



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

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

**Caption:** My School DC Outreach Services

**Issuance Date:** April 8, 2021

**Due Date:** April 29, 2021

The Government of the District of Columbia (DC), Office of Contracting and Procurement (OCP) on behalf of the Office of the State Superintendent of Education (OSSE) is requesting sealed proposals from prospective offerors to perform services in the areas of strategic communications, outreach and advertising.

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**

The task order proposal shall be submitted as “My School DC Outreach Services”

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 A).
- c. Completed Price Schedule (Attachment B) in accordance with the Offeror’s DC Supply Schedule rates
- d. Completed Compliance Forms (See Section #4 of Solicitation Doc #557615)

**2. PROPOSAL SUBMISSION DATE**

The proposal shall be submitted via the District’s E-Sourcing system and should read as follows:

**“Request for Task Order Proposal My School DC Outreach Services”**

- a. The Closing date for receipt of proposals is 2:00 P.M. EST April 29, 2021.
- 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 Thursday, April 22, 2021.
- 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**

- 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 PROJECT/APPROACH (25 Points):**

- 4.1.1 Narrative describing the technical approach and methodology for meeting the requirements outlined in scope of work that demonstrates the ability to provide the required tasks and deliverables; the Offeror’s approach to and experience with working with the District, community-based organizations and target communities to meet the project goals; and how the Offeror’s response draws upon past experience, industry standards, and best practices in the project approach. While firms may operate on a tested approach it is expected that all deliverables be original and represent a responsiveness to identified needs and expectations of the Office of the State Superintendent of Education (OSSE).

**4.2 TEAM QUALIFICATIONS AND EXPERIENCE (30 Points):**

- 4.2.1 Description of the team qualifications with at least a minimum of 5 years of experience, including the designated project manager; the Offeror’s demonstrated excellence in editing, communication skills with diverse audiences and target communities, and ability to design and implement effective and strategic advertising, digital (multi-platform) campaigns, and grassroots campaigns; the Offeror’s demonstrated experience converting in-person communication strategy to remote strategy, and converting in-person events to virtual events; the Offeror’s demonstrated experience with and the ability to collaborate with cross-sector teams and municipal government agencies / programs to synthesize the work into a cohesive

communications strategy that is specific to this project’s target communities; and demonstrated added value of any proposed subcontractors.

**4.3 PAST EXPERIENCE (25 Points):**

**4.3.1** The Offeror shall provide a narrative with at least 5 years of experience that describes their past project experience(s) along with 2 years of experience executing virtual conferences for a minimum of 1,000 participants that highlights similarities between it and the scope of work and included in this solicitation which demonstrates experience for completed projects of similar size and scope.

**4.3.2** The Offeror shall provide a minimum of 3 completed Past Performance Questionnaire forms for contracts of similar scope.

**4.4 PRICE (20 Points):**

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:

$$\frac{\text{Lowest price proposal}}{\text{Price of proposal being evaluated}} \times 20 \text{ weight} = \text{Evaluated price score}$$

**5. PROPOSAL ORGANIZATION AND CONTENT**

- 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 25 pages.
- 2) The Offeror shall label each attachment, i.e., “Technical Proposal,” and “Price Proposal.”
- 3) Offerors shall complete, sign and submit all Representations, Certifications and Acknowledgments as appropriate.
- 4) The District will reject any offer that fails to include a subcontracting plan that is required by law.
- 5) Offerors shall submit their full proposal using the following structure, organized by section:
  - a) **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 solicitation Doc number.
  - b) Table of Contents
  - c) Executive Summary

- 6) The Offeror shall submit Technical Proposal responses in the same sequence as the sections are organized and listed in Attachment A (SOW) of this solicitation. Please note, the Offeror shall provide a detailed description of all services as stated by the District in Attachment A (SOW). Proposals shall be fully responsive to each of the stated /requested requirements.
- 7) The Offeror shall provide proposed staffing plan and qualifications of the proposed personnel for this solicitation as listed in Attachment A (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. The plan should include descriptions of the individual staff person's proven results with the skills and experience described in section 4.2, attaching examples as relevant.
- 8) The Offeror shall submit a minimum of two (3) references within the last five (5) years that can attest to their ability to provide the skills and services proposed in this RFTOP, and a short paragraph describing why the scope of the project done for the reference is similar in size and scope to this RFTOP.
- 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. CERTIFICATES OF INSURANCE**

- 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 A, Section C.7 of the SOW to:

Tamera Anderson, Senior Contracting Officer  
Office of Contracting and Procurement  
Address: 1050 1<sup>st</sup> Street, NE 3<sup>rd</sup> floor, Washington DC 20002  
Telephone: (202) 258-0625  
Re: CW90610

## **7. EVALUATION FOR AWARD**

- 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.

2) The Technical Rating Scale is as follows:

<b><u>Numeric Rating</u></b>	<b><u>Adjective</u></b>	<b><u>Description</u></b>
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.

- 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.
- 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.
- 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

**8. TERM OF THE CONTRACT**

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

**9. DELIVERY**

**Aryan Bocquet**  
**Office of the State Superintendent of Education**  
**1050 1<sup>st</sup> Street NE, 3<sup>rd</sup> Floor**  
**Washington, DC 20002**  
**202-727-9306**  
[arvan.bocquet@dc.gov](mailto:arvan.bocquet@dc.gov)

**10. COMPENSATION AND PAYMENT**

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:
  - "Payment shall be made upon completion, acceptance and receipt of the following deliverables in accordance with Sections B.3 (see attachment A);" and
- c) Presentation of a properly executed invoice.

**11. INVOICE SUBMITTAL**

- a) The Contractor shall create and submit payment requests in an electronic format through the DC Vendor Portal, <https://vendorportal.dc.gov>.
- b) The Contractor shall submit proper invoices on a monthly basis or as otherwise specified in the executed task order.
- c) 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.

**12. 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:

Tamera Anderson  
Office of Contracting and Procurement  
Address: 1050 1<sup>st</sup> Street, NE 3<sup>rd</sup> floor, Washington DC 20002  
Telephone: (202) 258-0625  
E-mail address: [tamera.anderson@dc.gov](mailto:tamera.anderson@dc.gov)

**13. AUTHORIZED CHANGES BY THE CONTRACTING OFFICER**

- 13.1 The CO is the only person authorized to approve changes in any of the requirements of this contract.
- 13.2 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.
- 13.3 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.

**14. 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:

- 14.1 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;
- 14.2 Coordinating site entry for staffing personnel, if applicable;
- 14.3 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;
- 14.4 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
- 14.5 Maintaining a file that includes all contract correspondence, modifications, records of inspections (site, data, equipment) and invoice or vouchers.

**14.6** The address and telephone number of the CA is:

**Aryan Bocquet**  
**Office of the State Superintendent of Education**  
**1050 1<sup>st</sup> Street NE, 3<sup>rd</sup> Floor**  
**Washington, DC 20002**  
**202-727-9306**  
[aryan.bocquet@dc.gov](mailto:aryan.bocquet@dc.gov)

**14.7** 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.

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

**15. ATTACHMENTS**

Attachment A – Statement of Work

Attachment B – Price Schedule



# ATTACHMENT A

## OFFICE OF THE STATE SUPERINTENDENT OF EDUCATION MY SCHOOL DC CONTRACTING AND PROCUREMENT STATEMENT OF WORK

### C.1 SCOPE:

This Request for Task Order Proposal (“RFTOP”) is to establish a contract between the Office of the State Superintendent for Education (“OSSE”) and an experienced marketing and communications firm to promote the My School DC common application and lottery to families for the 2022-23 school year. My School DC seeks to promote the lottery through media (i.e., radio, television, transit, print, and digital) and grassroots strategies (direct outreach to families, business establishments, nonprofits, and other organizations that serve our target communities). The vendor must have experience planning, managing, and executing successful local “call to action” advertising and grassroots campaigns with proven results in the District of Columbia that focus on reaching language minority families (specifically families that speak Spanish, Amharic, French, Chinese, and Vietnamese) and at-risk families primarily in wards 1, 4, 5, 7, and 8.

The My School DC lottery application period for the 2022-23 school year kicks off on December 11, 2021 with EdFEST – the District’s annual public-school fair. The lottery application opens on December 13, 2021 and closes on March 1, 2022. The common enrollment deadline for students that receive a match in the lottery is May 2, 2022. The application for students who miss the lottery deadlines opens on February 2 for grades 9-12 and March 2 for all grades.\* The outreach campaign must be executed within the October 1 – May 2 timeframe. Once awarded, the contract will commence immediately. The project period will not extend beyond September 30, 2022 with the possibility to exercise option years for future lottery cycles. The selected vendor will report directly to the Director of Partnerships and Engagement at My School DC.

*\*The dates for the 2022-23 school year lottery are approximate and subject to change.*

### C.2 APPLICABLE DOCUMENTS

The following documents are applicable to this procurement and are hereby incorporated by this reference:

Item No.	Document Type	Title	Date
0001	Legislation	Fiscal Year 2015 Budget Support Act of 2014; Subtitle F: Establishment of the Common Lottery Board Link: <a href="https://lims.dccouncil.us/downloads/LIMS/31515/Signed_Act/B20-0750-SignedAct.pdf">https://lims.dccouncil.us/downloads/LIMS/31515/Signed_Act/B20-0750-SignedAct.pdf</a>	September 23, 2014

0002	School Directory Booklet	<p>My School DC School Directory</p> <p>English version:  <a href="https://drive.google.com/file/d/1Hxjc5dhzLDansoy1abR8nizvjoawzbFF/view?usp=sharing">https://drive.google.com/file/d/1Hxjc5dhzLDansoy1abR8nizvjoawzbFF/view?usp=sharing</a></p> <p>Spanish version:  <a href="https://drive.google.com/file/d/1gZ6XgLT0cBSctDBTQwmzfopDXkH45Ind/view?usp=sharing">https://drive.google.com/file/d/1gZ6XgLT0cBSctDBTQwmzfopDXkH45Ind/view?usp=sharing</a></p>	December 2020
0003	Pamphlet	<p>Guide to My School DC</p> <p>English version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Guide%20to%20My%20School%20DC%20%28ENG%29_version1.13.21.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Guide%20to%20My%20School%20DC%20%28ENG%29_version1.13.21.pdf</a></p> <p>Spanish version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Guide%20to%20My%20School%20DC%20%28SPA%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Guide%20to%20My%20School%20DC%20%28SPA%29.pdf</a></p> <p>Amharic version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Guide%20to%20My%20School%20DC%20%28AMH%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Guide%20to%20My%20School%20DC%20%28AMH%29.pdf</a></p>	November 2020
0004	Business Card	My School DC Business Card	November 2020
0005	Flyer	<p>My School DC Key Dates Flyer</p> <p>English version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28ENG%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28ENG%29.pdf</a></p> <p>Spanish version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28SPA%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28SPA%29.pdf</a></p> <p>Amharic version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28AMH%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28AMH%29.pdf</a></p> <p>French version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28FR%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28FR%29.pdf</a></p> <p>Chinese version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28CHI%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28CHI%29.pdf</a></p>	October 2020

		<p>Vietnamese version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28VIET%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/SY21-22%20Key%20Dates%20Flyer%20%28VIET%29.pdf</a></p>	
0006	Handout	<p>Questions by Parents for Parents  English version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/MSDC%20Parent%20Question%20Set%20%28ENG%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/MSDC%20Parent%20Question%20Set%20%28ENG%29.pdf</a>  Spanish version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28SPA%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28SPA%29.pdf</a>  Amharic version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28AMH%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28AMH%29.pdf</a>  French version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28FR%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28FR%29.pdf</a>  Chinese version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28CHI%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28CHI%29.pdf</a>  Vietnamese version:  <a href="https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28VIET%29.pdf">https://www.myschooldc.org/sites/default/files/dc/sites/myschooldc/page/attachments/MSDC%20Parent%20Question%20Set%20%28VIET%29.pdf</a></p>	October 2020
0007	PDF Guide	My School DC Partner Toolkit	October 2020
0008	Results Letter	My School DC Results Letter	March 2021
0009	Program	EdFEST Program	December 2019
0010	Promotional Postcard	EdFEST Postcard	December 2020
0011	Promotional Poster	EdFEST Poster	December 2020
0012	Website and Social Media Graphics	EdFEST Graphics	December 2020
0013	Website Graphics	Website Carousel Images	December 2020
0014	Videos	<p>Informational Campaign Videos  Link: <a href="https://www.youtube.com/c/MySchoolDC">https://www.youtube.com/c/MySchoolDC</a></p>	December 2019

### C.3 DEFINITIONS

These terms when used in this RFP have the following meanings:

**DCPS:** District of Columbia Public Schools (DCPS) is the local, traditional public-school system of Washington, DC. All DCPS schools are free to DC residents.

**EdFEST:** EdFEST is the District’s only citywide public-school fair for grades PK3-12, which serves as the kick-off to the annual lottery process and an opportunity for families to learn about their public-school options. EdFEST is a cross-sector event and showcases all My School DC participating schools – both DCPS and charter.

**In-boundary school:** An in-boundary school (also called a neighborhood school) is a DCPS school that a student has a right to attend based on where the student lives for grades K-12. The school district has attendance zones (boundary lines), and each student is assigned to an in-boundary school based on those lines. Families seeking to send their children to their in-boundary school for grades PK3 and PK4 must submit a My School DC lottery application.

**My School DC Common Lottery:** The My School DC common lottery is a single, random lottery that determines placement for new students at all participating schools.

**My School DC Lottery Application:** The My School DC lottery application is a single, online application families must use to apply for participating public charter schools (PK3–12); DCPS out-of-boundary schools (PK3–12); all DCPS PK3 and PK4 programs, including applicants’ in-boundary schools; and DCPS selective citywide high schools (9–12). The My School DC lottery application is available in English and Spanish. Application guides are available to download in Amharic, Chinese, Vietnamese, and French.

**Out-of-boundary school:** An out-of-boundary school is any DCPS school that is not the student’s right-to-attend school.

**Participating school:** A DCPS or public charter school that has agreed to be part of My School DC. All DCPS schools and most public charter schools participate.

**Public Charter School:** DC public charter schools are public, tuition-free, open to all students, and they do not have selective entrance requirements. Public charter schools are independent from DCPS (the traditional public-school system). The DC Public Charter School Board (PCSB) oversees, but does not manage, the schools.

**Selective citywide high school:** A selective citywide high school is a high school with no boundary. DCPS has six selective citywide high schools that admit students based on specific criteria, or eligibility requirements. Anyone can apply to these schools, but only students who meet a selective high school’s requirements will be eligible to attend that school. Students applying to one or more DCPS selective citywide high schools must complete an additional section of the My School DC application.

## **C.4 BACKGROUND**

### **My School DC Application and Lottery**

My School DC is the common application and public-school lottery for DC Public Schools (“DCPS”) and participating DC public charter schools (PK3 – Grade 12). The single, random lottery determines placement for new students at all participating schools. With over 200 public school options, My School DC simplifies the process for families and schools (students can apply to up to 12 schools on one application), matches students with schools they want most (students rank their schools in order of preference on their application), and maximizes the number of students who are matched with a school they choose (no student will be offered more than one space, which allows more students to be matched with schools). Participating schools can only accept the My School DC application, which is an online-only application available at MySchoolDC.org.

The My School DC lottery is a random lottery (not first come, first served) so applicants have until the date of their respective deadline to apply. The deadlines are: February 1 (Grades 9-12), and March 1 (PK3 – Grade 8). Families have the best chance of getting matched to a school of their choice by participating in the lottery and not waiting for the post-lottery application period when the majority of available seats have already been assigned. The post-lottery application period also reverts to “first come, first served”.

### **Statistics and Demographics**

My School DC expects 25,000+ lottery applications annually and receives the majority of its applications for entry (PK3 and PK4) and transition grades (Grades 6, 9). The distribution of applicants by ward of residence mirrors overall public-school enrollment numbers, which My School DC seeks to maintain. Eight percent (8%) of the lottery applicant pool identifies Spanish as their preferred language with Amharic being the second most selected non-English language on the application. Sixty percent (60%) of our lottery applicant pool is considered “at-risk,” a percentage My School DC seeks to increase to achieve parity between at-risk and non-at-risk applicants that apply by the lottery application deadlines.

### **Campaign Objectives**

There are eight overall campaign goals:

- 1) Execute EdFEST with at least 5,000 attendees and a 92% satisfaction rate;
- 2) Increase overall use of digital resources by families, students, partners, and schools;
- 3) Overcome technology and language barriers with outreach approaches and materials;
- 4) Maintain 90% retention of existing partnerships.
- 5) Increase overall lottery applications submitted by the deadlines to 80% or more, and by at-risk students to 65%;
- 6) Support families of at-risk students and students with disabilities in their understanding of where and how to apply;
- 7) Maintain ward parity of public-school enrollment to lottery applicant pool within 2%; and
- 8) Help families successfully enroll in a timely manner.

## **Communication Objectives**

There are six overall communication objectives that support the attainment of My School DC's campaign goals:

- 1) Drive families to MySchoolDC.org and the My School DC Hotline;
- 2) Emphasize to families the application's ease of use, upcoming deadlines, and the importance of researching schools in advance to find the best fit schools for their child;
- 3) Use zip code and other demographic data (e.g., Census data, EdScape data) to reach key audience segments, particularly families with school-aged children living in Wards 1, 4, 5, 7 and 8;
- 4) Place integrated media buys with targeted broadcast (radio and TV), transit, print, and digital to reach target communities;
- 5) Increase digital presence (paid and organic); and
- 6) Leverage media buy to heighten awareness of grassroots events.

## **C.5 REQUIREMENTS**

### **C.5.1 The Contractor shall provide the following services: Produce EdFEST**

**C.5.1.1** The Contractor shall develop, promote, and execute an event for 200+ exhibitors and 5,000+ attendees expected to take place in December of each year, and shall reduce the plan to writing in a detailed project plan.

**C.5.1.1.1** The Contractor shall follow all COVID-19 public health guidelines and be able to execute a virtual event, hybrid event, or multiple day attendance limited event adhering to any social distancing requirements there may be at the time of the event execution.

**C.5.1.2** The Contractor shall negotiate and coordinate all event-related business with the venue, which has historically been the DC Armory or Washington Convention Center or, if a virtual event, with the virtual platform vendor.

**C.5.1.3** The Contractor shall set a kickoff meeting with My School DC staff to set expectations for EdFEST promotion, overall campaign expectations, and metrics to track.

**C.5.1.4** The Contractor shall track and report all metrics related to event promotion and success

### **C.5.2 The Contractor shall provide the following services: Outreach material**

**C.5.2.1** The Contractor shall develop, design, translate and print all collateral for all My School DC outreach campaigns as described in C.2.

- C.5.2.2 The Contractor shall produce and print mailers, including annual results mailing to applicants.
- C.5.2.3 The Contractor shall protect data integrity and privacy of personally identifiable information pursuant to Data Sharing Agreements with OSSE.

**C.5.3 The Contractor shall provide the following services: Media Placement and Grassroots Campaign Plans**

- C.5.3.1 The Contractor shall develop and implement a comprehensive communications plan that includes media outlets, “on the ground” placement locations, and flight dates and integrates all of the traditional and digital advertising planned for the campaign.
- C.5.3.2 The Contractor shall develop and implement a grassroots campaign plan that includes a human and fiscal resources plan (i.e., hiring grassroots team and purchasing equipment to support the campaign’s strategies), key metrics, and strategies to goals aligned to the lottery application and enrollment timeline, such as collection of contact (“commit”) cards in target wards, phone banking, and events with partner organizations.

**C.5.4 The Contractor shall provide the following services: Broadcast Advertisement Placement**

- C.5.4.1 The Contractor shall negotiate and purchase radio and TV spots at broadcast outlets that reach target communities from November 2021 through March 2022.
- C.5.4.2 The Contractor shall develop production schedule highlighting program deadlines and the hotline, with tailored messaging for target communities. The first broadcasts should begin no later than December 1, 2021.
- C.5.4.3 The Contractor shall develop weekly tweets, Facebook, and Instagram posts for radio and TV websites.
- C.5.4.4 The Contractor shall develop web banners for radio and TV websites as necessary.

**C.5.5 The Contractor shall provide the following services: Transit Advertisement Placement**

- C.5.5.1 The Contractor shall negotiate and purchase bus placements (interior and exterior ads) and Metro station dioramas that will gather impressions in target areas from November 2021 through March 2022.

**C.5.5.2** The Contractor shall identify bus routes and metro stations in target areas and develop schedule for deployment.

**C.5.6 The Contractor shall provide the following services: Digital Advertisement Placement**

**C.5.6.1** The Contractor shall identify target communities in Google, Facebook, Instagram, Twitter, and YouTube.

**C.5.6.2** The Contractor shall develop schedule for digital ad placements on Google, Facebook, Instagram, Twitter, and YouTube.

**C.5.6.3** The Contractor shall develop social media ads in English and Spanish.

**C.5.7 The Contractor shall provide the followings services: Final Reports**

**C.5.7.1 Report on media campaign**

**C.5.7.1.1** The Contractor shall provide a summary of total advertising impressions and added value, including CTR from digital advertising, in comparison to industry standards.

**C.5.7.1.2** The Contract shall provide a summary of increase in “likes,” “follows,” and “subscribers” on social media accounts in comparison to industry standard.

**C.5.7.1.3** The Contractor shall provide a breakdown of impressions for each key demographic, including summary of language minority applicants by language group and applicants by ward.

**C.5.7.1.4** The Contractor shall provide screenshots of digital coverage that performed the best.

**C.5.7.1.5** The Contractor shall provide recommendations of what worked well and what can be modified for the following year’s campaign, including evaluation of media outlets used by target community.

**C.5.7.2 Report on grassroots campaign**

**C.5.7.2.1** The Contractor shall provide a summary of overall results and outcomes, including key metrics.

**C.5.7.2.2** The Contractor shall provide a summary of strategies used and outcomes, including key metrics.



**C.5.7.2.3** The Contractor shall provide recommendations of what worked well, what can be modified, and what can be discontinued / added for the following year’s campaign.

**C.5.8 Language Services**

**C.5.8.1** Provide written translation in, at minimum, Spanish, Amharic, French, Vietnamese, and simplified Chinese.

**C.5.8.2** Provide oral interpretation services in, at minimum, Spanish, Amharic, French, Vietnamese, and Mandarin. Interpretation services are to include consecutive interpretation, simultaneous interpretation, and sight translation.

**C.5.9 QUALIFICATIONS AND EXPERIENCE REQUIRED**

**C.5.9.1** The Contractor shall have at least 5 years in the marketing and communications industry related to education to ensure acceptable services.

**C.5.9.2** The Contractor shall have at least 5 years of demonstrable experience promoting and executing citywide events drawing more than 4,000 attendees.

**C.5.9.3** The Contractor shall have at least 2 years of experience in executing large virtual event of more than 1000 attendees/participants.

**C.5.9.4** The Contractor shall have at least 5 years of demonstrable experience communicating complex data in reports and presentations to a wide variety of stakeholders.

**C.5.9.5** The Contractor shall have at least 5 years of demonstrable experience working with at-risk communities in DC.

**C.5.9.6** The Contractor shall have at least 5 years of demonstrable experience working with non-English speaking communities in DC.

**C.6 DELIVERABLES**

The Contractor shall perform the activities required to successfully complete the District's requirements and submit each deliverable to the Contract Administrator (CA) or authorized designee identified in accordance with the following:

<b>CLIN</b>	<b>Deliverable</b>	<b>Qty.</b>	<b>Format/Method of Delivery</b>	<b>Due Date</b>
0001	Kickoff meeting with My School DC (See C.5.1.3)	1	Meeting	Within two days of contract award

0002	EdFEST project plan (See C.5.1.1)	1	Google spreadsheet	Within two weeks of contract award, no later than 9/30/21 (FY21)
0003	Traditional and digital advertising project plan (See C.5.3.1)	1	Google spreadsheet	Within four weeks of contract award, no later than 9/30/21 (FY21)
0004	Update design of EdFEST (See C.5.1.1)	1	Electronic delivery, .pdf or other digital file format	Within five weeks of contract award, no later than 9/30/21 (FY21)
0005	Promote EdFEST (See C.5.1.1)	1	Secure grassroots, broadcast, transit, digital, and traditional media ad placements for the event.	Within six weeks of contract award, no later than 9/30/21 (FY21)
0006	Update and print collateral (See C.5.2)	1	Provide updated versions of printed materials described in C.2 table	Within six weeks of contract award, no later than 9/30/21 (FY21)
0007	Purchase initial marketing materials (See C.5.2)	1	Provide updated materials for swag and giveaways described in C.2 table	Within six weeks of contract award, no later than 9/30/21 (FY21)
0008	Deliver initial marketing materials (See C.5.2)	1	Various, as specified in SOW for second task order	11/15/21 (FY22)
0009	Produce and deliver directories (See C.2 and C.5.2.1)	1	Paper copies delivered via messenger	12/12/21 (FY22)
0010	Promote and produce EdFEST (See C.2 and C.5.1)	1	Various, as specified in SOW for second task order	12/12/21 (FY22)
0011	Traditional advertising – Lottery (See C.5.3.1, C.5.4, and C.5.5.)	1	Various, as specified in SOW for second task order	3/2/21 (FY22)
0012	Digital advertising – Lottery and Post-lottery (See C.5.6)	1	Various, as specified in SOW for second task order	6/1/22 (FY22)
0013	Field Campaign – Learn Phase (See C.5.3.2)	1	Various, as specified in SOW for second task order	3/2/22 (FY22)
0014	Field Campaign – Apply Phase (See C.5.3.2)	1	Various, as specified in SOW for second task order	3/2/22 (FY22)
0015	Field Campaign – Enroll Phase (See C.5.3.2)	1	Various, as specified in SOW for second task order	5/2/22 (FY22)
0016	Language Services (See C.5.8)	1	Various, as specified in SOW for second task order	6/1/22 (FY22)
0017	Produce lottery results letter (See C.2)	1	Paper, via US Mail	4/6/22 (FY22)
0018	Complete all final reports (See C.5.7)	1	Word Document and .pdf	3/30/22 (FY22)

## C.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. The Contractor shall require all of its subcontractors to carry the same insurance required herein.

All required policies 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 Grantee and subcontractors.

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 per 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 this paragraph 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. This insurance requirement will be considered met if the general liability insurance includes an affirmative cyber endorsement for the required amounts and coverages.
5. Professional Liability Insurance (Errors & Omissions) - The Contractor shall provide Professional Liability Insurance (Errors and Omissions) to cover liability resulting from

any error or omission in the performance of professional services under this Contract. The policy shall provide limits of \$1,000,000 per claim or per occurrence for each wrongful act and \$2,000,000 annual aggregate. The Contractor warrants that any applicable retroactive date precedes the date the Contractor first performed any professional services for the Government of the District of Columbia and that continuous coverage will be maintained or an extended reporting period will be exercised for a period of at least ten years after the completion of the professional services.

6. Sexual/Physical Abuse & Molestation - The Contractor shall provide evidence satisfactory to the Contracting Officer with respect to the services performed that it carries \$1,000,000 per occurrence limits; \$2,000,000 aggregate of affirmative abuse and molestation liability coverage. This insurance requirement will be considered met if the general liability insurance includes an affirmative sexual abuse and molestation endorsement for the required amounts. So called "silent" coverage under a commercial general liability or professional liability policy will not be acceptable.
7. 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) \$1,000,000 per occurrence and \$1,000,000 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.

**B. 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.

- C. 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.

- D. 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.**

- E. 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.

- F. **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.
- G. **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.
- H. **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**

Tamera Anderson, Senior Contracting Officer  
Office of Contracting and Procurement  
Address: 1050 1<sup>st</sup> Street, NE 3<sup>rd</sup> floor, Washington DC 20002  
Telephone: (202) 258-0625  
E-mail address: tamera.anderson@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).

- I. **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.
- J. **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 in the District.

**ATTACHMENT B**

**B.3 Table 1. PRICE SUMMARY**

**B.3.1** The Price Schedule has two components: Fixed Price and Cost Reimbursements.

**B.3.1.1** The Cost Reimbursable CLIN is for Other Direct Costs (ODC) that cannot be estimated with sufficient accuracy. The Contractor must receive pre-approval from the Contract Administrator prior to initiating any activities that are considered ODC. The Contract Administrator will ensure that efficient methods and effective cost controls are used.

**B.3.1.2** ODC will include activities related to successfully completing the requirements of this contract such as, venue rentals and related services; and advertising and printing costs.

**B.3.2 BASE YEAR (12 Months from Date of Award)**

<b>Contract Line Item No. (CLIN)</b>	<b>Description</b>	<b>Qty/Unit</b>	<b>Rate Per Unit</b>	<b>Estimated Total Hours</b>	<b>Total</b>
<b>0001</b>	Project Director	1 hour	\$	50	\$
<b>0002</b>	Project Manager	1 hour	\$	150	\$
<b>0003</b>	Senior Communications Specialist	1 hour	\$	150	\$
<b>0004</b>	Communications Specialist	1 hour	\$	150	\$
<b>0005</b>	Communications Assistant	1 hour	\$	200	\$
<b>0006</b>	Account Executive	1 hour	\$	200	\$
<b>0007</b>	Event Coordinator	1 hour	\$	200	\$
<b>0008</b>	Graphic Designer	1 hour	\$	200	\$
<b>0009</b>	Written Translation (Requirement C.5.8)				
<b>0009.a</b>	Spanish (Requirement C.5.8.1)	1 word	\$		\$
<b>0009.b</b>	Amharic (Requirement C.5.8.1)	1 word	\$		\$

<b>0009.c</b>	French (Requirement C.5.8.1)	1 word	\$		\$
<b>0009.d</b>	Vietnamese (Requirement C.5.8.1)	1 word	\$		\$
<b>0009.e</b>	Simplified Chinese (Requirement C.5.8.1)	1 word	\$		\$
<b>0010</b>	Interpreter Services (Consecutive Interpretation, Simultaneous Interpretation, and Sight Translation) (Requirement C.5.8)				
<b>0010.a</b>	Spanish (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>0010.b</b>	Amharic (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>0010.c</b>	French (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>0010.d</b>	Vietnamese (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>0010.e</b>	Mandarin (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>0011</b>	Other Direct Costs ( <b>must be pre-approved</b> )		<b>Not-to-exceed \$550,000.00</b>		<b>\$550,000.00</b>
Base Year Total Cost (Not to Exceed)					

### B.3.3 OPTION YEAR ONE

<b>Contract Line Item No. (CLIN)</b>	<b>Description</b>	<b>Qty/Unit</b>	<b>Rate Per Unit</b>	<b>Estimated Total Hours</b>	<b>Total</b>
<b>1001</b>	Project Director	1 hour	\$	50	\$
<b>1002</b>	Project Manager	1 hour	\$	150	\$
<b>1003</b>	Senior Communications Specialist	1 hour	\$	150	\$



<b>1004</b>	Communications Specialist	1 hour	\$	150	\$
<b>1005</b>	Communications Assistant	1 hour	\$	200	\$
<b>1006</b>	Account Executive	1 hour	\$	200	\$
<b>1007</b>	Event Coordinator	1 hour	\$	200	\$
<b>1008</b>	Graphic Designer	1 hour	\$	200	\$
<b>1009</b>	Written Translation (Requirement C.5.8)				
<b>1009.a</b>	Spanish (Requirement C.5.8.1)	1 word	\$		\$
<b>1009.b</b>	Amharic (Requirement C.5.8.1)	1 word	\$		\$
<b>1009.c</b>	French (Requirement C.5.8.1)	1 word	\$		\$
<b>1009.d</b>	Vietnamese (Requirement C.5.8.1)	1 word	\$		\$
<b>1009.e</b>	Simplified Chinese (Requirement C.5.8.1)	1 word	\$		\$
<b>1010</b>	Interpreter Services (Consecutive Interpretation, Simultaneous Interpretation, and Sight Translation) (Requirement C.5.8)				
<b>1010.a</b>	Spanish (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>1010.b</b>	Amharic (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>1010.c</b>	French (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>1010.d</b>	Vietnamese (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>1010.e</b>	Mandarin (Requirement C.5.8.2)	1 hour	\$	30	\$

<b>1011</b>	Other Direct Costs <b>(must be pre-approved)</b>		<b>Not-to-exceed \$550,000.00</b>		<b>\$550,000.00</b>
Option Year One Total Cost (Not to Exceed)					

**B.3.4 OPTION YEAR TWO**

Contract Line Item No. (CLIN)	Description	Qty/Unit	Rate Per Unit	Estimated Total Hours	Total
<b>2001</b>	Project Director	1 hour	\$	50	\$
<b>2002</b>	Project Manager	1 hour	\$	150	\$
<b>2003</b>	Senior Communications Specialist	1 hour	\$	150	\$
<b>2004</b>	Communications Specialist	1 hour	\$	150	\$
<b>2005</b>	Communications Assistant	1 hour	\$	200	\$
<b>2006</b>	Account Executive	1 hour	\$	200	\$
<b>2007</b>	Event Coordinator	1 hour	\$	200	\$
<b>2008</b>	Graphic Designer	1 hour	\$	200	\$
<b>2009</b>	Written Translation (Requirement C.5.8)				
<b>2009.a</b>	Spanish (Requirement C.5.8.1)	1 word	\$		\$
<b>2009.b</b>	Amharic (Requirement C.5.8.1)	1 word	\$		\$
<b>2009.c</b>	French (Requirement C.5.8.1)	1 word	\$		\$
<b>2009.d</b>	Vietnamese (Requirement C.5.8.1)	1 word	\$		\$
<b>2009.e</b>	Simplified Chinese (Requirement C.5.8.1)	1 word	\$		\$

<b>2010</b>	Interpreter Services (Consecutive Interpretation, Simultaneous Interpretation, and Sight Translation) (Requirement C.5.8)				
<b>2010.a</b>	Spanish (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>2010.b</b>	Amharic (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>2010.c</b>	French (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>2010.d</b>	Vietnamese (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>2010.e</b>	Mandarin (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>2011</b>	Other Direct Costs ( <b>must be pre-approved</b> )		<b>Not-to-exceed \$550,000.00</b>		<b>\$550,000.00</b>
Option Year Two Total Cost (Not to Exceed)					

### B.3.5 OPTION YEAR THREE

<b>Contract Line Item No. (CLIN)</b>	<b>Description</b>	<b>Qty/Unit</b>	<b>Rate Per Unit</b>	<b>Estimated Total Hours</b>	<b>Total</b>
<b>3001</b>	Project Director	1 hour	\$	50	\$
<b>3002</b>	Project Manager	1 hour	\$	150	\$
<b>3003</b>	Senior Communications Specialist	1 hour	\$	150	\$
<b>3004</b>	Communications Specialist	1 hour	\$	150	\$
<b>3005</b>	Communications Assistant	1 hour	\$	200	\$
<b>3006</b>	Account Executive	1 hour	\$	200	\$

<b>3007</b>	Event Coordinator	1 hour	\$	200	\$
<b>3008</b>	Graphic Designer	1 hour	\$	200	\$
<b>3009</b>	Written Translation (Requirement C.5.8)				
<b>3009.a</b>	Spanish (Requirement C.5.8.1)	1 word	\$		\$
<b>3009.b</b>	Amharic (Requirement C.5.8.1)	1 word	\$		\$
<b>3009.c</b>	French (Requirement C.5.8.1)	1 word	\$		\$
<b>3009.d</b>	Vietnamese (Requirement C.5.8.1)	1 word	\$		\$
<b>3009.e</b>	Simplified Chinese (Requirement C.5.8.1)	1 word	\$		\$
<b>3010</b>	Interpreter Services (Consecutive Interpretation, Simultaneous Interpretation, and Sight Translation) (Requirement C.5.8)				
<b>3010.a</b>	Spanish (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>3010.b</b>	Amharic (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>3010.c</b>	French (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>3010.d</b>	Vietnamese (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>3010.e</b>	Mandarin (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>3011</b>	Other Direct Costs (must be pre-approved)		<b>Not-to-exceed \$550,000.00</b>		<b>\$550,000.00</b>
Option Year Three Total Cost (Not to Exceed)					

**B.3.6 OPTION YEAR FOUR**

<b>Contract Line Item No. (CLIN)</b>	<b>Description</b>	<b>Qty/Unit</b>	<b>Rate Per Unit</b>	<b>Estimated Total Hours</b>	<b>Total</b>
<b>4001</b>	Project Director	1 hour	\$	50	\$
<b>4002</b>	Project Manager	1 hour	\$	150	\$
<b>4003</b>	Senior Communications Specialist	1 hour	\$	150	\$
<b>4004</b>	Communications Specialist	1 hour	\$	150	\$
<b>4005</b>	Communications Assistant	1 hour	\$	200	\$
<b>4006</b>	Account Executive	1 hour	\$	200	\$
<b>4007</b>	Event Coordinator	1 hour	\$	200	\$
<b>4008</b>	Graphic Designer	1 hour	\$	200	\$
<b>4009</b>	Written Translation (Requirement C.5.8)				
<b>4009.a</b>	Spanish (Requirement C.5.8.1)	1 word	\$		\$
<b>4009.b</b>	Amharic (Requirement C.5.8.1)	1 word	\$		\$
<b>4009.c</b>	French (Requirement C.5.8.1)	1 word	\$		\$
<b>4009.d</b>	Vietnamese (Requirement C.5.8.1)	1 word	\$		\$
<b>4009.e</b>	Simplified Chinese (Requirement C.5.8.1)	1 word	\$		\$
<b>4010</b>	Interpreter Services (Consecutive Interpretation, Simultaneous Interpretation, and Sight Translation) (Requirement C.5.8)				

<b>4010.a</b>	Spanish (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>4010.b</b>	Amharic (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>4010.c</b>	French (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>4010.d</b>	Vietnamese (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>4010.e</b>	Mandarin (Requirement C.5.8.2)	1 hour	\$	30	\$
<b>4011</b>	Other Direct Costs ( <b>must be pre-approved</b> )		<b>Not-to-exceed \$550,000.00</b>		<b>\$550,000.00</b>
Option Year Four Total Cost (Not to Exceed)					