 & Ward 4
  - c. Ward 5
  - d. Ward 6
  - e. Ward 7 & Ward 8

2. Identify, develop and execute a communication strategy for key stakeholders and constituency to help clarify the District's point of view for the project.
3. Assist in the development of strategic partnerships with District community stakeholders with expected outcome of maximizing recognition and increasing support and community acceptance for the STFH program.
4. Provide public relations strategy and collateral to develop clear, concise, targeted, and consistent messaging about the STFH program.
5. Develop a flexible and cost-effective strategic communications plan for use in promoting the STFH program to key stakeholders, local leaders and city officials.
6. Identify and proactively mitigate/resolve potential crisis scenarios.
7. Provide staff support in message delivery through multiple channels to the various stakeholders.
8. Provide direction in the management and organization of messaging.
9. Facilitate community/public meetings as requested.
10. Develop digital and printed brochures, handouts, booklets, and other prep/project materials.
11. Provide copy/writing services for public education materials through message development, story pitching/placement, and/or other techniques.

## **C.5 COMMUNICATION PLAN:**

The Consultant shall keep the Contracting Officer Technical Representative (COTR) informed of status of the work being performed via a bi-weekly conference call. Consultant shall provide previous meeting minutes via email to COTR prior to scheduled conference call.

### **C.5.1 DGS Partnering Meeting**

The Consultant shall attend at least one partnering session with the CO and COTR after the Post-Award conference. Other sessions may take place during the course of the contract at the option of the DGS COTR. Partnering is working together towards a common interest or goal. The partnering session will be held at a mutually agreed time and location.

## **C.6 LICENSING, ACCREDITATION AND REGISTRATION:**

All offerors must provide proof, in their bids, to DGS that they have a "General Business License" issued by the D.C. Department of Consumer and Regulatory Affairs. During the contract, each Consultant and all of its sub-consultants (regardless of tier) shall comply with all licensing, accreditation, and registration requirements and standards under Applicable Laws for the performance of the contract.

## **C.7 CONFORMANCE WITH LAWS:**

It shall be the responsibility of the Consultant to perform under the contract in conformance with the Department's Procurement Regulations and all Applicable Laws.

## **C.8 REPORTING/INVOICING**

The Consultant shall document that the services provided under this contract comply with the statement of work noted above. The Consultant shall submit a monthly invoice, monthly activity report and other report requested as determined to the COTR and/or the Districts designated point of contact.

## **C.9 KEY PERSONNEL**

The Offeror's personnel should have the necessary experience and licenses to perform the required work. Key personnel shall include, at a minimum, the following individuals: (i) Account Executive; (ii) Graphic Designer; (iii) Public Relations Specialist; and (iv) Administrative Support Specialist.

**NOTE:** The account executive should be a senior member of the Offeror's management team who has the authority and responsibility for ensuring that the Consultant's responsibilities are properly discharged. The Consultant will not be permitted to reassign any of the key personnel unless the Department approves the proposed reassignment and the proposed replacement.

## **C.10 TECHNICAL REQUIREMENTS**

In addition to complying with the requirements outlined elsewhere in this solicitation, the Consultant shall at a minimum:

- i. Describe technical approach – Describe your approach in providing community outreach on construction projects; exhibit considerations used to for evaluating direct impacts to residents and adjacent community.
- ii. Demonstrate methods used to identify stakeholders and advocates.
- iii. Describe effective means used to distribute information and engage community, stakeholders and the interested parties.
- iv. Demonstrate your ability to provide adequate resources for carrying out the proposed plan, managing the process, developing the work products, and providing the services.
- v. Carry all necessary insurances required by DGS under this award.

## **C.11 QUALIFICATIONS**

Each bidder shall submit evidence with its proposal satisfactory to DGS that such bidder can fulfill the requirements of the contract. Such evidence must include the following, but need not be limited to:

- A. The ability of bidder to have the necessary capabilities to perform the Services;
- B. That a bidder has at least one (1) one year of experience with providing similar professional support services for federal, state or local municipalities. Bidder must complete and deliver with its proposal, three Reference Form(s), in the form of Attachment K, which contains (i) a list of municipalities, or other agencies, for which a bidder has performed work of similar scope to this scope of work, and (ii) the names, telephone numbers of individuals in each municipality, or agency, who DGS may contact to verify the bidder's performance, and (iii) a description of community outreach and communication services that were provided by such bidder.

DGS may make such investigations as it deems necessary to determine the qualifications of any bidder and its ability to perform the Services, and all bidders shall promptly furnish to DGS all such evidence and information for this purpose as DGS may request. In addition, DGS reserves the right to reject any bid if the evidence submitted by, or the investigation of, the bidder fails to satisfy DGS that such bidder is properly qualified, competent and capable, in all respects, to perform the Services in accordance therewith. No award shall be made to any bidder whose submitted background information, when investigated and verified by DGS, raises significant questions as to its ability to successfully complete the Services.

## **D. PACKAGING AND MARKING**

- D.1** The packaging and marking requirements for the resultant contract shall be governed by clause number (2), Shipping Instructions-Consignment, of the Government of the District of Columbia's Department of General Services Standard Contract Provisions for Supplies and Services Contracts, January 2016 (**Attachment J.3**).

## **E. INSPECTION AND ACCEPTANCE**

- E.1** The inspection and acceptance requirements for the resultant Contract shall be governed by Article No. 5, Inspection of Supplies, and Article No. 6, Inspection of Services, of the Government of the District of Columbia's Department of General Services Standard Contract Provisions for Supplies and Services Contracts, January 2016 (**Attachment J.3**).

## **F. DELIVERIES OR PERFORMANCE**

- F.1** **Period of Performance**

The contract term shall be for a period of six (6) months from April 1, 2018 to September 30, 2018.

## **F.2 DELIVERABLES**

The Consultant shall perform the activities required to successfully complete the District's requirements and submit the deliverable to the Project Manager/COTR.

### **F.2.1 Initial Kick-off, Project Kick-off and Bi-Weekly Meetings**

**F.2.1.1** Offeror shall participate in initial kick-off meeting within 14 days of award.

**F.2.1.2** Offeror shall arrange one (1) project kick-off meeting for each initiative and deliver meeting minutes to the COTR no later than five business days after the meeting.

**F.2.1.3** Offeror shall participate in a minimum of twelve (12) one-hour bi-weekly meetings/conference calls and deliver meeting minutes to the COTR no later than five business days after each meeting).

### **F.2.2 Community Engagement Plan**

- Offeror shall develop a Community Engagement Plan (CEP) for the purpose of agency-wide utilization related to the practice of community engagement and outreach shall be submitted to the DGS COTR as a hard copy and electronic format in Word (Office) and Adobe Acrobat formats. The Community Engagement Plan is due to the COTR within 14 days from initial kick-off meeting.
- Offeror shall develop a Community Engagement Plan (CEP) for each STFH location to be submitted to the DGS COTR as a hard copy and electronic format in Word (Office) and Adobe Acrobat formats. The STFH CEP is due to the COTR within 21 days from initial kick-off meeting.
- Offeror shall provide a written report documenting findings and recommendations on a monthly basis (due on the 10<sup>th</sup> business day after the end of each month).

### **F.2.3 Public Involvement Plan**

- Offeror shall develop a Public Involvement Plan (PIP) for each initiative. The PIP shall include:
  - Project purpose/objectives
  - Identification of key stakeholders
  - Project website development , *as needed*
  - Stakeholder coordination
  - Schedule of public meetings and participation
- Offeror shall provide a written report documenting findings and recommendations on a monthly basis (due within 7 business days from date of project kick-off meeting).

- One (1) public meeting will be done to inform stakeholders on the progress and process of each assignment; except where STFH is concerned, (1) public meeting at a minimum should be done for each location/project.
  - Project technical staff shall attend and support the public meeting.
  - Offeror shall provide promotional materials to include; exhibits, hand-outs, comment forms, etc. for public meetings.

**F.2.4 Collateral Materials**

- At a minimum Offeror shall develop one (1) digital fact sheet and project update materials for each of the seven (7) 2018 School Modernization projects (inclusive of graphics, schedule timelines, etc.). The fact sheet should be print-ready.

**G. CONTRACT ADMINISTRATION DATA**

**G.1 Project Manager/COTR:**

**Endrea Frazier**  
 Deputy Chief of Staff  
 DGS  
 Office: (202) 576-8599 / Mobile: (202) 308-3511  
 Email: [endrea.frazier@dc.gov](mailto:endrea.frazier@dc.gov)

**G.2 Invoice Payment**

- G.2.1** The contract shall submit one consolidated invoice on a monthly basis, no later than 10 days after the end of each month. The District will make payments to the Contractor, upon the submission of proper invoices, at the prices stipulated in this contract, for supplies delivered and accepted or services performed and accepted, less any discounts, allowances or adjustments provided for in this contract.
- G.2.2** The District will pay the Contractor on or before the 30th day after receiving a proper invoice from the Contractor.

**H. SPECIAL CONTRACT REQUIREMENTS**

**H.1 HIRING OF DISTRICT RESIDENTS AS APPRENTICES AND TRAINEES**

- H.1.1** For all new employment resulting from this contract or subcontracts hereto, as defined in Mayor’s Order 83-265 and implementing instructions, the Contractor shall use its best efforts to comply with the following basic goal and objectives for utilization of bona fide residents of the District of Columbia in each project’s labor force:



**H.1.1.1** At least fifty-one (51%) percent of apprentices and trainees employed shall be residents of the District of Columbia registered in programs approved by the District of Columbia Apprenticeship Council.

**H.1.2** The Contractor shall negotiate an Employment Agreement with the Department of Employment Services (“DOES”) for jobs created as a result of this contract. The DOES shall be the Contractor’s first source of referral for qualified apprentices and trainees in the implementation of employment goals contained in this clause.

## **H.2 DEPARTMENT OF LABOR WAGE DETERMINATIONS**

The Contractor shall be bound by the Wage Determination No. 2015-4281, Revision No. 9, date of last revision: 1/10/2018, issued by the U.S. Department of Labor in accordance with the Service Contract Act (41 U.S.C. 351 et seq.) and incorporated herein as **Section J.4** of this solicitation. The Contractor shall be bound by the wage rates for the term of the contract subject to revision as stated herein and in accordance with Section 24 of the SCP. 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 PUBLICITY**

The Contractor shall at all times obtain the prior written approval from the Contracting Officer before the Contractor, any of its officers, agents, employees or subcontractors, either during or after expiration or termination of the contract, make any statement, or issue any material, for publication through any medium of communication, bearing on the work performed or data collected under this contract.

## **H.4 FREEDOM OF INFORMATION ACT**

The District of Columbia Freedom of Information Act, at D.C. Official Code § 2-532 (a-3), requires the District to make available for inspection and copying any record produced or collected pursuant to a District contract with a private contractor to perform a public function, to the same extent as if the record were maintained by the agency on whose behalf the contract is made. If the Contractor receives a request for such information, the Contractor shall immediately send the request to the COTR designated in **subsection G.10.2** who will provide the request to the FOIA Officer for the agency with programmatic responsibility in accordance with the D.C. Freedom of Information Act. If the agency with programmatic responsibility receives a request for a record maintained by the Contractor pursuant to the contract, the COTR will forward a copy to the Contractor. In either event, the Contractor is required by law to provide all responsive records to the COTR

within the timeframe designated by the COTR. The FOIA Officer for the agency with programmatic responsibility will determine the releasability of the records. The District will reimburse the Contractor for the costs of searching and copying the records in accordance with D.C. Official Code §2-532 and Chapter 4 of Title 1 of the *D.C. Municipal Regulations*.

## **H.5 51% DISTRICT RESIDENTS NEW HIRES REQUIREMENTS AND FIRST SOURCE EMPLOYMENT AGREEMENT**

**H.5.1** The Contractor shall comply with the First Source Employment Agreement Act of 1984, as amended, D.C. Official Code §2-219.01 *et seq.* (“First Source Act”).

**H.5.2** The Contractor shall enter into and maintain, during the term of the contract, a First Source Employment Agreement, (**Section J.6**) in which the Contractor shall agree that:

- (1) The first source for finding employees to fill all jobs created in order to perform this contract shall be the DOES; and
- (2) The first source for finding employees to fill any vacancy occurring in all jobs covered by the First Source Employment Agreement shall be the First Source Register.

**H.5.3** The Contractor shall submit to DOES, no later than the 10<sup>th</sup> each month following execution of the contract, a First Source Agreement Contract Compliance Report (“contract compliance report”) verifying its compliance with the First Source Agreement for the preceding month. The contract compliance report for the contract shall include the:

- (1) Number of employees needed;
- (2) Number of current employees transferred;
- (3) Number of new job openings created;
- (4) Number of job openings listed with DOES;
- (5) Total number of all District residents hired for the reporting period and the cumulative total number of District residents hired; and
- (6) Total number of all employees hired for the reporting period and the cumulative total number of employees hired, including:
  - (a) Name;
  - (b) Social security number;
  - (c) Job title;
  - (d) Hire date;
  - (e) Residence; and
  - (f) Referral source for all new hires.

**H.5.4** If the contract amount is equal to or greater than \$100,000, the Contractor agrees that 51% of the new employees hired for the contract shall be District residents.

**H.5.5 With the submission of the Contractor’s final request for payment from the District, the Contractor shall:**

- (1) Document in a report to the Contracting Officer its compliance with the Section **H.5.4** of this clause; or
- (2) Submit a request to the Contracting Officer for a waiver of compliance with Section **H.5.4** and include the following documentation:
  - (a) Material supporting a good faith effort to comply;
  - (b) Referrals provided by DOES and other referral sources;
  - (c) Advertisement of job openings listed with DOES and other referral sources; and
  - (d) Any documentation supporting the waiver request pursuant to **Section H.5.6**.

**H.5.6 The Contracting Officer may waive the provisions of section H.5.4 if the CO finds that:**

- (1) A good faith effort to comply is demonstrated by the Contractor;
- (2) The Contractor is located outside the Washington Standard Metropolitan Statistical Area and none of the contract work is performed inside the Washington Standard Metropolitan Statistical Area which includes the District of Columbia; the Virginia Cities of Alexandria, Falls Church, Manassas, Manassas Park, Fairfax, and Fredericksburg, the Virginia Counties of Fairfax, Arlington, Prince William, Loudoun, Stafford, Clarke, Warren, Fauquier, Culpeper, Spotsylvania, and King George; the Maryland Counties of Montgomery, Prince Georges, Charles, Frederick, and Calvert; and the West Virginia Counties of Berkeley and Jefferson.
- (3) The Contractor enters into a special workforce development training or placement arrangement with DOES; or
- (4) DOES certifies that there are insufficient numbers of District residents in the labor market possessing the skills required by the positions created as a result of the contract.

**H.5.7** Upon receipt of the Contractor’s final payment request and related documentation pursuant to **Sections H.5.5** and **H.5.6**, the Contracting Officer shall determine whether the Contractor is in compliance with **Section H.5.4** or whether a waiver of compliance pursuant to **Section H.5.6** is justified. If the Contracting Officer

determines that the Contractor is in compliance, or that a waiver of compliance is justified, the Contracting Officer shall, within two (2) business days of making the determination forward a copy of the determination to the Agency Chief Financial Officer and the COTR.

**H.5.8** Willful breach of the First Source Employment Agreement, or failure to submit the report pursuant to **Section H.5.3**, or deliberate submission of falsified data, may be enforced by the Contracting Officer through imposition of penalties, including monetary fines of Five Percent (5%) of the total amount of the direct and indirect labor costs of the contract. The Contractor shall make payment to DOES. The Contractor may appeal to the D.C. Contract Appeals Board as provided in this contract any decision of the CO pursuant to this **Section H.5.8**.

**H.5.9** The provisions of **Sections H.5.4** through **H.5.8** do not apply to nonprofit organizations.

## **H.6 WAY TO WORK AMENDMENT ACT OF 2006**

**H.6.1** Except as described in **Sub-Section H.6.8** below, the Contractor shall comply with Title I of the Way to Work Amendment Act of 2006, effective June 8, 2006 (D.C. Law 16-118, D.C. Official Code §2-220.01 *et seq.*) (“Living Wage Act of 2006”), for contracts for services in the amount of \$100,000 or more in a 12-month period.

**H.6.2** The Contractor shall pay its employees and subcontractors who perform services under the contract no less than the current living wage.

**H.6.3** 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.6.4** The DOES may adjust the living wage annually and Contractor will find the current living wage rate on its website at [www.does.dc.gov](http://www.does.dc.gov)

**H.6.5** The Contractor shall provide a copy of the Fact Sheet attached as **J.8** to each employee and subcontractor who performs services under the contract. The Contractor shall also post the Notice attached as **J.7** 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.

**H.6.6** 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.6.7** The payment of wages required under the Living Wage Act of 2006 shall be consistent with and subject to the provisions of **D.C. Official Code §32-1301 *et seq.***

**H.6.8 The requirements of the Living Wage Act of 2006 do not apply to:**

- 1) Contracts or other agreements that are subject to higher 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 imminent 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 of 2006;
- 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 of 2006;
- 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.6.9** The Mayor may exempt a contractor from the requirements of the Living Wage Act of 2006, subject to the approval of Council, in accordance with the provisions of Section 109 of the Living Wage Act of 2006.

## **I. CONTRACT CLAUSES**

### **I.1 APPLICABILITY OF STANDARD CONTRACT PROVISIONS**

The Standard Contract Provisions for use with District of Columbia Government Supplies and Services Contracts dated January 14, 2016 (“SCP”) are incorporated as part of the contract. (**Attachment J.3**)

## **J. LIST OF ATTACHMENTS**

**J.1** Bidder Form

**J.2** Past Performance Evaluation Forms

**J.3** District of Columbia's Department of General Services Standard Contract Provisions for Supplies and Services Contracts

**J.4** Tax Certification Affidavit

## **K. REPRESENTATIONS, CERTIFICATIONS AND OTHER STATEMENTS OF OFFERORS**

**K.1** Please see “Bidder / Offeror Certification Form”

## **L. INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS OR QUOTERS**

### **L.1 Procurement Schedule:**

- 1) **Issue Date:** March 6, 2018
- 2) **Pre-Bid Conference:** 3/9/2018 at 1:30 p.m. in the 2<sup>nd</sup> floor “Community Room” at the Reeves Center, 2000 14th St. NW, Washington, DC 20009.
- 3) **Questions Due Date:** All questions concerning this solicitation shall be submitted electronically by **March 12, 2018** to: Brian Carter, Contract

Specialist, via email at [brian.carter@dc.gov](mailto:brian.carter@dc.gov). All answers to questions shall be provided by form of Addendum to interested Bidders.

- 4) **Registration:** Offerors must register at the designated web address displayed on The Department of General Services website at <https://dgs.dc.gov/> on **March 15, 2018**. Registration opens at 11:00 a.m. and closes at 3:00 p.m.
- 5) **Proposal Due Date:** Proposal shall be submitted electronically by **March 22, 2018 at 12:00 pm** to: Brian Carter, Contract Specialist, via email at [brian.carter@dc.gov](mailto:brian.carter@dc.gov).
- 6) **Presentation Date and Time:** Presentations shall be held on **March 28, 2018 at 10:00 a.m.** in the 2<sup>nd</sup> floor “Community Room” at the Reeves Center, 2000 14th St. NW, Washington, DC 20009. **Note: The Contract will be awarded immediately following the final presentation and feedback provided by the Judges Panel. Consultants are strongly encouraged to be present for contract and feedback and award.**

## L.2 General Requirements:

Proposal shall comply with all requirements.

- 1) **Proposal Package:** Offeror’s Proposal Package shall contain include at a minimum the following in one file:
  - a. Transmittal Letter -
    - The Offeror’s full legal name, address and phone number;
    - Identification of the Offeror’s authorized representative: title, phone number and email address;
    - Description of the Offeror’s organization;
    - A statement affirming the Offeror’s acceptance of the contract provisions as described within the solicitation; and
    - The Offeror’s authorized representative signature.
  - b. Proposal -
    - The proposals shall include a table of contents providing the page numbers and location for each section of the Offeror’s proposal;
    - The proposals shall be single-sided and shall not exceed 10-pages, size 12 font with at least 1-inch margins.
    - The proposal should include a technical approach, with proposed deliverable milestones for each month.
- 2) **Bidder Form:** Bid Form (*Attachment E.1*) shall be submitted on time by the Due Date and shall *not* be altered by the Bidder(s).
- 3) **Tax Certification Affidavit:** Each Bidder shall submit a completed and typed Tax Affidavit (*Attachment E.5*). In order to be eligible for this procurement, Bidders must be in full compliance with their tax obligations to the District of Columbia government.

- 4) **Page Count, Font Style and Size, Margins:** Proposal page count **shall not exceed 10 pages**. Font must be no smaller than size 10 New Times Roman or Ariel font and margins must not be smaller than 1-inch (Total proposal page count does not include attachments.) Any proposals over 10 pages will be redacted and will not be reviewed.

### **L.3 Proposal Requirements and Evaluation Criteria:**

**i. DC Resident Inclusion (5)**

Offeror shall identify employees that are currently residents of the District of Columbia that shall perform services under the contracts period of performance.

**ii. Presentation (20)**

Offeror shall present relevant information and materials referencing the fulfillment of the requirements within the solicitation. The offerors presentation shall be evaluated in subjectively based on observation of measurable facts, interpretations, points of views presented to the judges' panel. Offerors will be evaluated based on the following presentation content:

- Key Personnel
- Project Management Approach
- Relevant Experience as it applies to Community Outreach and Engagement programs

**iii. Price Reasonable (25)**

The offerors proposed price shall be evaluated in comparison to the Independent Government Cost Estimate to be considered "fair and reasonable. The price evaluation will be objective. The offeror must submit a price for all line items.

**iv. Proposal - Technical Approach (25)**

Offerors are required to describe how the Consultant intends to perform the requirements as described in solicitation. Offerors shall consider industry best practices, the Districts business requirements and objectives as they relate to the technical approach. Offerors will be evaluated based on:

- Community engagement approach
- Demonstrated effectiveness of messaging
- Utilization of technology



**v. Proposal - Relevant Experience (25)**

The Department desires to engage a Consultant with the qualified experience necessary to realize the objectives set forth in the solicitation. Offerors will be evaluated based on:

- (i) Execution of similar work as well as the quality of the work with consideration to timeliness and technical success.
- (ii) Size and complexity of past projects and degree of conformance to government mandates.
- (iv) Offerors shall provide detailed descriptions of no more than three (3) contracts that best illustrate the firm's experience and capabilities performing work similar in size and scope and relevant to this project as described in the solicitation. On each project description, please provide all of the following information in consistent order:
  - 1. Name of the client
  - 2. Title and description of the project
  - 3. Contract number
  - 4. Total dollar amount of the contract
  - 5. The contract's period of performance
  - 6. Name, title, telephone number and email address of the contact person.

**L.4 Presentation Requirements**

Presentation shall comply with all requirements listed below:

- 1) Presenters shall have all materials required to present upon arrival;
- 2) Presentation **shall not** exceed five (5) minutes;
- 3) Presentation breakdown shall include; **Brief Introduction, Qualifications, Technical Approach, Pricing, and possible District Resident inclusion;**
- 4) Presenters shall have a **visual presentation (Microsoft PowerPoint) and 20 printed copies of presentation** for Judges Panel. The visual presentation should be brought to the event on a labeled USB flash drive.
- 5) Presenters shall prepare for a five (5) minute follow-on questions and answers period with the Judges Panel.

**M. EVALUATION FACTORS FOR AWARD**

All awards are based on the Consultants' submitted proposal, qualifications and presentation. The contract will be awarded to the responsible Offeror(s) whose offer is most advantageous to the District, based upon the evaluation criteria specified below.

**M.1 Rating Scale:**

- 4 = Excellent - Exceeds Requirements
- 3 = Above Average - Marginally Exceeds Requirements
- 2 = Average - Meets Minimum Requirements
- 1 = Below Average - Fails to Meet Minimum Requirements

**Note: This Contract will be awarded immediately following the final presentation and feedback provided by the Judges Panel.**

**M.2 Proposal Requirements and Evaluation Criteria:**

- DC Resident Inclusion (5)
- Presentation (20)
- Price Reasonable (25)
- Proposal - Technical Approach (25)
- Proposal - Relevant Experience (25)