



**REQUEST FOR TASK ORDER PROPOSAL
DC Supply Schedule**

To: DC Supply Schedule Holders: MOBIS & Marketing, Media & Public Information Services

Caption: DC Infrastructure (DCIA) Communication Outreach Plan

Issuance Date: January 25, 2023

Due Date: February 10, 2023

The Government of the District of Columbia (DC) Office of Contracting and Procurement (OCP) on behalf of the Department of Employment Services (DOES), DCIA is requesting sealed proposals from prospective offerors to develop and implement a comprehensive communication and outreach plan that promotes DCIA programs and potential move to Ward 5 location at Spingarn and its Ward 8 location at Shannon Place.

This procurement is issued under the authority of DC Official Code § 2-354.12

The Task Order Proposal shall be prepared according to the instructions listed below:

1. SUBMISSION REQUIREMENTS

1.1 The task order proposal shall be submitted as “**DOC643297- DCIA Communication Outreach Plan.**”

1.2 The proposal shall, at minimum, include:

- a.** Copy of the Offeror’s DC Supply Schedule;
- b.** A technical proposal in accordance with the SOW (Attachment B).
- c.** Completed Price Schedule (Attachment A) in accordance with the Offeror’s DC Supply Schedule rates
- d.** Completed Compliance Forms

2. PROPOSAL SUBMISSION DATE

2.1 The subject heading should read as follows:

DOC643297 - DCIA Communication & Outreach”

- a. The Closing date for receipt of proposals is 2:00 P.M. EST February 10, 2023.
- b. Submissions must be fully uploaded into the District’s E-Sourcing system no later than the closing date and time. The system will not allow late proposals or modifications to proposals.
- c. If a prospective offer has any questions relative to this solicitation, the prospective offeror shall submit the questions electronically via the District’s E-Sourcing message board no later than **Monday, February 6, 2023.**
- d. The District will furnish responses via the District’s E-Sourcing system’s message board.
- e. An amendment to the solicitation will be issued if the Contracting Officer decides that information is necessary in submitting proposals, or if the lack thereof would be prejudicial to any prospective offeror.

3. METHOD FOR AWARD

3.1 The District intends to award a single contract resulting from this RFTOP to the responsible Offeror whose offer is most advantageous to the District, cost or price, technical and other factors in this solicitation considered.

4. EVALUATION CRITERIA

4.1. TECHNICAL PROPOSAL (50% of Total Consideration):

4.1.1 The Offeror shall demonstrate proven expertise to deliver and execute a widespread communications outreach, media, and social media plan/strategy. The Offeror shall demonstrate the ability to develop and execute strategic communications and community engagement support for the District of Columbia’s DC Infrastructure Academy

- a. The District will evaluate the Contractor capability to meet all the requirements as described in Attachment B (SOW). (25%)

4.1.2 The Offeror shall submit resumes of all key personnel and include their individual roles. At a minimum the key personnel assigned to this task order must demonstrate three (3) years of experience in communications, brand strategy, event planning and outreach – including community and stakeholder outreach .

- a. The District will evaluate to the extent to which the proposed key personnel possesses the qualifications and relevant experience to successfully lead the project in meeting the requirements as done escribed in Attachment B (SOW). (25%)

4.2 PAST PERFORMANCE (25% of Total Consideration):

4.2.1 The Offeror must provide at least two reference sources within the last three (3) years that can provide information regarding the quality of the offeror’s past performance at performing work similar to the work described in the subject proposal. The most relevant indicators of the quality of the offeror’s past performance is the most recent and relevant contracts under which the offeror performed work of a similar nature to the work. The offeror must provide contact information including the names, telephone and email addresses of reference sources who can provide information on the quality of the offeror’s past performance. DOES will directly contact the references sources to obtain information on the offeror’s past performance. The Offeror must provide contact information including the names, telephone and email addresses of reference sources who can provide information on the quality of the offeror’s past performance. The references sources will be contacted directly to obtain information on the offeror’s past performance. The District recommends that you alert the contact references to let them know their names have been submitted as references and to authorize them to provide past performance to the District when requested.

- a. The District will evaluate the Offeror’s past performance, determined to be relevant, to assess the following: (1) Technical, including quality of services and consistency in meeting goals and targets; (2) Schedule, including the timeliness against the completion of the contract, task orders, milestones, delivery schedules, and administrative requirements; and (3) Management or business relations, addressing the history of professional behavior and overall business-like concern for the interests of the customer, including the Offeror’s history of reasonable and cooperative behavior to include timely identification of issues in controversy, customer satisfaction, timely award and management of subcontracts, cooperative attitude in remedying problems and timely completion of all administrative requirements. (25%)

4.3 PRICE (25% of Total Consideration):

4.3.1 The price evaluation will be objective. The offeror with the lowest price will receive the maximum price points. All other proposals will receive a proportionately lower total score. The following formula will be used to determine each offeror's evaluated price score:

$$\frac{\text{Lowest price proposal}}{\text{Price of proposal being evaluated}} \times 25 \text{ weight} = \text{Evaluated price score}$$

5. PROPOSAL ORGANIZATION AND CONTENT

- 5.1 The Offeror shall submit two (2) attachments in its electronic submittal: (1) a technical proposal and (2) a price proposal. Please note that each attachment is limited to 50 pages.
- 5.2 The Offeror shall label each attachment, i.e., “Technical Proposal,” and “Price Proposal.”
- 5.3 Offerors shall complete, sign, and submit all Representations, Certifications and Acknowledgments as appropriate.

- 5.4 The District will reject any offer that fails to include a subcontracting plan that is required by law.
- 5.5 Offerors shall submit their proposal using the following structure, organized by section:
- 5.5.1 Transmittal letter of Technical Proposal shall contain (1) Offeror name, address and contact's name, phone number, email address. Type of legal entity (corporation, limited partnership, limited liability, etc.) and any local business addresses applicable; (2) Type of ownership and parent company, if applicable; and (3) Date of submission, project name and reference number.
 - 5.5.2 Table of Contents
 - 5.5.2 Executive Summary
- 5.6 The Offeror shall submit Technical Proposal responses in the same sequence as the sections are organized and listed in Attachment B (SOW) of this solicitation. Please note, the Offeror shall provide a detailed description of all services as stated by the District in Attachment B (SOW). Proposals shall be fully responsive to each of the stated /requested requirements.
- 5.7 The Offeror shall provide a proposed staffing plan and qualifications of the proposed personnel for this solicitation as listed in Attachment B (SOW). The Offeror shall submit documentation of the proposed personnel's qualifications to include their resume. The Offeror shall submit a staffing plan that includes a listing of position titles, and the organizational structure of the proposed team.
- 5.8 The Offeror shall submit a minimum of three (3) references within the last five (5) years that can attest to their ability to provide the skills and services proposed in this RFTOP.
- 5.9 At least one (1) reference shall be for a District, state, or local government client (State, County or City) of similar size and scope to this RFTOP.

6. PROPOSALS WITH OPTION YEARS

- 6.1 The offeror shall include option year prices in its price/cost proposal. An offer may be determined to be unacceptable if it fails to include pricing for the option year(s).

7. INSURANCE

- A. GENERAL REQUIREMENTS. The Contractor at its sole expense shall procure and maintain, during the entire period of performance under this contract, the types of insurance specified below. The Contractor shall have its insurance broker or insurance company submit a Certificate of Insurance to the CO giving evidence of the required coverage prior to commencing performance under this contract. In no event shall any

work be performed until the required Certificates of Insurance signed by an authorized representative of the insurer(s) have been provided to, and accepted by, the CO. All insurance shall be written with financially responsible companies authorized to do business in the District of Columbia or in the jurisdiction where the work is to be performed and have an A.M. Best Company rating of A- / VII or higher. Should the Contractor decide to engage a subcontractor for segments of the work under this contract and wish to propose different insurance requirements than outlined below, then, prior to commencement of work by the subcontractor, the Contractor shall submit in writing the name and brief description of work to be performed by the subcontractor on the Subcontractors Insurance Requirement Template provided by the CA, to the Office of Risk Management (ORM). ORM will determine the insurance requirements applicable to the subcontractor and promptly deliver such requirements in writing to the Contractor and the CA. The Contractor must provide proof of the subcontractor's required insurance prior to commencement of work by the subcontractor. If the Contractor decides to engage a subcontractor without requesting from ORM specific insurance requirements for the subcontractor, such subcontractor shall have the same insurance requirements as the Contractor.

General liability, commercial auto, workers' compensation and property insurance policies (if applicable to this agreement) shall contain a waiver of subrogation provision in favor of the Government of the District of Columbia.

The Government of the District of Columbia shall be included in all policies required hereunder to be maintained by the Contractor and its subcontractors (except for workers' compensation and professional liability insurance) as an additional insureds for claims against The Government of the District of Columbia relating to this contract, with the understanding that any affirmative obligation imposed upon the insured Contractor or its subcontractors (including without limitation the liability to pay premiums) shall be the sole obligation of the Contractor or its subcontractors, and not the additional insured. The additional insured status under the Contractor's and its subcontractors' Commercial General Liability insurance policies shall be effected using the ISO Additional Insured Endorsement form CG 20 10 11 85 (or CG 20 10 07 04 **and** CG 20 37 07 04) or such other endorsement or combination of endorsements providing coverage at least as broad and approved by the CO in writing. All of the Contractor's and its subcontractors' liability policies (except for workers' compensation and professional liability insurance) shall be endorsed using ISO form CG 20 01 04 13 or its equivalent so as to indicate that such policies provide primary coverage (without any right of contribution by any other insurance, reinsurance or self-insurance, including any deductible or retention, maintained by an Additional Insured) for all claims against the additional insured arising out of the performance of this Statement of Work by the Contractor or its subcontractors, or anyone for whom the Contractor or its subcontractors may be liable. These policies shall include a separation of insureds clause applicable to the additional insured.

If the Contractor and/or its subcontractors maintain broader coverage and/or higher limits than the minimums shown below, the District requires and shall be entitled to the broader coverage and/or the higher limits maintained by the Contractor and subcontractors.

B. INSURANCE REQUIREMENTS

1. Commercial General Liability Insurance (“CGL”) - The Contractor shall provide evidence satisfactory to the CO with respect to the services performed that it carries a CGL policy, written on an occurrence (not claims-made) basis, on Insurance Services Office, Inc. (“ISO”) form CG 00 01 04 13 (or another occurrence-based form with coverage at least as broad and approved by the CO in writing), covering liability for all ongoing and completed operations of the Contractor, including ongoing and completed operations under all subcontracts, and covering claims for bodily injury, including without limitation sickness, disease or death of any persons, injury to or destruction of property, including loss of use resulting therefrom, personal and advertising injury, and including coverage for liability arising out of an Insured Contract (including the tort liability of another assumed in a contract) and acts of terrorism (whether caused by a foreign or domestic source). Such coverage shall have limits of liability of not less than \$1,000,000 each occurrence, a \$2,000,000 general aggregate (including a per location or per project aggregate limit endorsement, if applicable) limit, a \$1,000,000 personal and advertising injury limit, and a \$2,000,000 products-completed operations aggregate limit.
2. Automobile Liability Insurance - The Contractor shall provide evidence satisfactory to the CO of commercial (business) automobile liability insurance written on ISO form CA 00 01 10 13 (or another form with coverage at least as broad and approved by the CO in writing) including coverage for all owned, hired, borrowed and non-owned vehicles and equipment used by the Contractor, with minimum per accident limits equal to the greater of (i) the limits set forth in the Contractor’s commercial automobile liability policy or (ii) \$1,000,000 per occurrence combined single limit for bodily injury and property damage.
3. Workers’ Compensation Insurance - The Contractor shall provide evidence satisfactory to the CO of Workers’ Compensation insurance in accordance with the statutory mandates of the District of Columbia or the jurisdiction in which the contract is performed.

Employer’s Liability Insurance - The Contractor shall provide evidence satisfactory to the CO of employer’s liability insurance as follows: \$500,000 per accident for injury; \$500,000 per employee for disease; and \$500,000 for policy disease limit.

All insurance required by paragraphs 1,2 and 3 shall include a waiver of subrogation endorsement for the benefit of Government of the District of Columbia.

4. Cyber Liability Insurance - The Contractor shall provide evidence satisfactory to the Contracting Officer of Cyber Liability Insurance, with limits not less than \$2,000,000 per occurrence or claim, \$2,000,000 aggregate. Coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by Contractor in this agreement and shall include, but not limited to, claims involving infringement of intellectual property, including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or

destruction of electronic information, release of private information, alteration of electronic information, extortion and network security. The policy shall provide coverage for breach response costs as well as regulatory fines and penalties as well as credit monitoring expenses with limits sufficient to respond to these obligations. Limits may not be shared with other lines of coverage. A copy of the cyber liability policy must be submitted to the Office of Risk Management (ORM) for compliance review.

5. Commercial Umbrella or Excess Liability - The Contractor shall provide evidence satisfactory to the CO of commercial umbrella or excess liability insurance with minimum limits equal to the greater of (i) the limits set forth in the Contractor's umbrella or excess liability policy or (ii) \$2,000,000 per occurrence and \$2,000,000 in the annual aggregate, following the form and in excess of all liability policies. All liability coverages must be scheduled under the umbrella and/or excess policy. The insurance required under this paragraph shall be written in a form that annually reinstates all required limits. Coverage shall be primary to any insurance, self-insurance or reinsurance maintained by the District and the "other insurance" provision must be amended in accordance with this requirement and principles of vertical exhaustion.

C. PRIMARY AND NONCONTRIBUTORY INSURANCE

The insurance required herein shall be primary to and will not seek contribution from any other insurance, reinsurance or self-insurance including any deductible or retention, maintained by the Government of the District of Columbia.

- D. DURATION. The Contractor shall carry all required insurance until all contract work is accepted by the District of Columbia and shall carry listed coverages for ten years for construction projects following final acceptance of the work performed under this contract and two years for non-construction related contracts.

- E. LIABILITY. These are the required minimum insurance requirements established by the District of Columbia. However, the required minimum insurance requirements provided above will not in any way limit the contractor's liability under this contract.

- F. CONTRACTOR'S PROPERTY. Contractor and subcontractors are solely responsible for any loss or damage to their personal property, including but not limited to tools and equipment, scaffolding and temporary structures, rented machinery, or owned and leased equipment. A waiver of subrogation shall apply in favor of the District of Columbia.

- G. MEASURE OF PAYMENT. The District shall not make any separate measure or payment for the cost of insurance and bonds. The Contractor shall include all of the costs of insurance and bonds in the contract price.

- H. NOTIFICATION. The Contractor shall ensure that all policies provide that the CO shall be given thirty (30) days prior written notice in the event of coverage and / or limit changes or if the policy is canceled prior to the expiration date shown on the certificate.

The Contractor shall provide the CO with ten (10) days prior written notice in the event of non-payment of premium. The Contractor will also provide the CO with an updated Certificate of Insurance should its insurance coverages renew during the contract.

- I. **CERTIFICATES OF INSURANCE.** The Contractor shall submit certificates of insurance giving evidence of the required coverage as specified in this section prior to commencing work. Certificates of insurance must reference the corresponding contract number. Evidence of insurance shall be submitted to:

The Government of the District of Columbia

**And mailed to the attention of:
Mohammed Siddiq, Supervisory Contract Specialist
Department of Employment Services
4058 Minnesota Avenue
Washington, DC 20019
mohammed.siddiqi@dc.gov**

The CO may request and the Contractor shall promptly deliver updated certificates of insurance, endorsements indicating the required coverages, and/or certified copies of the insurance policies. If the insurance initially obtained by the Contractor expires prior to completion of the contract, renewal certificates of insurance and additional insured and other endorsements shall be furnished to the CO prior to the date of expiration of all such initial insurance. For all coverage required to be maintained after completion, an additional certificate of insurance evidencing such coverage shall be submitted to the CO on an annual basis as the coverage is renewed (or replaced).

- J. **DISCLOSURE OF INFORMATION.** The Contractor agrees that the District may disclose the name and contact information of its insurers to any third party which presents a claim against the District for any damages or claims resulting from or arising out of work performed by the Contractor, its agents, employees, servants, or subcontractors in the performance of this contract.
- K. **CARRIER RATINGS.** All Contractor's and its subcontractors' insurance required in connection with this contract shall be written by insurance companies with an A.M. Best Insurance Guide rating of at least A- VII (or the equivalent by any other rating agency) and licensed in the District.

8. CERTIFICATES OF INSURANCE

- 8.1** Prior to commencing work, the Offeror shall have its insurance broker or insurance company submit certificates of insurance giving evidence of the required coverages as specified in Attachment B (SOW) to:

Tanease Delyons, Contract Specialist
Department of Employments Services
4058 Minnesota Avenue, NE

9. **EVALUATION FOR AWARD**

9.1 The contract will be awarded to the responsible offeror whose offer is most advantageous to the District, based upon the evaluation criteria specified below. Thus, while the points in the evaluation criteria indicate their relative importance, the total scores will not necessarily be determinative of the award. Rather, the total scores will guide the District in making an intelligent award decision based upon the evaluation criteria.

9.2 The Technical Rating Scale is as follows:

Numeric Rating	Adjective	Description
0	Unacceptable	Fails to meet minimum requirements; e.g., no demonstrated capacity, major deficiencies which are not correctable; offeror did not address the factor.
1	Poor	Marginally meets minimum requirements; major deficiencies which may be correctable.
2	Minimally Acceptable	Marginally meets minimum requirements; minor deficiencies which may be correctable.
3	Acceptable	Meets requirements; no deficiencies.
4	Good	Meets requirements and exceeds some requirements; no deficiencies.
5	Excellent	Exceeds most, if not all requirements; no deficiencies.

9.3 The technical rating is a weighting mechanism that will be applied to the point value for each evaluation factor to determine the offeror's score for each factor. The offeror's total technical score will be determined by adding the offeror's score in each evaluation factor. For example, if an evaluation factor has a point value range of zero (0) to fifty (50) points, using the Technical Rating Scale above, if the District evaluates the offeror's response as "Good," then the score for that evaluation factor is 4/5 of 50 or 40.

9.4 If sub-factors are applied, the offeror's total technical score will be determined by adding the offeror's score for each sub-factor. For example, if an evaluation factor has a point value range of zero (0) to fifty (50) points, with two sub-factors of twenty (25) points each, using the Technical Rating Scale above, if the District evaluates the offeror's response as "Good" for the first sub-factor and "Poor" for the second sub-factor, then the total score for that evaluation factor is 4/5 of 25 or 20 for the first sub-factor plus 1/5 of 25 or 5 for the second sub-factor, for a total of 25 for the entire factor.

9.5 Each proposal will be scored on a scale of 1 to 100 points based upon the criteria listed in Section 4 – Evaluation Criteria. These factors consider the Offeror's past performance, examination of the quality of services provided, timeliness in service delivery, business practices, overall satisfaction with the Offeror's performance, qualifications and key personnel

used in performing services similar to the requirements as described in Attachment A (SOW). In addition, Offerors will be eligible to receive up to 12 preference points for Certified Business Enterprises. Thus, the total number of points possible is 112. The total evaluation score will guide the CO in the determination of most advantageous to the District.

10. TERM OF THE CONTRACT

10.1 The period of performance shall be from date of award through one year thereafter.

10.2 The District may extend the term of this contract for a period of four (4) one-year option periods, or successive fractions thereof, by written notice to the Contractor before the expiration of the contract; provided that the District will give the Contractor preliminary written notice of its intent to extend at least thirty (30) days before the contract expires. The preliminary notice does not commit the District to an extension. The exercise of this option is subject to the availability of funds at the time of the exercise of this option. The Contractor may waive the thirty (30) day preliminary notice requirement by providing a written waiver to the Contracting Officer prior to expiration of the contract.

10.3 If the District exercises this option, the extended contract shall be considered to include this option provision.

10.4 The price for the option period(s) shall be as specified in the Section B of the contract.

10.5 The total duration of this contract, including the exercise of any options under this clause, shall not exceed five (5) years.

11. DELIVERY

Aaron Sisko, Program Analyst
DC Infrastructure Academy
Department of Employment Services
2330 Pomeroy Road, SE
Washington, D.C. 20020
E-mail: aaron.sisko@dc.gov

12. COMPENSATION AND PAYMENT

12.1 Unless otherwise specified in this contract, payment will be made on partial deliveries of goods and services accepted by the District if:

- a) The amount due on the deliveries warrants it; or.
- b) The Contractor requests it and the amount due on the deliveries is in accordance

with the following:

- “Monthly Payments will be made upon completion and acceptance of each item in accordance with the Price Schedule as stated in Attachment A – Section B (Price Schedule)”; and.

c) Presentation of a properly executed invoice.

13. INVOICE SUBMITTAL

13.1 The Contractor shall create and submit payment requests in an electronic format through the DC Vendor Portal, <https://vendorportal.dc.gov>

13.2 The Contractor shall submit proper invoices on a monthly basis or as otherwise specified in the executed task order.

13.3 To constitute a proper invoice, the Contractor shall enter all required information into the Portal after selecting the applicable purchase order number which is listed on the Contractor’s profile.

14. CONTRACTING OFFICER (CO)

Contracts will be entered into and signed on behalf of the District only by contracting officers. The contact information for the Contracting Officer is:

Mohammad Siddiqi, Supervisory Contract Specialist
Office of Contracting and Procurement
Servicing the Department of Employment Services
4058 Minnesota Avenue, NE
Washington, DC 20019
E-mail: mohammad.siddiqi@dc.gov

15. AUTHORIZED CHANGES BY THE CONTRACTING OFFICER

15.1 The CO is the only person authorized to approve changes in any of the requirements of this contract.

15.2 The Bidder shall not comply with any order, directive or request that changes or modifies the requirements of this contract, unless issued in writing and signed by the CO.

15.3 In the event the Bidder effects any change at the instruction or request of any person other than the CO, the change will be considered to have been made without authority and no adjustment will be made in the contract price to cover any cost increase incurred as a result thereof.

16. CONTRACT ADMINISTRATOR (CA)

The CA is responsible for general administration of the contract and advising the CO as the Bidder's compliance or noncompliance with the contract. The CA has the responsibility of ensuring the work conforms to the requirements of the contract and such other responsibilities and authorities as may be specified in the contract. These include:

- 16.1 Keeping the CO fully informed of any technical or contractual difficulties encountered during the performance period and advising the CO of any potential problem areas under the contract;
- 16.2 Coordinating site entry for staffing personnel, if applicable;
- 16.3 Reviewing invoices for completed work and recommending approval by the CO if the Bidder's prices and costs are consistent with the contractual amounts and progress is satisfactory and commensurate with the rate of expenditure;
- 16.4 Reviewing and approving invoices for deliverables to ensure receipt of goods and services. This includes the timely processing of invoices and vouchers in accordance with the District's payment provisions; and
- 16.5 Maintaining a file that includes all contract correspondence, modifications, records of inspections (site, data, equipment) and invoice or vouchers.
- 16.6 The address and telephone number of the CA is:

Aaron Sisko, Sr. Program & Operations Manager
Department of Employment Services
DC Infrastructure Academy
2330 Pomeroy Road, SE
Washington, D.C. 20020
E-mail: aaron.sisko@dc.gov
- 16.7 The CA shall NOT have the authority to:
 - a) Award, agree to, or sign any contract, delivery order or task order. Only the CO shall make contractual agreements, commitments, or modifications;
 - b) Grant deviations from or waive any of the terms and conditions of the contract;
 - c) Increase the dollar limit of the contract or authorize work beyond the dollar limit of the contract,
 - d) Authorize the expenditure of funds by the Contractor;
 - e) Change the period of performance; or

f) Authorize the use of District property, except as specified under the contract.

16.8 The Bidder will be fully responsible for any changes not authorized in advance, in writing, by the Contracting Officer.

17. ATTACHMENTS

Attachment A – Section B - Price Schedule

Attachment B – Section C - Scope of Work

Questions may be referred to Tanease Delyons via email at tanease.delyons@dc.gov

ATTACHMENT A –

SECTION B: CONTRACT TYPE, SUPPLIES OR SERVICES AND PRICE/COST

B.1 The Government of the District of Columbia Office of Contracting and Procurement (OCP), on behalf of the Department of Employment Services (DOES), is seeking the development and maintenance of a comprehensive strategic communications and outreach plan and a publicity campaign for the District of Columbia PFL program, specifically targeting employees who work in the District of Columbia and might be eligible for the Benefits program.

B.2 The District contemplates award of a firm-fixed-price contract 27 DCMR Chapter 24, Section 2402 Fixed Price Contracts.

B.3 PRICE SCHEDULE

Table 1. PRICE SUMMARY

B.3.1 - Base Year

CLIN	Item Description	Total Price
0001	Develop Media Outreach Plan C.6.1& C.6.4.1	\$
0002	Launch Social Media Campaign C.6.2	\$
0003	Create Messaging Plan & Content Strategy C.6.2.2	\$
0004	Create Template for Digital Newsletter C.6.2.4	\$
0005	Website Development & Implementation C.6.5	\$
0006	Event Management C6.6	\$
0007	Media Planning & Placement C.6.3	\$
0008	Community Outreach C.6.4	\$
Grand Total		\$

**ATTACHMENT B – SECTION C SCOPE OF WORK
DC INFRASTRUCTURE ACADEMY - OUTREACH PLAN**

SECTION C: SPECIFICATIONS/WORK STATEMENT

C.1 Mission and Organization

The mission of the Department of Employment Services (DOES) is to connect District residents, job seekers, and employers to opportunities and resources that empower fair, safe, and effective working communities.

The mission of the District of Columbia’s Infrastructure Academy is to empower District residents by providing specialized skills training and certifications that lead to sustainable careers in the infrastructure industry.

C.2 Scope

The District of Columbia Department of Employment Services (DOES) seeks the services of a qualified vendor to provide a comprehensive communications and outreach plan that promotes the DC Infrastructure Academy’s programs and potential move to both its Ward 5 location at Spingarn and its Ward 8 location at Shannon Place, providing the academy the ability to reach its constituents both locally and federally through various media platforms. The vendor shall also provide support services to DOES to support its programs, initiatives, and leadership via art and graphics design services, photography services, full service marketing and public information services, market research, media analysis and related services, press and public relations services, trade shows/exhibits, conference and event planning services, videotape and film production services and/or reimbursements that support communications/marketing efforts.

C.3 Applicable Documents

N/A

C.4 Definitions

N/A

C.5 Period of Performance

The Services shall commence on the date of award through the end of the contract period.

C.6 Requirements

The contractor shall perform the specific tasks listed in C.6.1 thru C.6.6:

C.6.1 Media/Earned Media Development

- C.6.1.1 Vendor shall provide communications messaging and placement strategy for earned media, including placement of essays and opinion pieces in local and government focused media. Vendor to vet, with DCIA leadership team, all media outlets and content.
- C.6.1.2 Vendor shall leverage relationships and media contacts to gain additional exposure for DCIA in traditional and new media, including but not limited to securing relationships for the submission of regular content to targeted media partners. Vendor, with DCIA Leadership, to determine which media partners are a good fit for submissions.
- C.6.1.3 Vendor shall develop a media outreach plan and proposed editorial calendar of events targets for DCIA that align with important dates. This could include a stronger focus on graduations, Infrastructure Week, panels, and other events corresponding to DCIA's fiscal year calendar. Vendor, with DCIA Leadership, to determine which media outlets are a good fit for submissions.
- C.6.1.4 Vendor shall meet at least once weekly in person or via conference/Teams call with the Contract Administrator to discuss new and existing projects, timelines, updates regarding any areas pertinent to the work the vendor is providing and for general check-ins.
- C.6.1.5 Vendor shall verify all media was run in conformance with billing/invoicing submitted.
- C.6.1.6 Vendor shall provide weekly updates and reports on media placements.
- C.6.1.7 Vendor shall issue a finalized report after any particular approved media campaign has concluded that covers media buys, social media statistics, enrollment numbers, click thru rates via newsletter, etc.. Vendor shall provide a sample report and submit to the Contract Administrator upon acceptance of bid.

C.6.2 Digital and Social Media/Creative Development

- C.6.2.1 Vendor shall assess current social media strategy, with a particular focus on creating opportunities to raise the social media profile. Deliver an assessment of what's being done well and where improvements can be made.
- C.6.2.2 Vendor shall create consistent messaging plan and content strategy for each desired social channel based upon client guidance. Develop branded eblasts, social media app message cohesion as needed to execute agreed upon social media strategy.
- C.6.2.3 Vendor shall raise profile of DCIA on social media channels by, for example, hosting regular Twitter/Facebook chats or question and answer opportunities that allows followers to engage directly as well as suggest other social media platforms that will raise the profile of DCIA and has proven success rates in public outreach.
- C.6.2.4 Vendor shall create/modify a template for digital newsletter that will be used to deliver a

regular newsletter (monthly, bi-monthly) that will consist of curated content. The goal is for the topics to be forward looking, with a broad scope that touches on themes and trends impactful to DCIA and its departments.

C.6.2.5 Vendor shall assess current social media strategy, with a particular focus on creating opportunities to raise the social media profile of DCIA. Deliver an assessment of what's being done well and where improvements can be made.

C.6.3 Media Planning and Placement

C.6.3.1 Vendor shall provide media planning and placement for broadcast and print especially cable television, radio, print, print ads (e.g. Metro, Billboards, Mobile, Bus stops, etc.) and digital media.

C.6.3.2 Vendor shall negotiate best media rates for DCIA.

C.6.3.3 Vendor shall make recommendations to DCIA on potential cost reduction ideas on media.

C.6.3.4 Vendor shall verify all media was run in conformance with billing/invoicing submitted.

C.6.4 Community Outreach

C.6.4.1 Vendor shall develop and implement a targeted outreach and recruitment plan to encourage and support event participation for both DCIA locations: Spingarn and Shannon Place.

C.6.4.2 Vendor shall, under the guidance of DCIA leadership, establish a Spingarn and Shannon Place Opportunity council that will help focus on both DCIA locations on hiring opportunities throughout the District and Maryland/Virginia in careers specific to infrastructure or DCIA's trainings.

C.6.4.3 Vendor shall host and participant in Community Conversations, cluing the greater Washington community in the operations, trainings and upcoming events of DCIA.

C.6.4.4 Vendor shall work with DCIA leadership in establishing a relationship with DC Housing Authority, connecting District residents with resources on housing and meeting the needs of un-housed District residents who seek DCIA services as well as housing options throughout the District.

C.6.4.5 Vendor shall establish relationships with and attend meetings regarding Ward ANCs, agency identified Civic Associations as well as Non-Government Organizations (NGOs) to promote DCIA programs and services creating synergy throughout the District in supporting District residents seeking trainings though DCIA.

C.6.4.6 Vendor shall work with the Department of Employment Services Workforce division in

dispatching its Workforce-on-Wheels bus disseminating information to District residents, paying special attention to District residents in Wards beyond 7 and 8 where there may be pockets of high unemployment in the more affluent District neighborhoods (Reference DOES' Racial Equity Audit FY22).

C.6.4.7 Vendor shall establish a relationship with the Mayor's Office of Community Relations and Service (MOCRS), as well as other key agencies identified by DCIA leadership, to conduct community walks and interagency meetings discussing how DCIA can address the needs of District residents who have barriers to employment.

C.6.5 Website Development and Implementation

C.6.5.1 Vendor shall re-develop and launch DCIA's website with a particular focus on how participants and employers navigate the website to view information pertinent to their needs.

C.6.5.2 Vendor shall post project updates on DCIA website: Calendar of events, courses offered and course descriptions, in addition to resources useful to DCIA participants, such as information that link other District agency services, that are of particular help for participants, to DCIA's website.

C.6.5.3 Vendor shall monitor and regularly update DCIA's website, frequency to be determined by DCIA leadership upon the initial kick-off meeting with vendor.

C.6.5.4 Vendor shall form small control groups (no more than 3 participants and 3 employer partners from DCIA's Advisory Committees) consisting of participants and DCIA employer partners to give input on the website's functionality prior to launch. Dates, times, and frequency shall be determined by DCIA leadership.

C.6.5.5 Vendor shall ensure DCIA's website is mobile compatible giving participants the opportunity to use their cellular phones to interact with DCIA's website, having much of the same functionality as DCIA's website. Functionality shall be determined by the control groups mentioned in C.6.4.4

C.6.6 Event Management

C.6.6.1 Vendor shall plan, implement and lead event planning under the direction of DCIA's leadership team for all DCIA events with onsite day-of event management by creating event plans, marketing, procuring swag, securing speakers and producing event materials.

C.6.6.2 Vendor shall act as a point of contact and coordinator for all Subcontractors for all events.

C.6.6.3 Vendor shall provide and/or coordinate necessary equipment that is needed for all DCIA events.

C.6.6.4 Vendor shall provide and assist with photography providing digital and still images that can be printed on all media types, uploaded to DCIA’s website and various social media platforms, and used for the creation of marketing materials for dissemination.

C.6.6.5 Vendor shall provide videography services for events and provide footage that can be uploaded to DCIA’s website and posted to various social media platforms.

C.6.6.6 Vendor shall prepare copy, scripts, layouts, storyboards, if necessary; and any other elements and materials to be used in advertising weekly or at a frequency determined by DCIA’s leadership team.

C.7 Deliverable Materials

The Contractor shall provide the following Deliverables to the DOES, DCIA as follows:

Item Number	Deliverable	Duration	Due Date
1	Launch Social Media Campaign per C.6.8 – C.6.12	4 Weeks	TBD
2	Establish Spingarn and Shannon Place Opportunity Council per C.6.17, C.6.18	Ongoing	TBD
3	Host and participate in Community Conversations per C.6.19	Ongoing	TBD
4	Leverage diverse media to promote new Spingarn and Shannon Place locations per C.6.1 – C.6.7 & C.6.13 – C.6.16	2 weeks	TBD
5	Update and re-launch DCIA website per C.6.24 – C.6.28	Ongoing	TBD
6	Establish partnerships with DC Housing Authority per C.6.20	Ongoing	TBD
7	Attend ANC, Civic Association, and other community meetings to promote DCIA programs and Services per C.6.21	Ongoing	TBD
8	Dispatch WOW team per C.6.22	Ongoing	TBD
9	Share resources on workforce services, programs and trainings with residents and businesses per	Ongoing	TBD
10	Partner with the MOCRS and key agencies to conduct community walks and interagency meetings per C.6.23	Ongoing	TBD
11	Create, maintain and implement event planning for various DCIA events per C.6.29 – C.6.34	Ongoing	TBD