



District of Columbia  
Department of  
Housing and  
Community  
Development

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Adrian M. Fenty  
*Mayor*

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*Director,  
Department of Housing  
and Community Development*

Victor Selman  
*Chief Operating Officer*

# REQUEST FOR Proposals

Marketing Campaign to Increase  
Homeownership and Affordable Housing  
Among District Government Employees &  
District Government Employee Housing  
Registry

## Appropriated Funding

Issue Date: January 10, 2008

Closing Date: February 7, 2008



*The District of Columbia Department of Housing and Community  
Development pledges to foster the letter and spirit of the law for  
achieving equal housing opportunity in the District of Columbia.*

***LATE PROPOSALS WILL NOT BE FORWARDED TO THE REVIEW  
PANEL***



NOTICE

PRE-PROPOSAL CONFERENCE



**Marketing Campaign  
to Increase Homeownership and Affordable Housing  
Among District Government Employees & District Government  
Employee Housing Registry**

Attendance Recommended

*WHEN: January 28, 2007*

*WHERE: Department of Housing and Community Development  
801 North Capitol Street, NE  
9th Floor Conference Room  
Washington, DC20002  
TIME: 10:00 AM*

**CONTACT PERSON:**

*Lamont Lee, Community Services Program Manager  
Department of Housing and Community Development  
(202) 442-7161  
lamont.lee@dc.gov*



## Checklist for Proposals

**Verify that the proposal form and attachments conform to all instructions.**

**DHCD will not forward unresponsive proposals to the review panel.**

- The proposal is printed on 8½ by 11-inch paper, landscape, on one side, using 11- or 12-point type.
- Word limits are observed.
- The proposal is unbound (other than binder clips per the instructions).
- The proposal form has three holes punched on the top (long) margin.
- The attachments package has three holes punched in the left margins.
- There are eight (8) copies of the proposal (following the same format as above), plus the original.
- The electronic version of the proposal is submitted on a diskette or via email.
- Two original completed Receipts (see RFP Attachment C) attached to the outside of the envelopes or packages for DHCD's approval upon receipt.
- The proposal includes only the requested attachments (listed below):
  - o Articles of Incorporation and Bylaws
  - o Organizational chart
  - o Board resumes
  - o Staff resumes
  - o Assurances (See RFP Attachment A)
  - o Certifications (Lobbying, Drug-Free, etc.) (see RFPA Attachment B)
  - o Two Original Receipts (see RFPA Attachment C)
  - o Equal Opportunity Certification Form (see RFP Attachment D)
  - o Section 504 Certification Form (see RFP Attachment E)
  - o Affirmative Marketing Plan (see RFP Attachment F)
  - o Tax-exempt status determination letter
  - o Certificate of Good Standing from DCRA



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**PROPOSAL FORM (Part 1 and Part 2)**

**ATTACHMENTS**

- Attachment A** Assurances
- Attachment B** Certifications
- Attachment C** Original Receipt
- Attachment D** Equal Opportunity Certification
- Attachment E** Section 504 Certification Form
- Attachment F** Affirmative Marketing Plan

District of Columbia  
Department of Housing and Community Development  
Request for Proposals (RFP)  
*Marketing Campaign for Increased Homeownership and Affordable Housing  
Among District Government Employees & District Government Employee  
Housing Registry*

**SECTION 1: GENERAL INFORMATION**

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**Introduction**

At 41%, the District of Columbia has one of the lowest homeownership rates of any large city in the country. In addition, the continued strength of the local economy threatens to diminish significantly the District's stock of affordable housing on an ongoing basis. To counter these trends, the District government has developed a number of tools to promote and provide homeownership and to increase the stock of affordable housing. While the District government, one of the largest employers in the area, is committed to increasing overall homeownership and the affordable housing stock for its residents, there remains a need for more awareness of and access to, these opportunities for the public, and specifically for District government employees.

**Purpose of Request for Proposals (RFP)**

The purpose of this Request for Proposals (RFP) is to solicit proposals from non-profit organizations to 1) design and conduct a large scale marketing campaign to promote homeownership and affordable housing opportunities among DC government employees, 2) develop, manage, and maintain a registry of DC government employees interested in purchasing or renting affordable housing in the District of Columbia, and (3) administer the new Negotiated Employee Affordable Housing Program (NEAHP)

**Award Period**

The approved activities under this RFP should be ready to start during the second quarter of FY 2008. Activity work plans and budgets are anticipated to be approved for a period of one year, with an option to extend the agreement for up to two additional one-year periods. The Department intends to obligate all funds necessary for the first year award from FY 2008 appropriated funds. The Negotiated Employee Affordable Housing Program is funded pursuant to the District's collective bargaining process.

**Award and Amounts**

DHCD plans to make available through this RFP up to \$500,000 for the stated purposes of the RFP.

## **SECTION 2: RESPONDENT QUALIFICATIONS**

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### **Eligible Organizations**

Proposals are requested from qualified non-profit organizations that have a significant history of serving the residents of the District of Columbia through the activities outlined in this document. (See Section 3: Marketing Campaign & Registry). DHCD encourages proposals from respondents that reflect the concerns of the diverse populations and cultures found throughout the District of Columbia's communities.

### **Organizational Capacity**

A successful respondent has the staff and board resources available to plan and implement the activities outlined in this RFP. The respondent's overall administrative capacity as it relates to all requirements of project management will be closely examined. Respondents will be evaluated on the basis of financial management capability, staff qualifications, technical competence, credit-worthiness, and demonstrated understanding of all issues involved in performing all activities required under District appropriated fund administration.

### **Governing Body Membership**

A successful respondent will demonstrate that its board of directors or other governing body:

- Can represent the concerns of DC residents in completing these activities;
- Possesses skills and/or experience required to implement the activities described in this RFP; and
- Possesses the legal, business administration, and management capacity to implement the described activities in partnership with the District government.

### **Experience-based Evidence of Performance**

A successful respondent must demonstrate 1) an understanding of the complex social and economic factors affecting homeownership and affordable housing in the District; 2) marketing and technical skills necessary to implement the outreach, registry, and website requirements; and 3) provide evidence of previous related accomplishments, and reveal how their efforts will provide the high-quality products anticipated here. The proposed plan for the project should result in measurable, quantifiable outcomes for the District of Columbia government as noted in Section 3: Marketing Campaign & Registry.

### **Partnerships**

A successful respondent has the capacity to leverage existing resources within District government, and from financial and other private and public entities. Therefore, demonstrated working relationships with key stakeholders are an important qualification for potential contractors.

### **Threshold Respondent Requirements (required of any respondent for the proposal to be considered for selection)**

In addition to demonstrating capacity to carry out activities, a successful respondent must meet the following eligibility requirements:

- The respondent must be a non-profit/tax-exempt corporation, so designated by the Internal Revenue Service.

- The respondent must be in Good Standing in the District of Columbia and must be current on all obligations to the District and Federal governments. (i.e., D.C., Federal and local taxes, and outstanding loans).
- The respondent must have written Conflict of Interest policies and procedures governing employees and board members in regard to the award and administration of contracts and other financial interests and benefits. These procedures must include a requirement for the retention of written Conflict of Interest declarations executed by each employee and board member.
- *Nondiscrimination in the Delivery of Services.* The applicant must comply with federal and local laws which prohibit discrimination in the delivery of programs and services, including, but not limited to, the following laws and regulations:
  - 1) Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq.)- Prohibits discrimination on the basis of race, color or national origin in programs and activities receiving federal financial assistance.
  - 2) Section 109 of Title I of the Housing and Community Development Act of 1974 (24 CFR Parts 6,180,570)- No person on the basis of race, color, national origin, sex or religion, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity funded in whole or in part with community development funds.
  - 3) The Age Discrimination Act of 1975 (42 U.S.C. 6101-07)- Prohibits discrimination on the basis of age in programs or activities receiving federal financial assistance.
  - 4) Section 504 of the Rehabilitation Act of 1973 (24 CFR Part 8), as amended provides that "No otherwise qualified individual with handicaps in the United States ...shall solely by reason of his handicap be excluded from the participation in be denied the benefits of or be subjected to discrimination under any program or activity receiving Federal financial assistance...".
  - 5) All federal and local laws and regulations which offer consumer protections from prohibited lending practices; also, the District of Columbia's Lending Revisions Act of 2002 (14-354) and mortgage foreclosure procedures enacted in the "Mortgage Foreclosure Procedures Reform Act of 2003."

## SECTION 3: ACTIVITY REQUIREMENTS & PRIORITIES

### General

The Government of the District of Columbia intends to identify a local non-profit organization to design, and conduct a large scale marketing campaign to promote homeownership and affordable housing opportunities to its workforce, as well as develop, manage and maintain a registry of all DC government employees interested in buying or renting housing units in the District. The non-profit organization will first review the new and existing tools for increased homeownership and affordable housing available to District government employees. Next, the non-profit organization will survey DC government employees to assess the demands for affordable, workforce, homeownership, and rental housing. Examples of existing District government homeownership programs include, but may not be limited to, the Home Purchase Assistance Program (HPAP), and the Employer Assisted Housing Program (EAHP). New Affordable Dwelling Unit (ADU) housing initiatives include, but may not be limited to the new Inclusionary Zoning program, the Planned Unit Development process, and the disposition of District-owned land. In addition, the non-profit organization will be expected to administer the new Negotiated Employee Affordable Housing Program.(NEAHP) (See below).

### 1) Marketing Campaign and NEAHP

Using these and all available tools, the non-profit organization will design, and conduct a marketing campaign directed at all District government employees, (which includes a work force of over 30,000) to promote the awareness of new and existing opportunities for homeownership and affordable housing, provided by the District government. It is expected that the campaign will use all available media to bring the entire District government workforce up to date in its awareness of homeownership and affordable housing opportunities. The non-profit organization will utilize its significant creative marketing capacity and research skills to design a campaign which marshals the significant resources already available within District Government such as District websites, Channel 16, agency presentations, District publications, etc. The objective of the campaign will be to provide full absorption of knowledge of these housing opportunities among District workers.

To add value to the marketing campaign, the non-profit organization will implement intensive homebuyer education efforts directed specifically toward District government employees about the new and existing homeownership and affordable housing opportunities. This effort will utilize one-on-one counseling and group education for this campaign. This effort will also be specifically targeted toward any DC government employees who are currently homeowners, and who may be experiencing mortgage default or potential foreclosure. The non-profit organization will utilize its significant homebuyer education and counseling capacity to complete this aspect of the large scale marketing campaign. The organization must demonstrate knowledge and understanding of the ADU opportunities and policies, as well as other government affordable housing initiatives, in order to develop the marketing materials and education initiatives.

In addition, the non-profit organization will be expected to administer the new Negotiated Employee Affordable Housing Program (NEAHP). Beginning in Fiscal Year 2008, District employees in good standing, who are in Compensation Units 1 and 2, who are not District homeowners, and who have had no ownership interest in real estate in the District in the past three years, qualify for additional homeownership assistance based on union status, years of service in the District government, and other established criteria. The awarded organization will be expected to administer qualification and

manage funding for the Negotiated Employee Affordable Housing Program in coordination with this marketing campaign and with other District housing programs.

## **2) DC Government Employee Housing Registry**

The non-profit organization will also be responsible for developing, managing, and maintaining a master registry of District employees and District instrumentality employees interested in purchasing or renting affordable housing units being developed with programs administered by the District of Columbia or on District government land. Listing on this registry would also include those employees interested in first time homeownership. The task of developing, managing and maintaining a qualified registry will include: (1) developing a good understanding of all of the policies for the District's homeownership and affordable housing programs including CDBG, HOME, HPTF, the Affordable Dwelling Unit (ADU) in the Deputy Mayor's Office for Planning and Economic Development, the Department of Housing and Community Development, and the Zoning Commission, (2) the promotion and explanation of the various requirements of programs to District employees, and (3) implementing and managing the registry once it is initially developed and made available. It is anticipated that the registry will be made available through a secure private website or a secure page on the DC government website. Information collected through the registry shall include, but is not limited to, the name, address, contact information, household size, approximate annual household income, current salary grade, agency or instrumentality, department, any housing preferences, such as number of bedrooms, neighborhood, amenities, and special needs.

The respondent must demonstrate skills and experience in registry/waiting list development and management by the requirements described herein. The respondent must demonstrate knowledge and understanding of the District's administered affordable housing and homeownership program policies. This knowledge and understanding will be applied in developing criteria for listing on the registry. The data from this registry shall not be sold or used by any outside party and shall be for the sole use of the Government of the District of Columbia. The respondent will present a preliminary three-year plan for ongoing management of the housing registry once it is developed.

### **Threshold Activity Requirements (required of any proposed program of activities for a proposal to be considered for selection)**

In addition to demonstrating the ability to meet activity requirements described above, any project receiving funding under this RFP must meet the following threshold requirements for the activities proposed in response to this RFP:

- All funded activities must comply with all applicable District laws which provide for accessibility for people with disabilities, including, but not limited to, the following laws and regulations:

(1) D.C. Law 3-76: *District of Columbia Architectural Barriers Act of 1980, Sec 1500.1 et. seq.* states in part, "... all buildings, structures, and premises which are used by the general public and which are regulated by this Code be made accessible to physically handicapped persons."

- Any activity receiving funding under this RFP must comply with all applicable District laws and regulations concerning lead-based paint remediation as applicable to property acquired with program assistance, including the relevant federal and local regulations at: 24 CFR Part 35 et. seq.; and DCMR Title 20, Chapter 8, Sec. 806 (1998).
- Respondents and potential respondents are notified that all submissions related to this Request for Proposals process are subject to the requirements of the District of Columbia Freedom of Information Act of 1976 (DCFOIA); Pub. L. 614, D.C. Code 2-531 et seq after the date of award.

## SECTION 4: SELECTION PROCESS

### Selection Criteria, Part 1. Organizational Profile and Capacity -- 100 points

Criterion	Points Available
<b>Staff—</b> <ul style="list-style-type: none"> <li>The proposal describes organizational staff possessing skills and experience appropriate to completing the desired activities.</li> </ul>	15
<b>Board—</b> The successful proposal demonstrates that its board : <ul style="list-style-type: none"> <li>Can represent the concerns of residents of the District of Columbia, including low- and moderate-income residents of the District;</li> <li>Possesses skills and/or experience required to implement the projects described in this RFP; and</li> <li>Possesses the legal, business administration, and management skills required to oversee a significant marketing, outreach, and registry development initiative with the District government.</li> </ul>	3
	5
	7
<b>Management—</b> <ul style="list-style-type: none"> <li>The proposal evidences the financial stability of the organization;</li> <li>The proposal describes organizational systems currently in place to manage finances, information, and administrative functions; and</li> <li>The proposal demonstrates the organization's ability to assemble staff and monetary resources necessary to undertake complex government marketing and registry development.</li> </ul>	10
	10
	10
<b>Experience—</b> <ul style="list-style-type: none"> <li>The proposal describes the organization's experience in successfully implementing projects similar to those proposed;</li> <li>The proposal evidences the organization's experience in successfully implementing outcome-based programs;</li> <li>The proposal demonstrates the organization's ability to evaluate activity outcomes;</li> <li>The proposal demonstrates the organization's ability to manage and evaluate activity progress; and</li> <li>The proposal demonstrates the organization's ability to identify and resolve organizational challenges.</li> </ul>	20
	5
	5
	5
	5
<b>Total</b>	<b>100</b>

**Selection Criteria, Part 2. Proposed Activities and Outcomes (Marketing Campaign and Housing Registry) -- 100 points**

Criterion	Points Available
<ul style="list-style-type: none"> <li>The proposal presents data and cogent analysis which demonstrates clear understanding of the desired activities.</li> </ul>	10
<ul style="list-style-type: none"> <li>The proposal demonstrates a clear, reasonable, and detailed budget and work plan for implementation of the activities proposed.</li> </ul>	30
<ul style="list-style-type: none"> <li>For the marketing campaign, housing registry, and NEAHP, the proposal demonstrates significant creative marketing skills, research skills, experience, knowledge of the affordable housing programs, and strong homebuyer education and counseling experience and other skills applicable to the activities required.</li> </ul>	25
<ul style="list-style-type: none"> <li>The proposal identifies specific outcomes for each identified activity.</li> </ul>	20
<ul style="list-style-type: none"> <li>The proposal describes how the organization leverages resources to support and enhance outcomes; the proposal indicates clear relationships and tasks within District government necessary to complete these activities.</li> </ul>	15
<b>Total</b>	<b>100</b>

**Review Panel**

The review panel for this RFP is composed of neutral, qualified, professional individuals who have been selected for their unique experiences in affordable housing, marketing, and public service.

When the review panel has completed its evaluations, the panel will make recommendations for awards based on the highest combined scores for Parts 1 and 2 of the proposal. The Department and the review panel will determine together minimum thresholds for each of Part 1 and Part 2 which must be met in order for a respondent to be awarded funding. The process of evaluating proposals may require respondents to make an oral presentation before the panel and/or require the panel to conduct a site visit of the respondent's facility.

**Decision on Awards**

The recommendations of the review panel are advisory only and are not binding on the Department of Housing and Community Development. The final decision on awards vests solely with the District of Columbia DHCD. After reviewing the recommendations of the review panel and any other information considered relevant, the Agency Director will determine the award of funds to the designated contractor.

**Post-Selection**

The respondent whose proposal is approved for funding will be required to enter into a contractual agreement with DHCD for implementation of the approved activities. This contractual agreement will include provisions that will ensure compliance with District laws and regulations and define the terms of the disbursement of funds.

Prior to execution of the contractual agreement(s), the successful respondent will meet with DHCD staff to negotiate the specific activities that will be conducted under the contractual agreement so

that the respondent's mission, stakeholder needs, and District Government priorities are addressed. This effort will result in the detailed work plan, outcome measures, and budget that will become part of the contractual agreement.

Upon execution of the agreement, which is anticipated to be during the second quarter of FY 2008, the organization will receive the first scheduled fund disbursement.

In accordance with District requirements, DHCD will conduct periodic evaluations of the awarded organization's use of appropriated funds. The areas of review will include financial management, internal control structure, regulatory compliance, and program performance. The reviews may also include scheduled or unscheduled site visits. Accordingly, each organization will be required to make available to DHCD all information and records necessary for the completion of its evaluation.

**Contact Person**

For further information, please contact:  
Lamont Lee  
Community Services Program Manager  
Department of Housing  
and Community Development  
801 North Capitol Street, NE, 6<sup>th</sup> Floor  
Washington, DC 20002  
202-442-7161  
202-442-7089 (fax)  
lamont.lee@dc.gov.

## SECTION 5: PROPOSAL INSTRUCTIONS

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### Format

There are four parts to the proposal package:

- Part 1 of the Proposal Form
- Part 2 of the Proposal Form
- Attachments
- Electronic version of proposal on diskette

The attached Proposal Form (Part 1 and Part 2) is available in MSWord format from DHCD via email or from the DHCD website at <http://www.dhcd.dc.gov.org/main.shtm>. While not recommended, the form may be completed by hand. If you would like the form e-mailed to you, send a message with your request to [kimmarie.jamison@dc.gov](mailto:kimmarie.jamison@dc.gov).

### Internet

Respondents who obtained this RFP through the Internet are asked to provide the Department of Housing and Community Development with the following:

- Name of organization
- Key contact
- Mailing address
- Telephone and fax numbers.

This information is requested so that the respondent can receive updates and/or addenda to the RFP.

### Proposal Form Instructions

The Proposal Form (Part 1 and Part 2) is a series of Word generated tables. Enter requested data in the cells where indicated. Word/page counts are identified for questions requiring narrative responses. Do not exceed the stated limit.

The completed form(s) should be printed out in landscape format **one side, on 8½ by 11-inch paper** with three holes punched (i.e., with a standard 3-hole punch) at the top (long) edge.

Margins must be no less than one inch and a minimum font size of 10-point is required (New Times Roman, Courier, or Arial Narrow type recommended). Pages **MUST** be numbered. **The review panel will not review proposals that do not conform to these requirements.** The pages of Part 1 and Part 2 of the Proposal Form should be attached separately with binder clips and then bound together with an additional binder clip.

Proposal packages should have:

- No binding or covers
- No staples
- No graphics
- No attachments other than those requested

## Required Attachments

The following attachments to the completed form are required:

Articles of Incorporation and Bylaws
Organizational Chart
Board Resumes
Staff Resumes
Assurances (RFP Attachment A)
Certifications (Lobbying, Drug-Free, etc.) (RFP Attachment B)
Two Original Receipts (RFP Attachment C)
Equal Opportunity Certification (RFPA Attachment D)
Section 504 Certification Form (RFP Attachment E)
Affirmative Marketing Plan (RFPA Attachment F)
Federal tax-exempt status determination letter
Certificate of Good Standing from DCRA (obtained within the past three months)

The Attachments package should be arranged in the order items are listed with three holes punched (i.e., with a standard 3-hole punch) and attached with a binder clip. The entire package should then be attached to Part 1 of the proposal form with an additional binder clip. Questions related to Attachments **D, E, and F** may be directed to Ms. Sonia Gutierrez, Fair Housing Coordinator at (202) 442-7238.

Respondents may obtain the Certificate of Good Standing at DCRA's One-Stop Business Center located in Room 1100 at 941 North Capitol Street, NE; the certificate may be requested by mail to Ms. Regina Dobbins, DCRA Corporations Division, 941 North Capitol Street, NE, Washington, DC 20002. There is a \$20 fee for the certificate. For additional information, call the Corporations Division at (202) 442-4432.

## Pre-Proposal Conference

The Pre-Proposal Conference will be held January 28, 2008 from 10:00 a.m. to 12:00 noon at the Department of Housing and Community Development, 801 N. Capitol Street, NE, 9<sup>th</sup> Floor Large Conference Room, Washington, DC 20002.

## Explanations to Prospective Respondents

Respondents are encouraged to mail, e-mail, or fax their questions to the contact person listed above on or before February 1, 2008. Questions submitted after the deadline date will not receive responses. Please allow ample time for mail to be received prior to the deadline date.

## Resources

For more information about the Department of Housing and Community Development, please visit: <http://www.dhcd.dc.gov/main.shtm>

A wide range of information regarding community development issues and funding opportunities can be found at: <http://www.knowledgeplex.org>

## SECTION 6: PROPOSAL SUBMISSION

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### Proposal Identification

A total of nine (9) proposals (Part 1 with Attachments, and Part 2 for the activities described in the RFP), and an electronic version of both parts on one diskette, are to be submitted in an envelope or package. Attachment C should be affixed to the outside of the envelope or package. **Of the nine (9) proposals, one (1) proposal must be an original. DHCD will not forward the proposal to the review panel if the respondent fails to submit the required eight (8) copies, plus one (1) original.**

Telephonic, telegraphic and facsimile submissions **will not be accepted.**

### Proposal Submission Date and Time

Proposals are due no later than 4:00 p.m. on February 7, 2008. All proposals will be recorded upon receipt. Proposals **submitted at or after 4:01 p.m., February 7, 2008** will not be forwarded to the review panel. Any additions or deletions to a proposal will not be accepted after the deadline.

The eight (8) copies, plus the original and diskette, **must be** delivered to the following location:

Department of Housing and Community Development  
Office of the Director  
801 North Capitol Street, NE  
9<sup>th</sup> Floor  
Washington, DC 20002  
Attention: Lamont Lee, Community Services Manager

### Mail/Courier/Messenger Delivery

Proposals that are mailed or delivered by Messenger/Courier services **must be** sent in sufficient time to be received by the deadline at the above location. Messenger/Courier services delivering applications at or after the post dated time **will not be accepted.**

**\*\*\*Late Applications Will Not Be Forwarded To The Review Panel\*\*\***

#### Notice of Non-Discrimination

*In accordance with the D.C. Human Rights Act of 1977, as amended, D.C. Official Code Section 2-1401.01 et seq., (Act) the District of Columbia does not discriminate on the basis of actual or perceived: race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, familial status, family responsibilities, matriculation, political affiliation, disability, source of income, or place of residence or business. Sexual harassment is a form of sex discrimination which is also prohibited by the Act. In addition, harassment based on any of the above protected categories is also prohibited by the Act. Discrimination in violation of the Act will not be tolerated. Violators will be subject to disciplinary action.*