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**DISTRICT OF COLUMBIA HOUSING AUTHORITY**  
**CONTRACTS AND PROCUREMENT**

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**LETTER SOLICITATION NO.**

**0027-2024**

**ISSUE DATE: April 5, 2024      CLOSING DATE: April 19, 2024**

**CAPTION: PUBLIC RELATIONS CONSULTANT SERVICES**

Dear Prospective Offeror:

The District of Columbia Housing Authority (DCHA) issues this written Letter Solicitation on behalf of Office of Public Affairs and Communication (OPAC) to solicit Public Relations Consultant Services in accordance with the Simplified Acquisition Methods for less than \$150,000 detailed in the DCHA Procurement Policy, applicable Federal standards, United States Department of Housing and Urban Development (HUD) regulations, and local laws. For any contract that involves District funds, DCHA shall comply with the Procurement Practices Reform Act of 2010, effective April 8, 2011 (D.C. Law 18-371; D.C. Official Code §§ 2-351.01 et seq.)(2011 Repl.) as detailed within this solicitation.

## **INTRODUCTION**

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The District of Columbia Housing Authority (“DCHA”) is dedicated to enhancing the quality of life in the District of Columbia by providing and effectively managing affordable housing, which is diverse, well maintained, and aesthetically pleasing for those whose circumstances prevent them from competing in the general marketplace. Besides operating over 8,300 units with public housing operating subsidy, DCHA also contracts over 14,000 private units through its Housing Choice Voucher Program (“HCVP”). DCHA has embarked on an ambitious program of development and redevelopment to create economically diverse communities and neighborhoods. DCHA is one of the most innovative housing authorities in the nation and is actively pursuing non-governmental sources of financing to promote HCVP homeownership assistance programs, project-based public housing subsidies, and implement more creative uses of its authority through the United States Department of Housing and Urban Development (HUD)’s Move to Work (MTW) Demonstration Program.

## **OVERVIEW**

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DCHA requires Public Relations Consultant Services to support OPAC with Public Relations Consultant Services. DCHA invites licensed, qualified, and interested Offerors to submit a proposal in response to this solicitation to provide Public Relations Consultant Services.

## **BACKGROUND**

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The D.C. Housing Authority's Office of Public Affairs and Communication (OPAC) is the purchaser of the Public Relations Consultant Services.

These services will be used by OPAC to (1) improve upon and increase frequency of DCHA's outreach to customers and stakeholders, including current staff and potential new hires, current residents and voucher participants, households on waiting lists, community members, local elected officials, members of the press/media, partner agencies, and other audiences as identified by OPAC; (2) improve marketing of events, programs and services available to current staff, current residents and voucher participants, and the D.C. community; (3) strengthen DCHA's brand throughout the District of Columbia and surrounding region, and the affordable housing industry.

## **QUALIFICATIONS**

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Offerors must meet the following minimum qualifications at the time of proposal submission:

- knowledge of the affordable housing industry, in particular Moving to Work housing authorities;
- knowledge of the U.S. Dept. of Housing and Urban Development (HUD);
- familiarity with the District of Columbia's local government and its agencies;
- and 5+ years of experience providing communications, public relations, or community engagement consultant services to public housing authority/ies.

## **SCOPE OF SERVICES**

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Contractor shall provide all necessary labor, work, and resources to include the following primary tasks:

Develop and manage a social media plan that increases and enhances DCHA's social media presence, including drafting copy for captions, and creating stand-alone or slideshow-style graphics and/or video reels. DCHA's current social media platforms include Facebook, Instagram, LinkedIn, Twitter/X and YouTube.

Develop, nurture and leverage local and national media relationships to gain proactive, positive media placements for DCHA leaders, projects and human-interest stories.

Monitor media mentions and create weekly clips reports of press coverage of DCHA and relevant coverage of other affordable housing news and D.C. housing issues.

Assist with the redevelopment of DCHA's website, including coordinating with agency departments, researching and compiling information, drafting website copy, and coordinating with OPAC and ITD to publish content.

Develop, manage, and publish staff newsletters including writing and editing copy, gathering media elements, and designing layout.

Support resident engagement and communications plan to ensure community is informed and aware they have means to provide feedback, included but not limited to:

Coordinate with key departments (Office of Resident Services, Office of Capital Programs, Property Management Office, HCVP Office, etc.), develop resident outreach materials and integrate marketing messaging across multiple channels: hard-copy flyers, social media graphics, email alerts, text alerts, website blog posts.

Develop, manage, and publish resident newsletters including writing and editing copy, gathering media elements, and designing layout.

Monitor social media comments and direct messages and facilitate responses.

### **SECTION 3 REQUIREMENTS**

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All contractors shall comply with the Section 3 program, as defined in the Housing and Urban Development Act of 1968 (12 U.S.C. 1701u) (Section 3), amended by the Housing and Community Development Act of 1992 (1992 Act commonly known as and herein after as the Section 3 Program). Section 3 compliance requires all contractors performing work on behalf of DCHA or any of its subsidiaries to ensure that training, employment, contracting and other economic opportunities generated by the federal financial assistance shall, to the greatest extent feasible, be directed toward low-income and very-low-income persons, particularly those who are recipients of government assistance for housing.

Contractors and subcontractors will:

1. Incur all costs required for compliance with the applicable regulations;
2. Be subject to DCHA monitoring for compliance, and
3. Accept any applicable penalties for non-compliance.

**The contractor must include a signed copy of the Section 3 Contractor Compliance Agreement and a complete, compliant Section 3 Action Plan as part of its proposal to be considered for contract award.** The required documents can be found in the solicitation's attachments. The Section 3 Contractor Compliance Agreement should be read in its entirety before completing the Section 3 action plan since it provides details about DCHA's Section 3 policy.

Please consult Deirdre Adams, Section 3 Compliance Specialist, in the DCHA Office of Resident Services at 202-926-6533 or [dadams@dchousing.org](mailto:dadams@dchousing.org) for additional information or assistance with the completion of your Section 3 Compliance Agreement and/or Section 3 Action Plan.

#### **TERM OF CONTRACT**

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The term of the awarded contract shall be two (2) years from the date of contract execution, as deemed appropriate in the representation of DCHA; based upon the availability of funds.

#### **TYPE OF CONTRACT**

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DCHA intends to award a firm-fixed price contract for services as outlined in the Scope of Services. The Offeror shall provide all specified items and services required by DCHA.

#### **OPTION TO EXTEND THE TERM OF THE CONTRACT- [RESERVED]**

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#### **MANNER OF AWARD**

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DCHA may award a contract upon the basis of the initial proposal received, without discussion. Therefore, each initial proposal should contain the Offerors best and final terms from a cost and technical standpoint. Proposals shall represent the best efforts of the Offerors and will be evaluated as such. Proposal should set forth full, accurate, and complete information as required by this Letter of Solicitation.

#### **INSURANCE**

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**The successful Offeror, at its expense, shall obtain the minimum insurance coverage set forth below and keep such insurance in force throughout the contract period. Respondents to this solicitation must have the capacity to obtain a Certificate of Insurance at the stated limits below, prior to and as a condition of contract award.** All insurance provided by Contractors in this section shall set forth DCHA as an additional insured and as a loss payee as allowable per coverage (as applicable).

Contractor/Consultant shall carry and pay for:

**MINIMUM INSURANCE REQUIREMENTS**

**BASIC COVERAGE**

Commercial General Liability (GL):	
<i>Per Occurrence: \$1,000,000</i>	
<i>Aggregate: \$2,000,000</i>	
Products and Completed Operations: \$2,000,000	
Personal/Advertising Injury: \$2,000,000	
Automobile Liability: \$1,000,000 per occurrence	
Workers' Compensation: Statutory Limits	
Employer's Liability:	This coverage is not available to employees if Worker's Compensation applies (see 32 DC Official Code § 1504). If and when Employer's Liability insurance applies, however, the minimum requirements are as follows:
<i>Each Accident: \$500,000</i>	
<i>Employee Disease: \$500,000</i>	
<i>Disease-Policy Limit: \$500,000</i>	
Umbrella or Excess Liability	
\$5,000,000	
Professional Liability (Errors and Omissions)	
Professional Consultant Services with \$1M Per Occurrence and \$2M Aggregate for General Liability and Employment Practices.	
Per Occurrence: \$1,000,000	
Aggregate: \$2,000,000	

With respect to the policies described above, these policies must:

- (a) **Be in place before the execution of any contract awarded, as in-force insurance is a condition precedent;**
- (b) The Certificate of Insurance language shall include the following verbiage under the Description, *“As required by the written contract, DCHA, its commissioners, officers, directors, employees and volunteers are included as additional insureds under the General Liability and Auto Liability policies. The captioned policies are written on a primary and non-contributory basis. Waiver of subrogation in favor of DCHA applies regarding General Liability, Auto Liability and Workers Compensation policies. Coverage shall not be suspended, voided, canceled, non-*

*renewed or reduced in coverage or in limits except after thirty (30) days prior written notice to DCHA.”*

- (c) Contractor/Consultant shall provide DCHA annual Certificate of Insurance as evidence of the limits of coverage described above;
- (d) In the event the Contractor’s insurance expires during the execution of or term of the contract, Contractor must provide DCHA with renewal certificates 30 days prior to the expiration date of the expiring coverage;
- (e) Insurance contracts shall require the insurance company to notify DCHA in the event of a substantial change in coverage during the policy term;
- (f) Be insured by A.M. Best Companies with a rating of A-VIII or higher; companies authorized to do business and in good standing in the District of Columbia, on such companies and on such conditions, and with such beneficial interest appearing thereon as shall be acceptable to the DCHA.

In the event a claim arises under the contract, the Contractor/Consultant will promptly notify the DCHA Contracting Officer’s Technical Assistance Representative (COTR) and the DCHA Office of Risk Management (ORM) by email to [ORM@dchousing.org](mailto:ORM@dchousing.org). In addition, the Contractor/Consultant will investigate and furnish the DCHA COTR and ORM with reports of all accidents, claims and potential claims for damage or injury and will cooperate with its insurers and those of DCHA.

## **INDEMNIFICATION**

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The Contractor shall indemnify, defend and hold harmless HUD, DCHA and its respective employees, agents, contractors, Board of Commissioners, members, managers and other representatives (the “Indemnified Parties”), from any loss, cost damage, claim, demand, suit, liability, judgment and expense (including any attorney fees and other costs of litigation) arising out of or resulting from or in connection with any work called for or performed under this contract, any breach by the Contractor/Consultant, its agents, and employees of any provision of this contract, or any negligent or bad faith act(s) or omission (s) or the negligent performance of this contract by the Contractor/Consultant, its agents, employees or any other person or entity for which the Contractor may be responsible. Any provisions or limits of insurance set forth in this contract shall not limit the Respondent’s liability. At its own expense, the Respondent shall obtain the necessary insurance coverage acceptable to DCHA to comply with this indemnification requirement; provide evidence of such coverage to DCHA, and such coverage shall be in place before the execution of the contract awarded and as a condition to it. This insurance is primary

to, and will not seek contribution from, any other insurance available to an additional insured under your policy.

## **EMPLOYEE DISHONESTY INSURANCE-[RESERVED]**

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## **TASK ORDERS- [RESERVED]**

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## **PAYMENT/INVOICES**

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The Contractor must submit invoices to DCHA at following addresses after services have been provided on a monthly basis.

DCHA shall pay for services on a monthly basis (Net 30).

### Submission of Payment Requests

- a. All payment requests must be addressed as follows and forwarded to:

District of Columbia Housing Authority  
300 7<sup>th</sup> Street, SW  
10<sup>th</sup> Floor- Attn: Office of Financial Management  
Washington, D.C. 20024

Invoices may be emailed to: [DCHApayments@dchousing.org](mailto:DCHApayments@dchousing.org)

- b. Proper invoices shall contain the following information:

- Contract Number
- Purchase Order Number
- Identification of matters/services performed consistent with the contract requirement and supporting documentation.

- c. **Failure to provide all documentation as outlined in item “b” above may delay payment of invoices.**

- d. DCHA’s Accounts Payable Division processes checks for payment every Thursday; except for when that date falls on a legal holiday. In the event the processing day falls on a legal holiday, checks will be processed on the next business day.

## **PROPOSAL FORMAT**

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Proposals shall be submitted in two parts: Technical and Cost. **Please note the proposal shall not exceed fifty (50) pages excluding the Price Proposal and noted supporting material(s), and exhibit(s).**



**Offerors shall submit one (1) original hardcopy and one (1) electronic copy of both the technical and price proposals, prepared in Microsoft Word or Adobe PDF Format;** in such format and in such detail as to enable DCHA to make a thorough evaluation thereof and to arrive at a sound determination as to whether or not the offer Offeror can meet the requirements set forth in this solicitation.

**Electronic Proposals may not be formatted to restrict DCHA access to view content after the date of submission. The Technical Proposal shall not contain any pricing information.**

All proposals submitted for consideration will be reviewed by the DCHA, with the Offeror receiving the highest rating based on the criteria outlined in this section to be selected as the most capable of providing the services in a manner that is most advantageous to DCHA, cost and other factors considered.

DCHA may reject any or all proposals that are determined not to be in DCHA's best interest. In addition, DCHA reserves the right to waive any formalities or minor irregularities, if it serves DCHA's best interests in doing so.

**Proposals that exceed the page limitation will not be reviewed and determined non-responsive.**

The technical proposal shall not contain any cost information.

**At a minimum, Proposals shall be organized as follows with the content below:**

**PART I: Technical Proposal**

- 1. Table of Contents**
- 2. Letter of Interest**

Provide an executive summary/introduction to include profile regarding the history and attributes of the Offeror, name of entity, address, website and telephone number; name of contact individual, telephone number, email address, and a brief description of the understanding of the Scope of Work and entities ability to perform work.

**3. Documentation to Substantiate Qualifications**

Provide documentation to substantiate the following:

- a. Knowledge of affordable housing industry, in particular Moving to Work housing Authorities;
- b. Knowledge of the U.S. Department of Housing and Urban Development (HUD);
- c. Familiarity with the District of Columbia's local government and its agencies;

- d. and five (5) + years of experience providing communications, public relations or community engagement consultant services to public housing authority/ies.

**4. Documentation to substantiate experience in performing similar work.**

Project samples from contracted work cited as demonstrated past performance with similar work.

Samples will be evaluated based on evidence of the following:

- Similarity to DCHA
- Project Collaborative Effort
- Timeliness of Deliverables
- Successful Experience with a project with a tight schedule
- Demonstrated capacity to expedite work

**5. Staffing Plan**

*(Resumes limited to two (2) pages per person and are Supporting Documentation not included in the 50-page limitation.)*

Organization Chart and Key Staff and Sub Consultant resumes as evidence of capacity to provide services. of the individuals who will provide services.

This factor will be evaluated based on evidence of the following:

- Organizational chart and/or overview of business structure to include sub consultants required to complete the work
- Staffing Plan Reasonableness & Relative to Successful completion
- Key project staff/ Sub-consultant experience and Capacity

**6. References**

*(Supporting Documentation not included in 50-page limitation.)*

List in chart-format four (3) former or current clients for whom the business has provided Public Relations Consultant Services similar to the DCHA Scope of Services within the past three (3) years. For each client provide Company Name, Address, Description of work performed, Contract Dates and the status of contract (active or closed). Point of Contact Name, Telephone number and email address.

**DCHA may not be listed as a reference.**

**References may be contacted to verify project award, project performance and quality of work.**

**7. Minority/Woman/Certified Business Enterprise (M/WBE/CBE) Equity Plan**

*(Section not included in 50-page limitation.)*

Offerors should submit narrative information about its policies, plans, activities and accomplishments in creating a diverse workforce, both in its legal and administrative support staffs. The narrative should also indicate any experience utilizing Minority and Women-owned business enterprises and to what extent minorities and women are included in the team that will advise DCHA.

Describe the diversity profile of the Company's shareholders or partners, of counsel and associates. Please include a description of how women and minorities hold positions of leadership in the Respondent's Company, including any history of such participation.

#### **8. Experience with HUD Section 3 and Section 3 Plan**

*(Section not included in 20-page limitation.)*

Describe the Respondent's experience with compliance with HUD Section 3 requirements and the results achieved as part of its proposal to be considered for contract award. Review Section 3 requirements of this Solicitation and complete Attachment J and Attachment K to submit a signed copy of the Section 3 Contractor Compliance Agreement and Section 3 Action Plan.

The Section 3 Contractor Compliance Agreement should be read in its entirety before completing the Section 3 action plan since it provides details about DCHA's Section 3 policy.

**See Section E of this Solicitation for an explanation of points systems for Section 3 specifically.**

#### **9. Certifications & Affidavits**

**The following Certifications and Affidavits are mandatory proposal requirements. Offerors are to complete and include the Attachments Referenced based upon the Price Proposal.**

[Attachment A-](#) HUD 5370 General Conditions for Non-Construction Contracts Section II

[Attachment B-](#) DCHA Mandatory Clauses for Small Purchases Other than Construction

[Attachment C-](#) HUD 5369 C Representations, Certifications of Offerors (Non-Construction)

[Attachment D-](#) HUD 5369 B Instructions to Offerors Non-Construction

[Attachment E:](#) Wage Determination

**Offerors may not waive, alter, reserve, or delay DCHA receipt of any of the above Certifications or Affidavits. The above Certifications and Affidavits are due at the time of proposal submission; proposals submitted with incomplete or missing certifications may be determined unresponsive and removed from consideration for review and evaluation.**

#### **10. Solicitation Addenda**

*(Section not included in 50-page limitation.)*

Provide a signed statement on company letterhead that acknowledges Respondents responsibility to obtain copies solicitation Addenda and agreement to be bound by all Addenda that have been issued for the solicitation.

Provide a signed copy of all solicitation addenda.

### **PART II: Price Proposal**

#### **11. Price Proposal- [Exhibit 1](#)**

Complete and submit Exhibit 1- Price Proposal to propose pricing on a fixed fee per deliverable basis to complete the scope of services in one year.

Price Proposal shall include all fees and inclusive of time for meeting with DCHA and stakeholders to develop the metrics, pre-work necessary to complete the tasks, as well as post meetings to present findings.

Points assigned will be based on the Hourly Rates and Key Deliverable Pricing and will be compared in accordance with the total price provided. The Respondent with the overall lowest reasonable price will receive the maximum points. All others proposals will receive a proportionately lower total score.

**Part I. Hourly Rates-** Price Proposal shall include a breakdown showing a fully burdened hourly rate for each personnel classification by nature of the work required to complete the Scope of Services included within this Letter of Solicitation. A detailed Price Proposal including the personnel to be used in performance of the contract shall be identified and their rates shall be supported by supplying the following:

- 1) Direct salary rates;
- 2) Overhead rates;

- 3) General and Administrative rates, if any;
- 4) Profit or fee

**Incomplete Cost Proposals or without a breakdown showing the fully-burden rate(s) may be determined unresponsive and removed from consideration for review and evaluation.** The Cost Proposal shall include a blended hourly rate with an estimate of the number of hours required to complete tasks required.

**Part II. Key Deliverables.** Price Proposal shall include a fixed price for Key Performance Deliverables required to complete the Scope of Services. Complete Part II to identify the Key Personnel providing services, an estimate of time and price for each of Key Deliverables

**Part III. Price Proposal Certifications.** Provide a signed statement on company letterhead that the Price Proposal is accurate and correct to provide the scope of services in accordance with the solicitation for the price proposed with the following certifications:

a. Proposal Guarantee

Offeror agrees to keep its initial offer open for at least ninety (90) days and that, if a best and final offer is made to keep its best and final offer open for a period of at least sixty (60) days thereafter; and upon acceptance by DCHA of a best and final offer, that it will execute the contract and meet other requirements within the times specified in the solicitation.

b. Fair Price Statement

Offeror agrees the prices quoted are not in excess of those charged non-governmental clients for the same services performed by the same individuals.

c. Allowable Costs

Offeror accepts responsibility for controlling its cost of performing an awarded contract and for properly pricing each project task. No price increases will be permitted for any alleged miscalculations of the basic project-task dollar amounts. These amounts shall include all allowable costs related to the performance of this contract, such as labor, overhead, profit, travel, materials, all equipment, facilities, telephone services, etc.

d. Travel

Offeror acknowledges that DCHA will not reimburse for travel in the metropolitan area. The metropolitan area includes the District of Columbia; and the counties of Montgomery and Prince Georges in Maryland; the cities of Alexandria, Falls Church and Fairfax in Virginia, and the counties of Arlington, Fairfax, Prince William and Loudon in Virginia.

**ALL PROPOSALS SUBMITTED FOR CONSIDERATION WILL BE REVIEWED BY DCHA, AND THE OFFEROR RECEIVING THE HIGHEST RATING, BASED ON THE CRITERIA PRESENTED BELOW, WILL BE SELECTED AS BEING THE MOST CAPABLE OF PROVIDING SERVICES IN A MANNER THAT IS MOST ADVANTAGEOUS TO DCHA, TECHNICAL AND COST FACTORS CONSIDERED. DCHA MAY REJECT ANY OR ALL PROPOSALS THAT ARE DETERMINED NOT TO BE IN DCHA BEST INTEREST. IN ADDITION, DCHA RESERVES THE RIGHT TO WAIVE ANY INFORMALITIES OR MINOR IRREGULARITIES IF IT SERVES THE DCHA’S BEST INTEREST IN DOING SO.**

**EVALUATION & SELECTION CRITERIA**

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Proposals will be evaluated with points assigned as detailed in this section to determine the extent to which the Offerors capabilities and approach meet the needs of the DCHA. Offerors shall respond thoroughly to each of the following evaluation factors, with focus on providing answers that are both clear and concise. If any requirement listed cannot be met, full disclosure must be given, along with an explanation and proposed alternative, if appropriate.

The evaluation factors will be used in determining the competitive range, with a total possible score of **162.5** points.

The following point value will be used for evaluation purposes with the points shown being the maximum number that can be awarded for each criterion.

**TECHNICAL AND COST**

<b>CRITERIA</b>	<b>MAXIMUM POINTS</b>
<p><b>Qualifications</b></p> <p><b>Offerors must meet the following minimum qualifications at the time of proposal submission:</b></p> <ul style="list-style-type: none"> <li>(1) knowledge of the affordable housing industry, in particular Moving to Work housing authorities;</li> <li>(2) knowledge of the U.S. Dept. of Housing and Urban Development (HUD);</li> <li>(3) familiarity with the District of Columbia's local government and its agencies;</li> <li>(4) and 5+ years’ experience providing communications, public relations, or community engagement consultant services to public housing authority/ies.</li> </ul>	<b>YES/NO</b>

<p><b>Documentation to substantiate experience in performing similar work.</b></p> <p>Four (4) overviews for past performance of contract work substantially similar to DCHA’s Scope of Work. One of the four overviews must include a project that demonstrates successful experience in working with a tight schedule and the ability expedite work.</p> <p>This factor will be evaluated based on evidence of the following in overviews No. 1-3 for a maximum of 37.5 points (12.5 points per contract):</p> <ul style="list-style-type: none"> <li>• Similarity to DCHA- 5.5 Points</li> <li>• Project Collaborative Effort- 3.5 Points</li> <li>• Timeliness of Deliverables- 3.5 Points</li> </ul> <p>This factor will be evaluated based on evidence of the following in overview No. 4 for a maximum of 12.5 points as follows:</p> <ul style="list-style-type: none"> <li>• Successful Experience with a project with a tight schedule- 6.5 Points</li> <li>• Demonstrated capacity to expedite work- 6 Points</li> </ul>	<p><b>50</b></p>
<p><b>Staffing Plan</b></p> <p>Organization Chart and Key Staff and Sub Consultant resumes, of the individuals who will provide services, as evidence of capacity to provide services.</p> <p>This factor will be evaluated based on evidence of the following:</p> <ul style="list-style-type: none"> <li>(1) Organizational chart and/or overview of business structure to include sub consultants required to complete the work - 7.</li> <li>(2) Staffing Plan Reasonableness &amp; Relative to Successful completion - 14</li> <li>(3) Key project staff/ Sub-consultant experience and Capacity - 14</li> </ul>	<p><b>35</b></p>
<p><b>Section 3</b></p> <ul style="list-style-type: none"> <li>1. Hiring Section 3 Residents- 6 Points</li> <li>2. Contracting to Section 3 Business Concerns- 6 Points</li> <li>3. Other Economic Opportunities- 4 Points</li> <li>4. Past Performance- 4 Points</li> </ul>	<p><b>20</b></p>
<p><b>COST</b></p>	

<p><b>Proposed fee and breakdown</b></p> <p>Proposed fee and breakdown</p> <p>This factor will be evaluated using the Proportional Method and evaluated based the lowest reasonably priced proposal receiving maximum points on the Proposed fee and Breakdown and all other Offerors receiving a proportionately lower score based upon the following:</p> <ul style="list-style-type: none"> <li>(1) Price Proposal submitted on and in the format of Pricing Exhibit(s)- 10 Points</li> <li>(2) Price Reasonableness in relation to DCHA Independent Cost Estimate- 10 Points</li> <li>(3) <math>(\text{Lowest Price Proposal} \div \text{Current Price Proposal}) \times \text{Maximum Points Available} = \text{Price Score}</math> - up to Maximum 30 Points</li> </ul>	<p><b>50</b></p>
<p><b>TOTAL MAXIMUM POINTS TECHNICAL &amp; COST</b></p>	<p><b>155</b></p>

**BONUS POINTS**

**Business Enterprise Designation Points for Small, Minority and Woman-Owned Business  
(Maximum 7.5 Bonus Points)**

DCHA will add additional points for Small, Minority and Women-Owned Business Enterprise Designations after the technical evaluations have been completed and the competitive range has been established by the Contracting Officer.

Upon the determination of the competitive range, each Offeror who has been deemed technically qualified and is within the competitive range can receive additional points if the Offeror is determined to be a Small, Minority or Woman-Owned Business Enterprise (S/M/WBE).

The following definitions apply for the DCHA Business Enterprise Designation Points:

“Small” means a firm with 500 employees or less

“Minority” means 51% ownership; and

“Woman-Owned” means 51% ownership.

The points shall be awarded to the Offeror based on a review of the Offeror, either party of a joint-venture, or an Offeror’s subcontractors.

The points will be awarded in the following manner:

- Small = 2.5 points
- Minority = 2.5 points
- Woman-Owned = 2.5 points



A maximum of 7.5 points can be added to the score of a technically qualified Offeror who is in the competitive range.

**TOTAL MAXIMUM POINTS (to include Bonus Points)**

**162.5**

Each response will be ranked using the above criteria based upon the information presented in the statements, the references provided by the Contractor, DCHA’s knowledge from prior engagements, if applicable, independent background checks and other factual information available to the DCHA. Contractors are advised to provide sufficient information and references to demonstrate their approach, experience and capabilities.

**RELATIVE IMPORTANCE OF TECHNICAL VERSUS COST/PRICE FACTORS**

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DCHA will make an award to the responsible Offeror, whose offer conforms to the solicitation and is most advantageous to the DCHA (i.e., that which represents the best value to the DCHA), cost or price and other factors considered. The proposed cost must be considered reasonable and must reflect the proposed technical approach.

DCHA may award a contract to other than the lowest priced offer. In the event that two or more offers are considered technically equivalent, the evaluated cost or price will be of primary importance in determining the proposal most responsive.

DCHA may make multiple awards to ensure availability of a wide range of products or services.

The combined relative merit of the technical evaluation factors listed below will be more significant than cost or price in the selection of the Contractor.

**PROTEST**

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Any actual or prospective contractor may protest the solicitation or award of a contract for serious violations. It is the policy of DCHA to encourage the informal resolution of contractual issues. Initially, the Contracting Officer will respond to contract award determinations informally, with a request for a solicitation debrief. DCHA will respond within five (5) calendar days.

Any party involved in a dispute with DCHA related to any procurement decision that has unfavorably affected the aggrieved party is entitled to a resolution of the dispute in a timely manner and in accordance with applicable local or Federal law. The Protester, as defined below, in all instances, must pursue a remedy through the established administrative procedures of DCHA prior to pursuing a protest with the Federal agency, defined below. Guidelines and procedures that must be followed are presented herein.

**DEFINITIONS**

**Contracting Officer.** The person within DCHA or DCHA duly authorized by the governing body thereof to administer contracts for and in the name of DCHA as applicable.

**Executive Director.** The Executive Director of DCHA.

**Federal Agency.** Unless otherwise defined, the United States Department of Housing and Urban Development (HUD).

**Protester.** Any Respondent to a solicitation made by DCHA who has submitted a bid, quotation, or proposal that contains all the material requirements of the solicitation and has received an unfavorable decision concerning the results thereof; and has a valid basis to challenge the award decision, or any Respondent who files a complaint based on the content of the solicitation, prior to the proposal due date based on specific facts giving rise to any such complaint.

## **PROCEDURES**

1. Any protest against a solicitation must be received before the due date for receipt of bids or proposals, and any protest against the award of a contract must be received within ten (10) calendar days of contract award by the Contracting Officer on behalf of DCHA, or the protest will not be considered, unless a different time period has been established, if applicable. In such cases, the time-period set forth in the solicitation and/or contract prevails. The complaint must be in writing, and at a minimum must identify the name, address and phone number of the Protestor; Solicitation number and project title; a detailed statement of the basis for the protest; supporting evidence or documents to substantiate any arguments; form of relief requested.
2. The Contracting Officer may suspend the procurement pending resolution of the protest, if warranted by the facts presented.
3. The Contracting Officer shall issue a written decision to the Protestor within ninety (90) days of its receipt by certified mail with return receipt requested. The written decision shall state a description of the claim; a reference to the pertinent clause; a statement of the factual areas of agreement or disagreement; a statement of the Contracting Officer's decision with supporting rationale; and a statement referencing appeal rights.
4. The Contracting Officer's Final Decision may be appealed to the DCHA Executive Director through the Office of the General Counsel. Such request must be in writing and made within ten (10) calendar days of receipt of the Contracting Officer's decision.
5. The DCHA Executive Director's decision may be appealed to a court of competent jurisdiction. The appeal must be filed within thirty (30) days of receipt of the decision rendered by the

DCHA Executive Director, or other time period required by the selected court of competent jurisdiction, as applicable.

6. The DCHA Board or Commissioners has no jurisdiction over Bid Protests.
7. All protests, except those directed to a court of competent jurisdiction shall be addressed to the administrative offices of DCHA. The address of the administrative offices of DCHA is as follows:

District of Columbia Housing Authority  
300 7<sup>th</sup> Street, SW  
10<sup>th</sup> Floor Office of Administrative Services  
Washington, D.C. 20024  
Attn: Contracting Officer

## **INQUIRIES/QUESTIONS**

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Inquiries or questions concerning this solicitation **shall be submitted in writing to the Issuing Office no later than 11:00 a.m., Wednesday, April 10, 2024.** Inquiries/questions shall be emailed to Lolita Washington, Contract Specialist at [lwashing@dchousing.org](mailto:lwashing@dchousing.org) with copy to [business@dchousing.org](mailto:business@dchousing.org).

**Responses will post by addendum to the DCHA website [www.dchousing.org](http://www.dchousing.org) under “Business” and “Solicitations”.**

**OFFERORS ARE INSTRUCTED SPECIFICALLY TO CONTACT ONLY THE SOLICITATION ISSUING OFFICE IN THE DCHA OFFICE OF ADMINISTRATIVE SERVICES IN CONNECTION WITH ANY ASPECT OF THIS SOLICITATION PRIOR TO CONTRACT AWARD. PROPOSALS AND ALL CORRESPONDENCE RELATING TO THE SOLICITATION DOCUMENT MUST BE SUBMITTED TO THE DCHA OFFICE OF ADMINISTRATIVE SERVICES.**

## **PROPOSAL SUBMISSION**

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**Respond as outlined and submit ONE (1) hardcopy and ONE (1) electronic Proposal in Microsoft Word or Adobe PDF Format, typed and prepared on standard 8.5 x 11 letter size paper with material printed on one side only.**

**Electronic Proposals may not be formatted to restrict DCHA access to view content after the date of submission. Both the Hardcopy and Electronic Proposals in response to this Letter of Solicitation must be RECEIVED no later than 11:00 a.m., Friday, April 19, 2024 at the address listed below.**

District of Columbia Housing Authority  
300 7th Street, SW  
10th Floor Office of Administrative Services  
Washington, D.C. 20024  
Attn: Contracting Officer  
Letter Solicitation Number: LOS 0027-2024  
“Public Relations Consultant Services”

**Hand deliveries will not be accepted. Offerors shall mail the hardcopy proposal to DCHA address and email the electronic proposal to [contractspecialist@dchousing.org](mailto:contractspecialist@dchousing.org) with copy to [business@dchousing.org](mailto:business@dchousing.org) as separate technical and price proposal files attached to one email with a cover page including the above stated address.**

**PROPOSALS RECEIVED AFTER THE DEADLINE MAY NOT BE CONSIDERED.**

Sincerely,

*Cheryl Moore*  
Cheryl Moore  
Contracting Officer