

## DISTRICT OF COLUMBIA WATER AND SEWER AUTHORITY (DC WATER)

### REQUEST FOR PROPOSAL

#### RFP 18-PR-OMAC-51



RFP Number:	RFP 18-PR-OMAC-51	Proposal Due Date and Time:	September 14, 5:00pm EST
Date Issued:	August 14, 2018		
Description:	Campaign for Rate Payer Support for Water Infrastructure Funding	Subject to Prevailing Wages:	Yes
Commodity Codes	915-00, 915-22, 952-22, 953-22		

<b>DC Water Point of Contact (POC):</b>	<b>Submission Instructions:</b>
Name: Teresa Scott Title: Category Manager Telephone: 202-787-2021 Email: Teresa.scott@dcwater.com	Submit your proposal by email only to DC Water POC. <b>Do not submit printed hard copies.</b>
	Contract Type: Firm Fixed Price

Timeline (Estimated)*	
RFP Published/Advertised	August 14, 2018
Deadline to Submit Questions	August 23, 2018
Proposals Due	September 14, 2018
One on one with vendors (If required)	October 4, 2018
Vendor Selection and Award	October 18, 2018
Contract Start Date	October 25, 2018

*\*Dates may change at DC Water's Convenience*

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*\*Document needs to be completed and signed by offeror*

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## Section 1.0 – Introduction

The District of Columbia Water and Sewer Authority (“DC Water” or Authority), Office of Marketing and Communications (OMAC) is soliciting proposals from qualified advertising firm to development and implement a campaign for DC Water rate payers support. The Respondent who demonstrates the qualifications best suited to provide the services specified will be selected.

## Section 2.0 DC Water Overview

The District of Columbia Water and Sewer Authority (DCWASA) was created by District law in 1996, with the approval of the United States Congress, as an independent authority of the District Government with a separate legal existence. In 2010 the Authority rebranded and became DC Water.

DC Water provides more than 681,000 residents and 21.3 million annual visitors in the District of Columbia with retail water and wastewater (sewer) service. DC Water delivers water through 1,350 miles of interconnected pipes, four pumping stations, five reservoirs, three water tanks, 43,860 valves, and 9,510 fire hydrants.

With a total service area of approximately 725 square miles, DC Water also treats wastewater for approximately 1.6 million people in neighboring jurisdictions, including Montgomery and Prince George’s counties in Maryland and Fairfax and Loudoun counties in Virginia. DC Water’s Blue Plains Advanced Wastewater Treatment Plant is located at the southernmost tip of the District, covering more than 150 acres along the Potomac River. Blue Plains treats an annual average of nearly 290 million gallons per day (MGD) and has a design capacity of 384 MGD, with a peak design capacity to treat more than one billion gallons per day. Blue Plains is the largest advanced wastewater treatment facility in the world.

For more information about DC Water please visit our webpage at [www.dewater.com](http://www.dewater.com)

### Section 3.0: Instruction to Offerors

The following instructions to offerors are important and should be read carefully by the offeror before submitting a proposal. The District of Columbia Water and Sewer Authority (DC Water or Authority) is not responsible for any information relating to any DC Water solicitation document which is not obtained directly from DC Water.

**1. Preference Program for Certified Local and Local Small Business Enterprise:**

Preference is given to local and local small business enterprises (LBE/LSBE) on this procurement. See “Attachment G: Local Small Business Enterprise Program” for more information.

**2. Point of Contact:**

All inquiries regarding this RFP should be referred to Teresa Scott, Category Manager by e-mail at [Teresa.Scott@dcwater.com](mailto:Teresa.Scott@dcwater.com) or by phone at (202)787-2021. Firms that communicate about this solicitation with anyone at DC Water other than the POC may be disqualified from responding.

**3. Questions and Communications:**

All contact between prospective proposers and DC Water with respect to this solicitation will be formally held at scheduled meetings or in writing through the issuing office. Questions or comments regarding the meaning or interpretation of specifications and other proposal documents in this RFP must be requested in writing by the scheduled date on the RFP cover page

DC Water shall respond to all timely questions and comments that are properly submitted and deemed relevant and substantive in nature. Any response or interpretation made will be in the form of an addendum to this RFP. Oral communications between DC Water and any proposer regarding the interpretation or meaning of any aspect of this solicitation shall not be binding for any purpose.

**4. Date and Time for Receipt of Proposals:**

Proposals must be received via email no later than 5:00 PM EST on the date listed on the RFP cover page. Proposals must be emailed to [Teresa.Scott@dcwater.com](mailto:Teresa.Scott@dcwater.com).

**5. Registration In DC Water’s Vendor Portal**

Vendors are strongly encouraged to visit our procurement website: <https://www.dewater.com/procurement> and to properly register at the Vendor Portal: <https://vendor.dewater.com>. Vendors are encouraged to provide information on commodity codes that represent Contractor’s service and product offerings. DC Water solicitations and their addenda are issued through the Vendor Portal with relevant codes, and vendors registering with matching codes are automatically notified of such documents. DC Water is not responsible for vendors not receiving notice of addenda to this RFP if vendors are not properly registered in the Vendor Portal with appropriate commodity codes. The commodity codes used for this solicitation are as listed on the cover page of this document.

**6. Acknowledgment:**

Proposers shall acknowledge receipt of any addenda to this Request for Proposals (RFP) by identifying the addendum number(s) and date(s) in **Attachment (E): Representation, Certifications, Acknowledgments, and Affidavits**. Failure to acknowledge receipt may render a proposal non-responsive and ineligible for award. Offerors shall also sign a signature page agreeing to the terms and conditions in the bid package. Any exceptions taken by the Offeror must be written and submitted along with the Proposal.

**7. Confidentiality in Proposals:**

The proposer shall identify portions of the proposal it deems to be confidential, proprietary information or trade secrets, and provide justification why such materials shall not be disclosed by DC Water. All such materials shall be clearly indicated by stamping the pages on which such information appears, at the top and bottom thereof with the word "CONFIDENTIAL" or "PROPRIETARY". Such materials stamped "CONFIDENTIAL" or "PROPRIETARY" must be easily separable from non-confidential sections of the proposal. All such materials so indicated shall be reviewed by DC Water and any decision not to honor a request for confidentiality shall be communicated in writing to the proposer. For those proposals which were unsuccessful, all such confidential information shall be returned to the proposer. Prices, makes and model, or catalog numbers of the item offered, deliveries, and terms of the payment shall be publicly available after proposal opening regardless of any designation of confidentiality made by the proposer.

**8. Proposal Acceptance Time:**

The Contracting Officer reserves the right to accept any proposal within one hundred twenty (120) days from the date of receipt of proposals unless a shorter time is stated therein. Any proposal in which the time of acceptance is restricted to less than 120 days may be rejected solely for that reason.

The offeror agrees if its offer is accepted within 120 days from the date specified in the RFP for the submission of proposals, to furnish any or all items on which prices are offered at the price stated in the Schedule for each item, delivered or performed at the designated place within the time specified in this RFP.

**9. Proposers Interested in Submitting More than One Proposal:**

Only one proposal may be submitted by a proposer. Alternative proposals are not acceptable. If more than one proposal is offered by any proposer, by or in the name of his or their clerk, partner, or other person, all such proposals shall be rejected. In one solicitation, there shall only be one proposal on a product/good, services, etc. A subcontractor who has quoted prices on work, materials, or supplies to a proposer is not thereby disqualified from quoting prices to other proposers.

**10. Errors in Proposals:**

Proposers or their authorized representatives are expected to fully inform themselves as to the conditions, requirements and specifications before submitting proposals; failure to do so will be at the proposer's own risk. In case of error in extension of unit prices in the proposal, the unit price shall govern.

### 11. Signature to Proposals and Certifications:

Each proposal must show a full business address and telephone number of the proposer and be signed by the person or persons legally authorized to sign contracts. All correspondence concerning the proposal and contract, including Notice of Award, a copy of the contract, and purchase order will be mailed to the address shown in the proposal in the absence of written instructions from the proposer or contractor to the contrary. Any proposal submitted by a partnership must be signed with the partnership name by one of the partners or by an authorized representative, followed by the signature and designation of the person signing, who shall also state the names of the individuals composing the partnership. Any proposal submitted by a corporation must be signed with the name of the corporation, followed by the signature and designation of the officer having authority to sign. When requested, satisfactory evidence of authority of the officer signing on behalf of the corporation shall be furnished. Anyone signing the proposal as an agent shall file satisfactory evidence of his authority to do so.

### 12. Marking and Tender of Proposals:

If guaranty deposits are required, they must be securely sealed in suitable envelopes, addressed and marked on the outside with the name of the proposer, RFP number and date of opening.

### 13. Proposal Format and Content:

#### 13.1. Proposal Preparation and Submission

To be responsive to the RFP, proposals must conform to the procedures, format and content requirements described in the RFP. **Additional recommendations outside of the proposal shall be outside the main body of the proposal and listed as options.**

***The proposal shall include all items listed in Attachment B on the "Submissions Requirements" tab.***

#### 13.2. Proposal Size and Content

The proposal shall represent the best efforts of the offeror and will be evaluated as such. It must set forth full, accurate, and complete information as required.

#### 13.3. Late Proposals, Modifications and Withdrawals of Proposals

The Authority reserves the right to reject any proposal received after the time specified for receipt unless it is received before the award is made, and;

- a. It was sent by mail and it is determined by the Authority that the late receipt at the location specified in the request for proposal was due solely to the mishandling by the Authority after receipt at the Authority installation; or
- b. It is the only proposal received.

Any modification of a proposal, including a modification resulting from the Authority's request for a "best and final offer", is subject to the same late proposals and modifications of proposal conditions listed above.

The only acceptable evidence to establish the time of receipt at the Authority installation is the time-date stamp on the e-mail.

Notwithstanding the preceding paragraphs of this provision, a late modification of an otherwise successful proposal, which makes its terms more favorable to the Authority, may be considered at any time it is received and may be accepted.

A late proposal, late modification, or late withdrawal of offer that is not considered shall be held unopened, unless opened for identification, until after award and then retained with unsuccessful offers.

13.4. Information to be Submitted on Request

The following information shall be submitted on request of the authority within five (5) days of the date of request:

1. Audited financial reports and such data as the Authority may request with respect to the proposer's operations. The Authority shall use this information to determine the proposer's financial responsibility and ability to perform under the contract. Failure of a proposer to comply with a request for information shall subject the proposer to possible rejection on responsibility grounds.
2. Other information as may be needed by the Authority to make a determination as to the proposer's responsibility.

13.5. Retention of Proposals

All proposal documents shall be retained by the Authority. See Article 7: Confidentiality in Proposals above for handling of Confidential or Proprietary materials. **All costs incurred by proposers in the preparation and submission of a proposal shall be the sole responsibility of the proposers.**

**14. Selection/Evaluation Criteria:**

The contracts will be awarded to the responsible offeror who submits a responsive proposal and whose proposal is most advantageous to the Authority.

The following will be significant factors in evaluating proposals, but the evaluation will not be limited to these factors alone when making a final recommendation.

- Experience / Qualifications
- Technical and Documented Approach
- Technical Timeline
- Past Performance
- Cost

Additional points would be given for:

- Local business enterprise and local small business enterprise.

**15. Reservations By The Authority:**

1. The Authority reserves the right to suspend, withdraw or amend this RFP at any time.
2. DC Water reserves the right to request verification, validation or clarification of any information contained in any of the proposals. This clarification may include checking references and securing other data from outside sources, as well as from the offeror.
3. The Authority reserves the right to reject any proposal not submitted in conformance with the RFP and any addenda hereto. The Authority will not select any proposer that is not capable, in the Authority's sole judgment, of satisfactorily performing the work required in this RFP. Finally, the Authority reserves the right to reject any or all proposals and to waive irregularities.
4. The Authority may award on the basis of the initial written proposals received without discussion and/or oral interviews. Therefore, each proposal should contain the firm's best terms for all of the evaluation criteria.
5. The Authority reserves the right to request for oral presentations from the proposers and use the information derived from the oral presentation, if any, in the evaluation.
6. The Authority reserves the right to engage in negotiation with offerors.

**16. Proposal Protest:**

Protests directed to the terms, conditions, or form of a proposed procurement action, must be received by the Contracting Officer in writing not later than ten (10) calendar days prior to the date established for opening of proposals, except that an initial protest that arises under an addendum to a solicitation may be filed up to four (4) calendar days after the date the addendum was issued but in no case after the time established for opening of proposals.

Protests of an award decision shall be filed in writing with the Contracting Officer within five (5) calendar days after the basis of the protest is known (or should have been known). Only proposers may protest an award decision. Protest(s) must be received by 5:00 p.m. according to local time in the District of Columbia. Any protests received after that time will be considered to be filed on the next day.

The aggrieved party shall deliver the protest to the General Manager at:

District of Columbia Water and Sewer Authority  
 Office of the General Manager  
 Central Operations Facility  
 5000 Overlook Ave., SW, Third Floor  
 Washington, DC 20032

A copy of the protest shall be delivered to the Director, Department of Procurement. It shall be delivered to:

District of Columbia Water and Sewer Authority  
Department of Procurement  
Central Operations Facility  
5000 Overlook Ave., SW, Room 200  
Washington, DC 20032

The Contracting Officer shall issue a decision within thirty (30) calendar days after the protest is filed, subject to any extension approved by the General Manager. The decision of the Contracting Officer shall be final and conclusive. No further administrative remedies will be available to the protester.

**17. Appeal:**

A protester may appeal a denial of protest by a Contracting Officer to a court of competent jurisdiction.