

REQUEST FOR PROPOSAL

**Provide Event Planning and Management Services Pertaining to
Youth Climate Change Conference in Spring 2026**

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

RFP Issue Date: November 17, 2025

Proposal Due Date: December 17, 2025

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, reliable, quality utility service and equitable treatment at rates that are just, reasonable, and nondiscriminatory; assist individual consumers in disputes with utility providers; provide technical assistance, education and outreach to consumers and ratepayers, community groups, associations 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, including considerations of the effects on global climate change and the District's public climate commitments. The Office also works to advance the District's goal of achieving racial equity and inclusion.

II. Background

The Office of the People's Counsel will host a city-wide youth conference (or summit) in Spring 2026 on climate change as a global phenomenon with environmental, socioeconomic, and racial implications. OPC seeks a consultant capable of high-level event and project management securing a range of 300 – 1,000 youth in person (high school 8th to 12th grade and college students). The consultant will be responsible for event development and execution from start to finish. In addition, the consultant will develop, execute, and manage a mass communication, and marketing strategy to include social media sponsored content (paid advertisement), graphic design, and production of OPC branded video, flyers, and photos.

Scope of Work:

- Manage the planning of the event including securing vendors, location, speakers, influencers, media, stakeholders, and District residents. Work closely with agency planning committee.
- Secure maximum turnout of 300 – 1,000 youth (high school and college students) for OPC Youth Climate Summit. Create community partnerships with youth organizations such as the Marion Barry Youth Leadership Institute to garner participation and confirm youth speakers/leaders and/or talent.

- Provide a strategic event planning structure and overall strategy to manage and execute from start to finish paid advertising (ad) on social media to raise awareness of event and. Vendor must track, monitor, assess and run reports on analytics of the advertising to determine its success or failure and gauge traffic. In addition, vendor will run reports on analytics that will include overview of the people reached, contents interaction, profile activity, ad taps, website taps, likes, saves, etc.
- Manage Eventbrite page and track analytics (number of attendees, free tickets provided to the public, page views, direct traffic from promotional tools. Analyze results with charts that show tools bringing in most visits to Eventbrite page. Publish and promote event using Eventbrite's free email campaigns or through email marketing partners. Vendor may recommend another appropriate and efficient vehicle for soliciting attendees and accomplish all tasks stated above.
- Design and distribute all marketing and communications materials including but not limited to invitations, website advertisements, programs, agendas, etc.
- Vendor must have relationships with the press. Vendor must secure TV, radio, print, podcast, magazine, and digital media, leading up to the event; as well as generate coverage during and post-event. An example would be a press or media tour to local TV and radio stations to garner attention, generate buzz, raise awareness of event, and to maximize turnout in sign-ups/registrations for event.
- Vendor will track and monitor spending budget for ad campaigns, keep record of expenses, and report to committee on budget allocation and expenses monthly.

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 the contract 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 submitted in response to this RFP shall be considered a public document and will be available for public inspection upon receipt by OPC. The successful offeror agrees that the Office shall own and have unlimited right to all intellectual property, interim and final written reports, documents and prepared analysis, graphics, promotional videos and photos, media 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 documents, prepared analysis, or reports during this engagement.

SECTION 6 – TERMS AND CONDITIONS

This RFP does not bind or otherwise commit OPC to enter 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 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 intellectual property finished, or unfinished documents, data, studies, written statements, 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 by December 17, 2025. Please submit One (1) original and an electronic (email attachment) copy to:**

Michael Smalls
Chief Operations Officer

Office of the People's Counsel for the District of Columbia
655 15th Street, N.W. Suite 200
Washington, D.C. 20005
RFP@OPC-DC.gov

SECTION 9– ELIGIBLE OFFERORS

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

Vendor must have a proven history of securing attendance of 500 – 3,000 (maximum) of the public, community stakeholders, and VIPs to a citywide event.

Vendor must have experience in event management, strategic planning, media and public relations, major production, audio visual, technical assistance, troubleshooting, knowledge, and overall management of virtual platforms onsite for the event.

Vendor must perform a mock production of event production work to include but not limited to video campaigns, graphic design, social media, marketing and/or PR campaigns.

SECTION 10 – PROPOSAL REQUIREMENTS

Proposals submitted in response to this request must meet the following conditions to be considered for selection. Faxed proposals will not be accepted under any circumstances.

PROPOSALS MUST BE WRITTEN ENTIRELY ON 8½” x 11” PAPER. PROPOSALS MUST INCLUDE ALL NECESSARY APPENDICES AND ATTACHMENTS.

Proposals must be accompanied with a cover page that clearly states the name of the offeror and the name and address of the firm or individual, as well as the telephone number, fax number, and e-mail address of the person who may be contacted directly regarding the proposal. Proposals must be signed by a principal, officer or partner authorized to bind the offeror contractually. A proposal must be submitted in the format outlined herein. Pages of the proposal must be numbered.

SECTION 11 – LIST OF ATTACHMENTS

Attachment A Special Provisions

ATTACHMENT A

SECTION A: PROPOSAL REQUIREMENTS

A.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 area (s) of expertise
- d. A list of years of experience
- e. A detailed cost and price proposal
- f. A list of media clips of past performance
- g. Examples of social media and public relations campaigns and advertising
- h. A list of references to include testimonials or review of past performance

A.2 Work Plan(s)

Offerors must briefly describe clearly and specifically their proposals for fulfilling the responsibilities associated with the Scope of Work in Section 1 of this RFP. Additionally, offerors should be prepared to describe in detail their proposals clearly and completely 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 and give visual examples with respect to their knowledge and experience for the tasks outlined in Scope of Work in Section I of this RFP.

A.4 Personnel

Offerors must identify the persons who will perform tasks outlined in the Scope of Work set forth in this RFP and provide a detailed resume for everyone 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 and or outsourcing of vendors. 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 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

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 the Scope of Work in 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; 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.

NAME	BILLING RATE	HOURS	EXPENSES	TOTAL
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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.

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.