

**REQUEST FOR PROPOSAL**

**OPC-RFP-COMM-2019-11**

**For**

**OPC Community Education & Outreach Poster/Brochure**

**‘Take Command of Your Utility Rights’**

**Sponsored by the**

**Office of the People’s Counsel for the District of Columbia**

RFP Issue Date: March 18, 2019

Proposal Due Date: April 5, 2019

## **SECTION 1- INTRODUCTION & BACKGROUND**

### **I. Introduction**

The mission of the Office of the People's Counsel ("OPC") is to advocate for the provisions of safe and reliable quality utility service and equitable treatment at rates that are just, reasonable, and non-discriminatory; assist individual consumers in disputes with utility providers; provide technical assistance, education and outreach to consumers and ratepayers, community groups, association and the Consumer Utility Board; and provide legislative analysis and information to the Council of the District of Columbia on matters relating to utilities. The office's mission further includes consideration of the District's economy and promotion of the environmental sustainability of the District.

### **II. Background**

OPC seeks an experienced vendor to provide graphic design and production support for an educational folding poster project, "Take Command of Your Utility Rights" to be used for general community education and outreach. In addition, the successful proposal team will produce a digital version of the document to enable sharing the material electronically and on our agency website.

The poster/brochure will be graphics intensive and may require the ability to create custom graphics to visually convey important utility consumer themes. The style of graphics will be similar to modern 2-D animation. The final design must be professional, easy to read, and the design elements, based on a color scheme provided by OPC, must flow throughout the document. The digital version content should be the same as the print edition and offer integration compatibility with OPC's website ([www.opc-dc.gov](http://www.opc-dc.gov)).

## **SECTION 2- SCOPE OF WORK**

### **I. Scope of Work**

The services that the selected Offeror shall provide include:

- Project management and creative design services for the production of a hard copy and digital version of the Office of the People's Counsel's "Take Command..." outreach brochure;
- Art direction, layout and design services;
- Proofreading and editing of content and photos provided by OPC staff, as well as outside sourcing for any additional technical resources;
- A project timeline with identified milestones and deliverables;

- As the layout of each section in the document is completed, the Offeror must send an electronic copy of the completed page to OPC’s Public Information Officer or designee for text editing. The Public Information Officer will ensure each page is reviewed by appropriate staff within the agency.
- Once each page has been individually edited and reviewed by the appropriate OPC staff, the edits will be sent to the Offeror. A final proof must be sent to the Public Information Officer for final review and approval.
- Deliver a digital version of the “Take Command” document which is compatible with OPC’s website ([www.opc-dc.gov](http://www.opc-dc.gov)).
- The delivered project shall include provision for a website “digital display” version of the report that will allow for the insertion of video or other interactive content within its pages. OPC’s existing web platform will allow for documents in PDF formats and ISSUU format to be used.
- ***The successful vendor may offer alternative web capable solutions but must coordinate with our internal IT and outside website contractor to fully integrate the final document to our existing site.***

### **SECTION 3- INDEPENDENT CAPACITY: NON-ASSIGNABILITY**

The successful Offeror and any agents and employees thereof shall, in the performance of work under the proposal and this RFP, act in an independent capacity and not as officers or employees of the District of Columbia government. The successful Offeror shall not assign nor transfer any interest under a contract or request for work resulting from this RFP without the prior written consent of OPC.

### **SECTION 4 – INDEMNIFICATION**

The successful Offeror agrees to indemnify, defend, and hold harmless the Office of the People’s Counsel and the District of Columbia government, its officers, employees and agents from any and all claims and/or losses accruing or resulting to persons, firms, or corporations who may be injured or damaged by the successful Offeror in the performance of its duties and responsibilities under the proposal accepted by OPC and also from and against any liability, including costs and expenses, for violation of proprietary rights, copyrights, or rights of privacy or confidentiality arising out of the publication, translation, reproduction, delivery, performance, use or disposition of any data furnished pursuant to this engagement or based on any libelous or otherwise unlawful matter contained in such data.

### **SECTION 5 – ACCESS TO RECORDS**

The successful Offeror agrees that OPC, through its authorized agents and employees, shall have the right to examine and audit such books, records, and other documents in the possession or control of the successful Offeror as necessary to verify the fees, charges and expenses billed to the Office under this engagement.

## **SECTION 6 – CONFIDENTIALITY OF PROPOSALS, WORK PAPERS AND MATERIALS**

The proposal filed in response to this RFP shall be considered a public document and will be available for public inspection upon received by OPC. The successful Offeror agrees that the Office shall own and have unlimited right to all interim and final written testimony, exhibits, or reports, and that the successful Offeror shall not assert any rights or establish any claim under existing copyright, patent, or data law as to such material or processes. The successful Offeror further agrees that upon request it will submit to the Office original or legible copies of all work papers created by the successful Offeror in support of its testimony, exhibits, or reports during the course of this engagement.

## **SECTION 7 – TERMS AND CONDITIONS**

This RFP does not bind or otherwise commit OPC to enter into a contract or to pay any cost incurred in the preparation of a proposal in response to this request. OPC reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel or modify this RFP in whole or in part. OPC reserves the right to request additional written data, information, oral discussion, or presentations in support of any written proposal or portion thereof which is deemed necessary to clarify any aspect of a proposal.

## **SECTION 8 – TERMINATION OF AGREEMENT**

It is understood and agreed that if, through any cause or for any reason, the successful Offeror fails to fulfill in a timely and professional manner the obligations under the successful proposal, or violates any of the terms of this RFP or contract entered into pursuant to this RFP, the Office shall have the right to terminate the contract by giving written notice of termination. In the event of such termination, all finished or unfinished documents, data, studies, testimony, exhibits, or other material prepared or being prepared pursuant to this engagement shall, at the option of the Office, become OPC's property and the successful Offeror shall be entitled to receive just and equitable compensation for any reasonably satisfactory work performed.

## **SECTION 9 – TIMING/DEADLINE FOR SUBMISSION OF PROPOSALS**

The times stated in this document refer to Eastern Standard Time (EST). The closing date for proposals is **no later than 5:00 p.m. EST on Friday, April 5, 2019**. Any proposals received after this deadline will not be considered. Please submit **one (1) electronic copy to:**

Eric Scott  
Chief Operating Officer  
[escott@opc-dc.gov](mailto:escott@opc-dc.gov)

**SECTION 10– ELIGIBLE OFFERORS**

To be eligible, the Offeror must demonstrate technical capabilities, competence, and resources to perform the duties as delineated in the Scope of Work in Section 1 of this RFP.

**SECTION 11 – PROPOSAL REQUIREMENTS**

See Attachment A.

**SECTION 12 – SOURCE SELECTION**

The Office will award the contract to the Offeror that, considering all factors, best meets the requirements of this RFP. Each proposal will be evaluated in accordance with the procedures set forth in this RFP. OPC’s selection of a successful Offeror will be based on the Evaluation Criteria in Attachment B.

**SECTION 13 – ANTICIPATED SCHEDULE OF ACTIVITIES<sup>1</sup>**

Deadline for submission of proposals **March 29, 2019**

Selection approved by OPC On or before **April 12, 2019**

**SECTION 14 – LIST OF ATTACHMENTS**

Attachment A	Proposal Requirements
Attachment B	Proposal Evaluation Criteria

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<sup>1</sup> Dates are subject to change.

## ATTACHMENT A

### SECTION A: SPECIAL PROVISIONS

#### **A.1 Preference for Local and Disadvantaged Business Enterprises or Businesses Operating in an Enterprise Zone**

**General:** Pursuant to the provisions of D.C. Code § 2-218.43, OPC gives a preference to offerors that are certified by the District of Columbia Department of Small and Local Business Development (“DSLBD”) as having resident business ownership, being in a Local-Business Enterprise, being a Disadvantaged-Business Enterprise, or as operating in an Enterprise Zone. A copy of the certification acknowledgment letter must be submitted with the offeror’s submission.

In accordance with this law, the following preferences are awarded in evaluating an offeror’s proposal:

- Three points shall be awarded if the offeror is certified as a small business enterprise;
- Five points shall be awarded if the offeror is certified as resident-owned business;
- Ten points shall be awarded if the offeror is certified as a long-time resident business;
- Two points shall be awarded if the offeror is certified as a local-business enterprise;
- Two points shall be awarded if the offeror is certified as a local-business enterprise with its principal office located in an enterprise zone;
- Two points shall be awarded if the offeror is certified as a disadvantaged-business enterprise; and
- Two points shall be awarded if the offeror is certified veteran-owned business Enterprise.

A Certified Business Enterprise is entitled to any or all the preferences provided herein, but in no case shall a certified business enterprise be entitled to a preference of more than 10 points or a reduction in price of more than 12%.

**Information:** For information regarding the application process, contact DSLBD at the following address or telephone number:

Department of Small and Local Business Development  
One Judiciary Square Building  
441 - 4th Street, NW, 9th Floor, Suite 970 N  
Washington, DC 20001  
(202) 727-3900 (Telephone Number)  
(202) 724-3786 (Facsimile Number)

Any offeror with Local-Business Enterprise or Disadvantaged-Business Enterprise certification as its joint venture or constituent entity shall be entitled to the applicable preference points provided for in D.C. Code § 2-218.43 (2001 Ed. & Supp. 2016) in direct proportion to the percentage of the effort to be performed by the Local-Business Enterprise or Disadvantaged-Business Enterprise. A copy of the certification acknowledgment letter must be submitted with the offeror's Proposal.

## **A.2 Time**

Unless otherwise specified in this RFP, time, if stated in number of days, shall include Saturdays, Sundays and holidays.

## **A.3 Licensing, Accreditation, and Registration**

The selected offeror must comply with all applicable District of Columbia and federal licensing, accreditation, and registration requirements and standards necessary for the performance of the contract.

## **A.4 Limitation of Authority**

Only the Office or a person with prior written authority from the Office will have the express, implied, or apparent authority to alter, amend, modify, or waive any clause or condition of the contract. Furthermore, any alteration, amendment, modification, or waiver of any clause or condition of this RFP is not effective or binding unless made in writing and signed by OPC or its authorized representative.

## **A.5 Conformance with Laws**

It will be the responsibility of the selected offeror to perform under the contract in conformance with all statutes, laws, codes, ordinances, regulations, rules, requirements, orders, and policies of governmental bodies—including, without limitation, the U.S. Government and the District of Columbia government; and it is the sole responsibility of the selected offeror to identify the statutes, laws, codes, ordinances, regulations, rules, requirements, orders, and policies that apply and their effect.

# **SECTION B: PROPOSAL REQUIREMENTS**

## **B.1 List of Required Documentation**

Offerors will be required to submit the following information with their proposals:

- a. An executive summary that provides an overview;
- b. A statement of the offeror's experience;
- c. A list of key individuals and their resumes;
- d. A list of credentials;

- e. A list of area(s) of expertise;
- f. A list of years of experience;
- g. A detailed cost and price proposal; and
- h. A CBE Utilization Plan (if applicable).

**B.2 Work Plan(s)**

Offerors must briefly describe clearly and specifically their proposals for carrying out the responsibilities associated with the Scope of Work in Section 1 of this RFP. Additionally, offerors should be prepared to clearly and completely describe in detail their proposals as soon as possible after the contract award, including a timeline for all deliverables. The timeline must identify the key milestones, tasks, activities, and events outlined in the Scope of Work.

**B.3 Prior Experience and Qualifications**

Offerors must describe their prior experience and qualifications with respect to experience with the tasks, as discussed in Section 1 of this RFP.

**B.4 Personnel**

Offerors must identify the persons who will perform tasks outlined in the Scope of Work set forth in Section 1 of this RFP and provide a detailed resume for each individual that describes the qualifications applicable to the performance of the tasks for which the individual will be responsible. Please include an organizational chart showing reporting relationships of team personnel. OPC must be notified of any personnel changes if individuals assigned to work on this project(s) are relieved of their responsibilities or reassigned. Offerors shall designate one individual as the project manager and this individual shall be responsible for project management, reporting, coordination, and accountability for the entire project.

**B.5 Budget**

Offerors must justify all costs in terms of activities and objects of expenditure to ensure the costs are reasonable and necessary to the project, as outlined in Section 1 (Scope of Work) of this RFP. Financial resources must be adequately and appropriately allocated among cost categories in a cost-effective and prudent business manner to accomplish the RFP objectives and activities. Services to be purchased from other agencies, subcontractors (including any amounts subcontracted to CBEs), consultants, and others must be specified.

**Proposals must provide the total charges to be provided for the services rendered in the following format listing the hourly rate for every person.**

<u>NAME</u>	<u>BILLING RATE</u>	<u>HOURS</u>	<u>EXPENSES</u>	<u>TOTAL</u>
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**Partner/Principal**

**Project Manager (if any)**



**All others (by name)**

**All other fees or expenses**

Each proposal must contain the following statement:

**The Office of the People’s Counsel shall pay (offeror) as full compensation for all authorized work performed and accepted including all costs, fees and expenses, an amount not to exceed \$ \_\_\_\_\_.**

The Office reserves the right to disallow expenses charged for this engagement if OPC determines such expenses are unreasonable. The successful offeror must make every effort to minimize the cost of hotels, meals, and transportation.

#### **B.6 Statement Regarding Potential Conflicts of Interest**

Each offeror must identify any relationships between itself or its employees and the companies under the jurisdiction of the Public Service Commission of the District of Columbia or any parent, subsidiary, or affiliate of such companies. The extent, nature, and time aspects must be identified. If there are or have been no such relationships, a statement to that effect shall be included in the proposal. Failure to provide the statement on potential conflicts of interest will automatically disqualify the offeror.

#### **B.7 Employer Identification Information**

Each offeror must provide the Office with its 9-digit Federal Employer Identification Number (“EIN”) or Social Security Number (“SSN”) if offeror is an individual.

#### **B.8 False Statements**

By submitting a proposal to the Office, offerors understand, agree, and certify that submitting a proposal with a false statement is a material breach of contract and shall void the submitted proposal and any resulting contract, and the offeror shall be removed from all future contracting opportunities with OPC.

### **SECTION C: PROPOSAL ORGANIZATION AND SUBMISSION**

This section outlines specific information necessary for the proper organization and manner in which proposals should be presented.

#### **C.1 Submission Identification**

Submissions must be proffered as one (1) electronic copy with the subject line stating: **“Community Education & Outreach Poster/Brochure RFP”**

## **C.2 Delivery of Submissions**

Submissions should be delivered:

Eric Scott  
Chief Operating Officer  
Office of the People's Counsel for the District of Columbia  
[escott@opc-dc.gov](mailto:escott@opc-dc.gov)

## **C.3 Date and Time for Receiving Submissions**

**Submissions will be accepted and considered until a successful offeror has been selected.** Offerors assume the sole responsibility for timely delivery of submissions, regardless of the method of delivery.

## **C.4 Submission Size, Organization, and offeror Qualifications**

All submissions shall be delivered by e-mail only. OPC is interested in a qualitative approach to the presentation material. Thus, brief, clear, and concise material is more desirable than quantity.

## **C.5 Acknowledgment of Amendments and Addenda**

Offerors must acknowledge receipt of any amendment or addendum to this RFP by: (i) signing and returning the amendment or addendum or (ii) letter or telegram, including mailgrams or by facsimile. The Office must receive the acknowledgment by the date and time specified for receipt of the submissions. An offeror's failure to acknowledge an amendment or addenda may result in rejection of the proposal.

# **SECTION D: GENERAL REQUIREMENTS**

## **D.1 Contact Person**

For information regarding the Fiscal Year 2018 Annual Report project, please contact:

Doxie McCoy  
Public Information Officer  
Office of the People's Counsel for the District of Columbia  
[dmccoy@opc-dc.gov](mailto:dmccoy@opc-dc.gov)

## **D.2 Explanations to Prospective Offerors**

Offerors should carefully examine this RFP and all amendments, addenda, or other revisions, and be thoroughly familiar with all requirements prior to proffering a submission. Should an offeror find discrepancies or ambiguities in, or omissions from, the RFP and amendments, addenda or revisions, or otherwise desire an explanation or interpretation of the RFP, any amendments, addenda, or revisions, the offeror must submit a request for interpretation or correction in writing.

Any information given to an offeror concerning the solicitation shall be furnished promptly to all other offerors as an amendment or addendum to this RFP, if, in the sole discretion of the Office, that information is necessary in proffering submissions, or if the lack thereof would be prejudicial to any other prospective offerors. Oral explanations or instructions given before the award of the contract shall not be binding.

## **D.5 Written or Oral Discussions**

The Office is permitted to conduct oral discussions with offerors that tender submissions to expedite the proposal evaluation process.

### **D.5.1 Award Without Discussions**

In order to meet the award schedule, OPC will make every effort to award the prospective contract without either written or oral discussions. Therefore, each offeror is advised that it should submit a complete and thorough submission that is fully compliant with the instructions in this RFP.

### **D.5.2 Written or Oral Discussions**

If the Office elects to hold discussions with offerors, then a competitive range will be established based on the Evaluation Criteria set forth in Attachment B of this RFP. Upon completion of discussions, the Office will issue to all offerors in the competitive range a request for Best and Final Offers. After receipt of Best and Final Offers, OPC will not reopen discussions unless it is clearly in the best interest of the Office to do so.

## **D.6 Retention of Submissions**

OPC will retain all submissions; therefore, no submission will be returned to offerors.

## **D.7 Examination of Submissions**

Offerors are expected to examine the requirements of all instructions (including all amendments, addenda, attachments, and exhibits) in this RFP. Failure to do so shall be at the sole risk of the offeror and may result in disqualification.

## **D.8 Late Submissions: Modifications**

Any submission or Best and Final Offer received at OPC after the exact time specified for receipt shall not be considered. Any modification of a submission, including a modification resulting from the Office's request for Best and Final Offers, is subject to the same conditions set forth in Section C herein. The only acceptable evidence to establish the time of receipt at OPC is the time-date stamp of the Office on the submission cover page, or other documentary evidence of receipt maintained by OPC. Notwithstanding any other provisions of this RFP to the contrary, a late modification of an otherwise successful submission that makes the terms more favorable to the Office may be considered at any time it is received and may be accepted. Submissions shall be

irrevocable and remain in full force and effect for a period not less than 120 days after receipt of submissions.

#### **D.9 No Compensation for Preparation of Submissions**

The Office will not bear or assume any financial obligation or liability regarding the preparation of any submissions in response to this RFP, or prepared in connection therewith, including, but not limited to, any submissions, statements, reports, data, information, materials or other documents or items.

#### **D.10 Rejection of Submissions**

The Office reserves the right, in its sole discretion:

1. To cancel this solicitation or reject all submissions;
2. To reject submissions that contain conditions and/or contingencies that, in OPC's sole judgment, make the submission indefinite, incomplete, otherwise non-responsive, or otherwise unacceptable for award;
3. To waive minor irregularities in any submission provided such waiver does not result in an unfair advantage to any offeror;
4. To take any other action within the applicable procurement law or regulations; and
5. To reject the submission of any offeror that has submitted a false or misleading statement, affidavit, or certification in connection with such submission or this RFP.

## ATTACHMENT B

### Proposal Evaluation Criteria

Representatives of OPC will evaluate all responses received by the deadline. A 100-point scale will be used to create the final evaluation recommendation.

The factors and weighting on which proposals will be judged are:

	<b>Criteria</b>	<b>Maximum Score</b>
1)	Expressed understanding of the project objectives	30 points
2)	Technical competence of the proposal, work plan, prior experience and qualifications, and project approach	35 points
4)	Budget	25 points
5)	District Government Certified Small Business Enterprise Certification	10 points

The successful Offeror will be chosen based on the proposal evaluation and, if applicable, interview performance.

OPC reserves the right to waive any minor irregularities in the proposal request process. OPC reserves the right to interview any, all, or none of the respondents at its discretion. OPC shall not be liable for any expenses associated with the preparation of the proposal.