

**REQUEST FOR PROPOSAL**

**OPC-2015-02**

**For**

**The Development of a Comprehensive Communication, Branding,  
and Social Media Strategy**

**Sponsored by the**

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

RFP Issue Date: January 12, 2015

Proposal Due Date: January 30, 2015

**SECTION 1- SCOPE OF WORK**

**I. Introduction**

The mission of the Office of the People's Counsel ("OPC" or "Office") 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 is seeking a vendor to develop and implement a comprehensive communications and branding plan and provide an implementation strategy to advance the agency's mission, key goals and objectives. The vendor will also review OPC's current social media plan and recommend modifications as needed. The vendor will work closely with OPC staff and have significant engagement with OPC leadership and the communications team.

**III. Scope of Work**

The selected Offeror shall be responsible for:

- Conducting a general audit of OPC's current communications protocols and standards.
- Providing recommended practices for OPC as they relate to:
  - Broadcast media interview coordination and preparation;
  - Print media interview, statements, quote coordination and preparation;
  - Press release drafting and formatting;
  - Circulars and communiques for OPC's consumer service division's outreach events;
  - Media and communications production flow;
  - Website and social media strategy, including, but not limited to guidelines, promotion and evaluation and measurement of LinkedIn, Twitter, Facebook, YouTube and Constant Contact; and

- Increasing OPC's brand identity;
- Developing a detailed and overarching communications strategy that includes the components listed above and other components that may be suggested by the vendor;
- The Offeror is encouraged to include and describe any additional or modified tasks not mentioned within the RFP that will enhance the project.

#### **IV. Submission Requirements**

- Offerors must respond in writing to the specifics contained in the RFP, not to exceed 15 pages.
- A description of the applicant including a brief history of the company,
- Title Page/Cover Letter to introduce the consultant submitting the proposal, including the name, address, telephone number, fax number and email address of the contact person(s) representing the team and also the names of other firms or individuals participating in the proposal.
- A statement of the objectives, goals and tasks to show or demonstrate the Offeror's understanding of the nature of the project and the work required.
- A description of the proposed project approach and methodology to be utilized; the deliverables to be provided by the Offeror; and a description of the proposed project management techniques.
- Firms are encouraged to propose additional tasks or activities if they believe such tasks or activities will substantially improve the results of the project. These proposed additional tasks should be separated from the required material.
- A detailed description of the Offeror's background and experience. This should include examples of similar work indicating the Offeror's level of involvement in the project and shall include information on the client contact person, address, email address, and phone number.
- Emphasis should be placed on ability and history to successfully deliver projects similar to OPC's proposed project.
- A project manager from the firm must be identified with information to demonstrate competence and ability to fulfill the obligations of the scope of work.
- A list of key personnel who will be assigned to the project; their area of responsibility and qualifications.
- A work plan and/or schedule identifying the major tasks to be accomplished. The work plan must present the Offeror's approach, task breakdown of the major project requirements, a

critical path timeline, approach to quality control, deliverable due dates, and project completion date. This work plan will form the basis for cost negotiations after Offeror selection.

- The Offeror shall summarize the key elements of the proposal and provide a discussion as to why the firm should be selected for this project.
- The Offeror must include price information and hour summaries for all work proposed under this contract.

## **SECTION 2- 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 3 – 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 4 – 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 5 – 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 6 – 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 7 – 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 8 – 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 4:00 p.m. EST on Friday, January 30, 2015**. Any proposals received after this deadline will not be considered. Please submit **One (1) original and one (1) electronic copy to:**

Eric Scott  
Chief Operating Officer  
Office of the People's Counsel for the District of Columbia  
1133 15th Street, N.W. Suite 500  
Washington, D.C. 20005  
[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, in light of 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 | <b>January 30, 2015</b> |
| Selection approved by OPC            | <b>February 9, 2015</b> |

**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: PROPOSAL REQUIREMENTS**

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

- a. Offerors will be required to submit the following information with their proposals:
- b. An executive summary that provides an overview of work to be performed.
- c. A general contractor capability statement of the Offeror's experience.
- d. Copy of the District of Columbia Business License.
- e. Copy of District of Columbia Certified Business Enterprise Certification.
- f. A list of area (s) of expertise.
- g. A list of years of experience.

#### **A.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.

#### **A.3 Prior Experience and Qualifications**

Offerors must describe their prior experience and qualifications with respect to their knowledge and experience for the tasks outlined in Scope of Work in Section 1 of this RFP.

#### **A.4 Personnel**

Offerors must designate one individual as the project manager and this individual shall be responsible for project management, reporting, coordination, and accountability for the entire project.

#### **A.5 Budget**

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, consultants, and others must be specified.

Each proposal must contain an itemized cost break down for services to be provided by Offeror to OPC. OPC reserves the right to disallow expenses charged for this engagement if OPC determines such expenses are unreasonable.

#### **A.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.

## **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:

|    |   |     |
|----|---|-----|
| 1) | Expressed understanding of the project objectives                     | 25% |
| 2) | Technical competence of the proposal, work plan, and project approach | 30% |
| 4) | Budget  | 25% |
| 5) | Operational timeline  | 10% |
| 6) | District Government Certified Small Business Enterprise Certification | 10% |

The successful Offeror will be chosen based on the Proposal Evaluation and 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.