

SOLICITATION FOR CONSULTANT TO PRODUCE CONSUMER OUTREACH EVENTS

SCOPE OF WORK

I. Background

The Office of the People's Counsel seeks a consultant capable of developing, executing and managing a single "State of the District Utilities" citywide town-hall styled event centered around utilities in the District of Columbia to discuss and inform consumers about the challenges and opportunities that the evolving utilities landscape presents.

The focus of the citywide event will be on rates, the advent of new policies, legislation and technologies which are changing the way consumers approach managing their utility needs.

II. Scope of Work

(a) The selected Offeror shall be responsible for:

- Providing an event plan and overall strategy to manage and execute one (1) citywide "State of the Utilities" community event.
- Managing the planning of the event including securing vendors, location, speakers, media, other stakeholders and District residents
- Designing and distributing all marketing and communications materials including but not limited to invitations, website advertisements, programs, agendas, etc.

(b) Intent:

The selected offeror will work to design, implement community events focused on the state of utilities in the District of Columbia.

III. Qualifications

Selected Offeror should have expertise and substantial knowledge of, and experience with, planning community events for 3,000+ attendees within the District. Offeror should also have experience planning events with elected officials, grassroots organizations and corporations.

IV. Response

The offeror shall submit a response that must include the following:

- A project plan for the entire scope of work;
- A timetable for the entire scope of work;
- A projected budget for services to be provided by Offeror to OPC;
- A description of the team and resources that will be utilized in the project;
- A summary of offeror's prior experience and qualifications with respect to their knowledge and experience for the tasks outlined in Scope of Work;
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V. Deadline for submission of proposals

Responses to this solicitation are due **December 20, 2019**. Any response received after this deadline will not be considered. Please submit **One (1) electronic copy to:**

Name: Eric Scott

Title: Chief Operating Officer

Email Address: escott@opc-dc.gov