

OFFICE OF THE PEOPLE'S COUNSEL  
SOLICITATION FOR PROFESSIONAL COMMUNICATIONS SERVICES SUPPORT  
RFP#

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**Proposal Issue Date: Thursday, September 13, 2012**

**Proposal Due Date: Sunday, September 23, 2012, no later than 4:00 pm DST**

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## **BACKGROUND**

The Office of the People's Counsel (OPC) has a requirement for a contractor to provide professional communications services to assist with the development and production of educational outreach planning and materials, in support of the Agency's public information and Consumer Services objectives.

The Office of the People's Counsel "OPC" is an independent agency of the District of Columbia government. By law, it is the advocate for consumers of natural gas, electric and telephone services in the District. District of Columbia law designates the Office as a party to all utility-related proceedings before the Public Service Commission. The Office also represents the interests of District ratepayers before federal regulatory agencies. The Office is authorized to investigate the operation and valuation of utility companies independently of any pending proceeding OPC uses its website for education and outreach.

## **SCOPE OF WORK**

The contractor should possess a thorough knowledge of contemporary communications and marketing strategies, desktop publication, website and social media development. The contractor should also be knowledgeable regarding the District Government's energy efficiency and sustainability objectives as they impact OPC.

The contractor shall provide professional communications services in support of the Directorate Division, and will be assigned to work with Agency staff as needed on a project basis. Projects may include but are not limited to; written analysis of the Agency's current communications and outreach strategy, analysis of current materials and publications, analysis of the current agency website content, development of replacement documents, materials and publications, management of document production, and input and development of other audio/visual or marketing strategies and materials as assigned.

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The contractor must formulate and deploy strategies that will facilitate OPC's communicate relevant utility and consumer protection issues to the multilingual, hearing impaired, visually impaired and limited communication communities.

**DELIVERABLES**

- Production support of the FY2012 Annual Report
- Develop FY2013 Education and Outreach Report and outreach strategy recommendations
- Standardization of OPC community education tools including brochures, handouts and web media
- Development and Support of Consumer Services Division, Energy Efficiency and Sustainability Division and consumer education and outreach outreach tools and publications
- Document analysis of Market Outreach success to designated communities

**TERM**

The term of the contract shall be six (6) months from date of award. Candidates must be prepared to immediately commence work upon notice of the award.