

**Georgetown Business Improvement District**

**Request for Proposals**

**Flower Program Planting and Maintenance**

**April 7, 2025**

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## **Introduction:**

The Georgetown Business Improvement District (Georgetown BID) is soliciting proposals from well-established landscape maintenance companies to provide and maintain the flower basket program which has helped define the Georgetown BID.

The Georgetown BID is a 501 (c) 6 not-for-profit company chartered by the District of Columbia to protect and enhance the appearance of the public spaces that abut the commercial areas of Georgetown. Its members include all owners of commercial property within the BID boundaries (see the BID map enclosed) and their tenants. These tenants include all restaurants, hotels, retail and service establishments, as well as professionals working from offices in Georgetown. BID membership exceeds 1000 members.

The BID, chartered in 1999, works in collaboration with its members and city agencies to achieve and maintain a clean, safe and accessible village.

The Georgetown BID website ([www.georgetowndc.com](http://www.georgetowndc.com)) provides a valuable introduction to the BID and its members. A legal description of the BID boundaries is attached at Appendix A. A map of the Georgetown BID is attached at Appendix B.

The objective of this contract is to implement the current Flower Program for the Georgetown BID which consists of a basket and park program. The Flower Basket program consists of approximately 175 baskets mounted to light poles through the streets. The park program includes three parks within the Georgetown BID boundaries.

This procurement is a cost plus – not to exceed contract. At the discretion of the BID, it may issue Change Orders within or outside the scope of the contract. These may be additional or expanded services.

The period of performance is seasonal and is for two years commencing **October 1, 2025, through September 30, 2027.**

## **Scope of work:**

1. The contractor shall furnish, install and maintain a flower basket program that is consistent with the current design and appearance from approximately April 25th until October 31<sup>st</sup>. **Flowers must be installed by May 1<sup>st</sup>.**
2. Baskets will be installed no more than 1 week prior to flowers installation.
3. Baskets must be removed within 1 week of flower removal.
4. Baskets will be stored in a safe secure location while not in use.

5. The program will incorporate approximately 175 baskets filled with designated flower type. The contractor will discuss any economies of scale that can be achieved in labor or material costs due to quantity of baskets installed.
6. The proposal should include a design comprised solely of Wave Petunias as the sun option and comprised solely of Begonias as the shade option. Additional designs may be submitted that include alternate flowers for sun option and/or shade option
7. A spring, summer and fall flower rotation at Francis Scott Key Park and Meigs Park that includes the installation, removal and maintenance of Tulips, Wave Petunias and Chrysanthemums. (See Appendix C).
8. A maintenance program from April through October that consists of maintaining any plantings and Crape Myrtle trees at Book Hill Park located at Wisconsin Ave and Reservoir Road. The program should include options for: 1.) pollarding the Crape Myrtle trees, 2.) creating annual beds in the planting area, 3.) removing the Crape Myrtle trees and Maple tree to redefine the space as a public art display garden by planting 3-4 high-canopy trees and perennial plantings around a seating and art display area in the center. (See Appendix D)
9. A maintenance and watering program for plantings at the traffic island plantings at Pennsylvania Avenue and M Street. The program should provide planting options that include: 1.) an option for center evergreen rows with perennial planting beds that offer year-round interest surrounding the perimeter, 2.) an option for center evergreen rows with a spring, summer, and fall flower rotation in annual planting beds surrounding the perimeter, 3.) and an option for spring, summer, and fall flower rotation in annual beds. The program should include an option for pollarding the Crape Myrtle trees. (See Appendix E)
10. A maintenance and watering program from April through October for the 40 reservoir style planters at our 9 plaza locations. The program should provide an option for the planting of white annual flowers, white foliage plants, and evergreen centerpieces by May 1 for spring/summer display. Locations and quantities of plaza planters: **1.) 29<sup>th</sup> St Bridge** – 3 planters – 1056 29<sup>th</sup> St., **2.) Lock #3** – 3 planters – 1056 30<sup>th</sup> St., **3.) Thomas Jefferson St. Parklet** – 2 planters – 1052 Thomas Jefferson St., **4.) PNC Alley** – 6 planters – 1211 Wisconsin Ave., **5.) 3200 Block of M St.** - 6 planters – 3235 M St. & 3270 M St., **6.) Canal Overlook**- 11 planters – 1046 Potomac St., **7.) Fish Market Square** – 5 planters – 1000 Potomac St., **8.) 33<sup>rd</sup> St. Plaza** – 4 planters – 1030 30<sup>th</sup> St., **9.) 34<sup>th</sup> St. Plaza** – 2 planters – 1111 34<sup>th</sup> St. (See appendix F)
11. Installation and removal of all planted and related material in a timely fashion. An installation and removal schedule must be submitted to and approved by the Georgetown BID at least 60 days in advance of each program. All colors and types of flowers and plants must be approved prior to planting.
12. Daily maintenance shall include watering, fertilizing, pest control, replacement for damaged, diseased or dead flowers, trimming to avoid covering street signs, and other maintenance as required achieving the current appearance (see appendix G).
13. Identification of and replacement of dead or damaged flowers and/or plants and trimming must be completed within 48 hours of identification.

14. The contractor shall at its sole cost and expense promptly replace any plant or plant-related material damaged and/or destroyed by its employees or any of its agents or subcontractors.
15. All trash / debris related to any part of the installation, maintenance and removal must be handled and disposed of by the contractor and areas swept clean before leaving site.
16. An optional maintenance/ replacement program should be included for baskets and hardware.
17. The contractor will provide a detailed inventory on basket location that includes basket location and sun or shade designation.
18. Basket liners should be replaced every year.
19. The contractor shall do installations and removals between the hours of 7 p.m. and 9 p.m. in the area along Wisconsin Ave., between O St. and Reservoir Rd., to prevent disturbing residents in that corridor after hours. Also, to work with the BID to inform and educate residents along the Wisconsin Ave. corridor when any large equipment is being used overnight that may disturb residents while they sleep, especially north of O St.
20. Installation and removal plan and schedule must be approved prior to implementation.
21. Provide watering, fertilization, and any required maintenance for approximately 70 planters that are part of the Georgetown BID Streatery program (see Appendix H).

### **Term of the contract:**

The term of the contract is for two (2) years, with one (1) one year option. The contract may be terminated by the Georgetown BID by providing written notice 60 days in advance of contract termination. The option year may be exercised by the Georgetown BID at its sole discretion. The contract will be terminated if the scope of work is not met.

Services are to commence on October 1, 2025.

### **Training requirements:**

The contractor will provide employees that are well trained in landscape installation and maintenance techniques. These employees should be capable of representing both the contractor's firm and the BID when interacting with the public in a courteous and professional manner.

### **Contractor supplied equipment:**

The contractor is responsible for providing all equipment, vehicles, supplies, materials and uniforms. The contractor will be responsible for repair, maintenance and replacement of vehicles, mechanical equipment and tools, and shall ensure the proper use thereof.

### **Pre-qualification requirements:**

The pre-qualification process shall address, but shall not be limited to, the following information on each prospective bidder. The Georgetown BID may, after this review, deem the bidder not qualified and remove them from further consideration:

1. Organization outline/description and brief history.
2. The resumes and professional qualifications of the key staff, including relevant professional licenses, affiliations, and specialties.
3. Information and references attesting to financial capability, including prior year's financial statement.
4. A summary of at least two similar contracts and references.
5. A statement attesting to compliance with wage, hours, and workplace safety.
6. A statement attesting to compliance with Federal and District equal employment opportunity law.
7. Information about pending lawsuits, investigations, judgments, indictments, or convictions against the company, its affiliates, partners, directors, officers, or managers over the past two years.

### **Proposal Requirements:**

The BID requests that each bidder submit a technical proposal that outlines in detail how the bidder intends to meet the requirement of the contract.

The technical proposal must include:

- A management plan that explains how the project will be supervised.
- An operational plan that explains how the services will be provided. The plan must respond to each of the items in the Scope of Work.

Each bidder must submit a cost proposal that includes a schedule of direct and indirect costs detailing:

- Include separate costs for the following:

- Basket Program on 175 light poles, with a per pole pricing option that explains any cost efficiencies or economies of scale that could prove beneficial to the client
- Book Hill Park plantings and Crape Myrtle maintenance
- Francis Scott Key Park plantings
- Meigs park
- Traffic islands at M Street and Pennsylvania Avenue
- Plaza planters (40) in 9 plaza locations, with a per plant pricing option to plant annual flowers and evergreen centerpieces
- Planters that make up part of the Streatery Program
- Labor rates by employee class and proposed hours by class.
- Benefit and related costs.
- Material costs.
- Replacement basket and hardware costs
- Basket and hardware storage costs (for approximately 300 baskets)
- Equipment costs.
- Payment schedule.
- Proof of insurance in the following amounts consistent with District of Columbia law:
  - Comprehensive commercial general liability- not less than one million dollars (\$1,000,000) per occurrence, two million dollars (\$2,000,000) aggregate.
  - Automobile liability- not less than two million dollars (\$2,000,000) per occurrence.
  - Workers' compensation and employers' liability- one hundred thousand dollars (\$100,000) each accident; one hundred thousand dollars (\$100,000) disease- each employee; five hundred thousand dollars (\$500,000) disease- policy limit.
  - Excess liability- not less than five million dollars (\$5,000,000) per occurrence and five million dollars (\$5,000,000) aggregate.

All bidders will agree to provide a waiver of subrogation by the insurer against the BID and will add the BID as an additional insured.

### **Evaluation of the proposal:**

Proposals will be evaluated on these criteria:

1. Prequalification criteria.
2. Responsiveness to each item in the SOW.
3. Cost.
4. Preferences will be given to CBE/certified DBE.
5. Preferences will be given to a Washington DC based company.
6. References that address:

- Experience and demonstrated ability to provide high quality services reliably and consistently.
- Demonstrated success in similar landscape applications.
- Proven ability to be flexible and adaptable to changing conditions.
- Demonstrated capability and experience of the management team.

Final selection will include an on-site interview of selected candidates in Georgetown, and a walking tour of the BID boundary area where services will be provided. Evaluation will be based on: Cost; Responsiveness to SOW; proposal details; Pre-qualification Criteria; and References. Selection will be based on best value and ability to perform.

**Proposal submission**

All proposals are to be submitted in the following manner:

Three (3) hard copies or one (1) electronic copy, addressed to:

Matt Millage  
 Director of Public Space Operations  
 Georgetown Business Improvement District  
 1000 Potomac street NW STE 122  
 Washington, D.C. 20007  
[mmillage@georgetowndc.com](mailto:mmillage@georgetowndc.com)

**RFP Response Timeline**

The RFP process shall adhere to the following schedule.

<b>RFP posted</b>	<b>April 7</b>
<b>Proposals Due from Contractors</b>	<b>April 23</b>

**All proposal submissions (hard copy and electronic) must be received by 5 PM on April 23, 2025.**



**Georgetown BID will award the contract on or by  
May 31, 2025, pending budget approval.**

**Copies of this RFP package may be obtained at the BID office.**

## Appendix A

### Legal Definition of Georgetown BID Boundary Area DC BID Act of 1996

#### § 2-1215.53. Georgetown BID.

(a) The formation of the Georgetown BID, which shall include all nonexempt real property zoned C or W under applicable District zoning law within the geographic areas set forth in subsection (b) of this section, is hereby authorized and the BID taxes established in subsection (c) of this section are hereby imposed through the earlier of the expiration date of this subchapter or the termination or dissolution of the BID.

(b) The Georgetown BID shall be comprised of all nonexempt real property zoned C or W under applicable District zoning law within the following areas: along the northern boundary of M Street, N.W., between the western terminus of the Rock Creek bridge on the east and the eastern boundary of Georgetown University on the west; along 28th Street, N.W., between M Street, N.W., and Olive Street, N.W.; along 29th Street, N.W., and 30th Street, N.W., in each instance between the M Street, N.W., and Olive Street, N.W.; along 31st Street, N.W., between M Street N.W., and N Street, N.W.; along Potomac Street, N.W., 33rd Street, N.W., Bank Street, N. W., 34th Street, N.W., and 35th Street, N.W., in each instance between M Street, N.W., and Prospect Street, N.W.; along Prospect Street, N.W., between Wisconsin Avenue, N.W., and Potomac Street, N.W.; along N Street, N. W., between 31st Street, N.W., and Potomac Street, N.W.; along O Street, N.W., between 31st Street, N.W., and Potomac Street, N.W.; along Dumbarton Street, N.W., between 31st Street, N.W., and Wisconsin Avenue, N.W.; along P Street, N.W., between 32nd Street, N.W., and 33rd Street, N.W.; along Volta Street, N.W., between Wisconsin Avenue, N.W., and 33rd Street, N.W.; along Q Street, N.W., between 32nd Street, N.W., and 33rd Street, N.W.; along 33rd Street, N.W., between Dent Place, N.W., and Wisconsin Avenue, N.W.; along Reservoir Road, N.W., between 32nd Street, N.W., and 34th Street, N.W.; along R Street, N.W., between 32nd Street, N.W., and 34th Street, N.W.; along Wisconsin Avenue, N.W., between M Street, N.W., and R Street, N.W., and within the area bounded on the north by the southern boundary of M Street, N.W., on the east by Rock Creek, on the west by Key Bridge, and on the south by the Potomac River, which area also includes that portion of Pennsylvania Avenue, N.W., between 29th Street, N.W., and Rock Creek.

**SOURCE:**District of Columbia Official Code 2001 Edition Currentness

Division I. Government of District.

Title 2. Government Administration. (Refs & Annos)

Chapter 12. Business and Economic Development.

Subchapter VIII. Business Improvement Districts.

Part A. General.

## Appendix B

### Map of BID Boundaries



## Appendix C

### Francis Scott Key Park



### Meigs Park



## Appendix D

### Wisconsin Avenue & Reservoir Road



## Appendix E

### Traffic islands at M Street and Pennsylvania Avenue



## Appendix F

### Plaza Planters

29<sup>th</sup> St.



1056 29th St

**Lock #3**



1056 30th St.

**Thomas Jefferson Parklet**



1052 Thomas  
Jefferson St.

**3200 M St.**



3235 M St.





3270 M St.

**Canal Overlook**



1046 Potomac St.

**Fish Market Square**



1000 Potomac St.

**33<sup>rd</sup> St. Plaza**



1030 30th St.

**34th St. Plaza**



1111 34th St.

**PNC Alley**



1211 Wisconsin Ave.

## **Appendix G**

### **Sample Flower Basket**



## **Appendix H**

### **Planters in Streatery Program**

