

GOVERNMENT OF THE DISTRICT OF COLUMBIA REQUEST FOR TASK ORDER PROPOSALS <i>Offeror to complete blocks 12, 15, 18A, 22, 23, 29A, 29B & 29C</i>				1. REQUISITION NUMBER RK		Page of Pages 1 of 9	
2. TASK ORDER AGREEMENT NO. <i>See Task Order After Award</i>		3. Award/Effective Date <i>See Block 30C of Task Order After Award</i>	4. CONTRACT NUMBER <i>Contractor's Media, Marketing and Public Information Services DCSS Contract</i>	5. Solicitation No. DCCB-2019-T-0002		6. SOLICITATION ISSUE DATE November 8, 2018	
7. FOR SOLICITATION INFORMATION CONTACT: emma.clark@dc.gov		A. NAME OAG.businessopportunities@dc.gov		B. TELEPHONE (No Collect Calls) 202.724.4076		8. OFFER DUE DATE: 10:00 A.M. November 19, 2018	
9. ISSUED BY Office of the Attorney General Support Services Division/Procurement Unit 441 4th Street NW, Suite 1100 South Washington, DC 20001-2714			10. THIS ACQUISITION IS <input type="checkbox"/> UNRESTRICTED <input checked="" type="checkbox"/> SET ASIDE <u>100%</u> FOR <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> SMALL DISADV. BUS. <input type="checkbox"/> 8(A) <input type="checkbox"/> GSA <input checked="" type="checkbox"/> DCSS SIC: SIZE STANDARD:	11. DELIVERY FOB DESTINATION UNLESS BLOCK BELOW IS MARKED <input checked="" type="checkbox"/> SEE SCHEDULE <input type="checkbox"/> 13. RESERVED	12. PAYMENT DISCOUNT TERMS Net 30 days _____% ____ days		
15. CONTRACTOR / OFFEROR <i>Completed by DCSS Contractor (Include name, address, phone, fax, email)</i>			16. PAYMENT WILL BE MADE BY Office of Finance and Resource Management Attn: Accounts Payable 441 4th Street NW, Suite 890 North Washington, DC 20001-2714				
15.A DUNS CODE		15.B TAX ID NO.					
17. DELIVER TO Office of the Deputy Attorney General Communication Division 441 4th Street NW, Suite 650 North Washington, DC 20001-2714			18. ADMINISTERED BY Same as Block 17				
18.A. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER <input type="checkbox"/>				18.B SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 16 UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY (Estimated)	22. UNIT	23. UNIT PRICE	24. AMOUNT (21X23)
	The Office of the Attorney General (OAG) for the District of Columbia is seeking a contractor to design and print its 2018 Annual Report in accordance with the Statement of Work (SOW) on pages 3-4. See PRICE SCHEDULE ON PAGE 2.						
25. ACCOUNTING AND APPROPRIATION DATA ENCUMBRANCE CODE: See FY19 PO _____					26. TOTAL AWARD AMOUNT (For Govt. Use Only)		
26. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN AN ORIGINAL AND 2 COPIES TO THE ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL PAGES SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.				28. AWARD OF CONTRACT: REFERENCE YOUR OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5) INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:			
29A. SIGNATURE OF OFFEROR /CONTRACTOR			30A. DISTRICT OF COLUMBIA (SIGNATURE OF CONTRACTING OFFICER)				
29B. NAME AND TITLE OF SIGNER (Type or Print)		29C. DATE SIGNED	30B. NAME OF CONTRACTING OFFICER (Type or Print)			30C. DATE SIGNED	

PRICE SCHEDULE

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY (Estimated)	22. UNIT	23. UNIT PRICE	24. AMOUNT (21X23)
	Design and printing of 2018 OAG Annual Report in accordance with the Statement of Work (SOW) on pages 3-4.				
0001	Meet with Communication Team to discuss design of report and establish internal deadlines	1	Job	\$_____	\$_____
0002	3 cover designs with no less than 3 iterations of edits	1	Job	\$_____	\$_____
0003	3 internal page designs with no less than 3 iterations of edits	1	Job	\$_____	\$_____
0004	Layout of fully designed report with no less than 3 iterations of edits	1	Job	\$_____	\$_____
0005 ¹	Printing & Delivery of 3,000 16 to 20-page final reports	1	Job	\$_____	\$_____
0006 ²	Printing and mailing of 16,000 copies of 16 to 20-page reports to District residents	1	Job	\$_____	\$_____
0007 ³	Printing & Delivery of 3,000 20 to 24-page final reports	1	Job	\$_____	\$_____
0008 ⁴	Printing and mailing of 16,000 copies of 20 to 24-page reports to District residents	1	Job	\$_____	\$_____
0009	Delivery of one PDF of final report			Not Separately Priced	

¹ The agency has not made a decision on the number of pages for this booklet. A final decision will be made based on the cost presented for line items 0005 through 0007.

² The agency has not made a final decision on the number of pages for this booklet. A final decision will be made based on the cost presented for line items 0005 through 0007.

³ The agency has not made a final decision on the number of pages for this booklet. A final decision will be made based on the cost presented for line items 005 through 0007.

⁴ The agency has not made a final decision on the number of pages for this booklet. A final decision will be made based on the cost presented for line items 0005 through 0007.

STATEMENT OF WORK
FY18 Annual Report
RFTOP No. DCCB-2019-T-0002

B.1 SCOPE:

OAG is the chief legal office of the District of Columbia, charged with enforcing the laws of the District in a manner that is in the public's interest. OAG provides the District government with high quality legal advice, defends the city in all lawsuits, promotes public safety by prosecuting crimes and deterring public nuisances, and protects the city's most vulnerable residents.

The Office of the Attorney General for the District of Columbia (OAG) is seeking a contractor to design and print its 2018 Annual Report. The contractor will be responsible for the overall graphic design, report layout, and printing of final product. This report will help District residents understand how OAG is fulfilling its statutory obligations and furthering its policy goals. It will also inform residents how they can access OAG's services.

B.1.1 Applicable Documents

N/A

B.1.2 Definitions

N/A

B.2 BACKGROUND

The Office of the Attorney General (OAG) works to protect and defend District residents, enforce District laws, and provide legal advice to D.C. government agencies. The Office of the Attorney General is focused on improving the lives of District residents in several areas, including:

- Data-driven reforms to the juvenile justice system.
- Protecting consumers from fraud, scams, and harmful business practices.
- Preserving affordable housing and protecting renters in communities across the District.
- Advancing democracy and safeguarding public integrity.

B.3 REQUIREMENTS

- B.3.1 Kick-off Meeting with Contractor & Communications Team:** The contractor will meet with Communications Team and Chief of Staff no less than one time prior to design of cover and layout to discuss branding and overall look and feel of the report. The meeting will also establish internal deadlines for an anticipated delivery of final PDF report by COB on 01/14/19.
- B.3.2 Design & Layout Requirements:** Official OAG branding elements, report text, report data, and photos of the Attorney General and OAG events will be provided by OAG staff. The contractor will design infographics and creative representations of OAG data in consultation with OAG staff for any graphic representations throughout the report. During the layout process, the contractor may find there are long sections of text that need to be enhanced by visuals. The photos needed to enhance the layout of the rest of the report (i.e. Policy concepts like “Internet Security” or photos of the D.C. City Hall) will be acquired by OAG staff at the request of the contractor.
- B.3.3 Cover Design:** The contractor will design three front cover mock-ups and present to OAG for feedback and selection of one of the design directions. The contractor will work with OAG staff to edit no less than three iterations of the front cover after a design direction is chosen.
- B.3.4 Internal Pages Design:** The contractor will design three mock-up internal page designs for a typical page in the report and present to OAG for feedback and selection of one of the design directions. The contractor will work with OAG staff to edit no less than three iterations of the internal page design after a design direction is chosen.
- B.3.5 Report Layout:** The contractor will incorporate the cover design and internal page design to lay out a report that is attractive and engaging. The contractor will work with OAG staff to review no fewer than three iterations of fully laid out drafts of the final report. The broad outline of the report is likely to include the following parts, but not limited to:
- B.3.6 Front Cover:** A front cover including the OAG logo, a photo of Attorney General Racine, the title and date of the report, and design elements complementary to OAG Branding.
- B.3.7 Introduction from Attorney General Racine:** This page will be a letter from Attorney General Racine speaking about standing up an independent agency, progress on policy priorities, and a vision for the agency moving forward. This page will include Attorney General Racine’s headshot and signature as provided by OAG staff.
- B.3.8 Mission, Employee Thanks, and Table of Contents:** This page will have brief text about OAG’s mission and values. **Community Engagement and Legislative Corner:** This section will outline the work done by our Community Engagement team and the legislation OAG has introduced. **Comprehensive By-the-Numbers Page:** Visually

dynamic presentation of statistics from both the “Serving the People” and “Making Government Work” sections. **Main content divided into two sections—Serving the People & Making Government Work:** Each topic area will include narrative text and a photograph, chart or an infographic (suggested images and data for charts/infographics will be provided by OAG). **Connect with OAG:** A page with a list of services that OAG provides and information about how residents can access these services. **Back Cover:** A back cover that includes design elements complementary to OAG branding, the OAG logo, and contact information for OAG.

C. PERIOD OF PERFORMANCE

C.1 Term of Task Order

The term of the task order shall be for a period of three months from date of award specified on the cover page of the task order.

D. CONTRACT ADMINISTRATION DATA

D.1 Contracting Officer (CO)

D.1.1 Contracts may be entered into and signed on behalf of the District only by contracting officers. The name, address and telephone number of the Contracting Officer is:

Emma Clark
Contracting Officer
Office of the Attorney General
Support Services Division/Procurement Unit
441 4th Street NW, Suite 1100 South
Washington, DC 20001

Email : oag.businessopportunities@dc.gov
Phone : 202.724.4076 Fax : 202.741.8925

D.1.2 The Contracting Officer is the only person authorized to approve changes in any of the requirements of this contract.

D.1.3 The Contractor 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 Contracting Officer.

D.1.4 In the event the Contractor effects any change at the instruction or request of any person other than the Contracting Officer, 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.

D.2 Contract Administrator

D.2.1 The Contract Administrator (CA) is responsible for general administration of the contract and advising the Contracting Officer as to the Contractor's compliance or noncompliance with the contract. In addition, the CA is responsible for the day-to-day monitoring and supervision of the contract, of ensuring that the work conforms to the requirements of this contract and such other responsibilities and authorities as may be specified in the contract. The CA for this contract is:

Andrew Phifer
Public Affairs Specialist
Office of the Attorney General for the District of Columbia
441 4th Street NW
Suite 1100S
Washington, DC 20001
202.741.7652 (desk)
202.412.8003 (mobile)
202.730.1800 (fax)
andrew.phifer@dc.gov

D.2.2 The CA shall not have authority to make any changes in the specifications or scope of work or terms and conditions of the contract.

D.2.3 The Contractor may be held fully responsible for any changes not authorized in advance, in writing, by the Contracting Officer; may be denied compensation or other relief for any additional work performed that is not so authorized; and may also be required, at no additional cost to the District, to take all corrective action necessitated by reason of the unauthorized changes.

E. PRICE PROPOSAL INSTRUCTIONS

E.1 The task order proposal shall consist of two separate parts: Technical and Price and marked: "**Task Order Proposal in response to Solicitation No. DCCB-2019-T-0002, 2018 Annual Report.**"

E.2 All proposals must be formatted on 8.5" by 11" paper, typewritten and submitted electronically by email in PDF format to oag.businessopportunities@dc.gov no later than the date specified in block 8 on page 1 of this solicitation.

E.3 TECHNICAL PROPOSAL

The technical proposal shall at a minimum, contain sufficient detail to provide a clear and concise demonstration fully reflecting the manner in which the Offeror proposes to address the requirements given the evaluation factors in Sections E.3.1 through E.3.3.

E.3.1 Cover Design & Internal Page Examples

The Offeror shall submit three (3) past multi-page publications where the Offeror was the lead designer. The Offeror should try to include a variety of designs for a variety of clients.

E.3.2 Infographic Design Examples

The Offeror shall submit three (3) examples of infographics (data presented in a visual format) from past multi-page publications where the Offeror was the lead designer. The Offeror should try to include a variety of designs for a variety of clients.

E.3.3 Process Description

The Offeror should describe how they will go about completing the project, including their design process and how they plan on establishing internal deadlines and decision points. The Offeror can identify proposed individuals on their team and provide resumes that clearly demonstrate the professional credentials and experience needed to design a dynamic report that furthers OAG's goal of informing and educating District residents.

E.4 PRICE PROPOSAL

E.4.1 This section shall be submitted on page 2 of this solicitation, blocks 23 and 24. Pricing shall be a firm fixed rate that shall include all direct and indirect costs for providing the required services. Unless otherwise directed in writing, the price proposal shall also include a copy of Offeror's DCSS Price Schedule* and CBE certification.

E.4.2 Offerors' proposed prices may be lower than its DCSS Price Schedule if the Offeror provides evidence that it has met the Services Contract Act requirements and Way to Work Act of 2006. If the Contractor does not have a labor category listed in this RFTOP in its DCSS Price Schedule, the Contractor shall use the price for a comparable labor category as the basis of its offer price.

E.5 SUBMISSION OF PROPOSALS

Proposals shall be sent to OAG.businessopportunities@dc.gov electronically by 10:00 a.m. November 19, 2018.

F. EVALUATION FACTORS

F.1 If an award is made, from this solicitation to the responsible offeror whose offer is most advantageous to the District, it will be based upon the evaluation criteria specified below. The District reserves the right to reject any or all proposals determined to be inadequate or unacceptable. The District may award a task order based on initial offers received without discussions. Therefore, each initial offer should contain the offeror's best terms from a fixed price basis and technical standpoint.

F.1.2 Resumes shall only be submitted for individuals that are available to perform the work. Offerors will not be asked to submit additional resumes after the solicitation closes unless a suitable candidate is not identified based on the resumes submitted from all offerors.

F.2 Technical Proposal Evaluation 75 points

F.2.1 Technical proposals and price proposals will be evaluated separately. Offerors are advised that the technical and price proposals will be evaluated by the District based on the criteria outlined below. Technical factors are more important than price.

F.2.1.2 Cover Design & Internal Page Examples – 45 points

This factor will evaluate the design quality of past report covers and internal pages designed by the Offeror. The Offeror shall submit three (3) past multi-page publications where the Offeror was the lead designer. The Offeror should try to include a variety of designs for a variety of clients.

F.2.1.3 Infographic Design Examples – 15 points

This factor will evaluate the design quality of infographics from past reports designed by the Offeror. The Offeror shall submit three (3) examples of infographics (data presented in a visual format) from past multi-page publications where the Offeror was the lead designer. The Offeror should try to include a variety of designs for a variety of clients.

F.2.1.4 Process Description – 15 points

This factor will evaluate the framework and technical approach the Offeror plans to follow to achieve a fully designed report. The Offeror should describe how they will go about completing the project, including their design process and how they plan on establishing internal deadlines and decision points. The Offeror can identify proposed individuals on their team and provide resumes that clearly demonstrate experience working on previous professional reports, an expertise in working with design and publishing software, and other professional credentials and experience needed to design a dynamic report.

F.3 Price Evaluation – 25 Points

F.3.1 The price evaluation will be objective. The offeror with the lowest realistic price for each line item will receive the maximum price points (25 Points). All other proposals will receive a proportionately lower price score.

F.3.2 Example:

$$\frac{\text{Grand total of lowest proposal price offered}}{\text{Grand total of proposal being evaluated}} \times 25 = \text{Evaluated Price Score}$$

F.4 PREFERENCES FOR CERTIFIED BUSINESS ENTERPRISES

Under the provisions of the “Small and Certified Business Enterprise Development and Assistance Act of 2014”, D.C. Official Code § 2-218.01 *et seq.*, as amended (“Act”, as used in this section), the District shall apply preferences in evaluating proposals from businesses that are certified by the Department of Small and Local Business Development (DSLBD) pursuant to Part D of the Act.