

CITY OF AUSTIN  
PURCHASING OFFICE

PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS  
MPM0302 CHANNELAUSTIN TELEVISION STUDIO LIGHTING SYSTEM UPGRADE

1. **PROPOSAL FORMAT**

Prefacing the proposal, the Proposer shall provide an Executive Summary of three (3) pages or less, which shall include a concise and brief overview of the proposed solution and offer. The proposal shall include a sequential table of contents with page numbers linking the content of the offer and shall be clearly identified and organized in the following format and informational sequence:

**A. Tab 1 - Required Documents:** All signed documents released shall be submitted as a part of this RFP. These documents include:

- 1a. Signed Addendums (all pages)
- 1b. Signed Offer Sheet (pages 1-3)
- 1c. Completed and Signed Section 0835 Nonresident Bidder Provision
- 1d. Completed and Signed Section 0900 No Goals Utilization Plan (if applicable). *If you will be utilizing subcontractors, you must contact the Small and Minority Business Resources Department (SMBR) at (512) 974-7600 to obtain a list of MBE and WBE firms available to perform the service and include the completed 0900 No Goals Utilization Plan with your proposal packet. Include the 0900 No Goals Utilization Plan in Tab 1d. You can download the 0900 No Goals Utilization Plan at <http://www.austintexas.gov/department/standard-bid-documents>*

**B. Tab 2 - Business Organization, Experience & Personnel Qualifications:** Provide the following information:

- 2a. Full name and address of your company and identify parent company if you are a subsidiary. Indicate whether you operate as a partnership, corporation, or individual. Include the State(s) in which incorporated or licensed to operate. How long has your company been in business?
- 2b. Provide your company's knowledge, experience, qualifications, and expertise.
- 2c. Provide any Letter of Reference or Recommendations that your company has received.
- 2d. Include the resumes and qualifications of all professional personnel who will be assigned to the City of account.
- 2e. Include how long your management team and key employees have been employed by your company and how long they have been involved in the industry.

**C. Tab 3 - Proposed Solution:** Detail your understanding of the requirements presented in the Scope of Work (Section 0500) of the solicitation, how you plan to accomplish the request, and any additional information you deem necessary to evaluate your proposal. At a minimum, specifically provide or indicate the following:

- 3a. Any deviations from any of the requirements stated in the above-referenced Scope of Work (Section 0500)
- 3b. Your plan to accomplish the request
- 3c. List of products necessary to complete the request with Manufacturer extended warranties
- 3d. Proposed milestones with target dates
- 3e. Warranty information

- D. **Tab 5 - Cost Submission: Information in this tab is required.** Detail the services your company is offering and the associated costs. Include the cost of labor, materials, supplies, travel, and all other fees including administrative burden. Your organization’s method of costing may or may not be used but shall be described.
- E. **Tab 6 – Business Exceptions: Information in this tab is required.** Detail any business exceptions that you will require. For example; third party caters, third party audio visual providers, etc.
- F. **Tab 7 - Local Business Presence Identification Form:** The City seeks opportunities for businesses in the Austin Corporate City Limits to participate on City contracts. A firm (Offeror or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm’s headquarters that offers the services requested and required under this solicitation. Points will be awarded through a combination of the Offeror’s Local Business Presence and/or the Local Business Presence of their subcontractors. Evaluation of the Team’s Percentage of Local Business Presence will be based on the dollar amount of work as reflected in the Offeror’s MBE/WBE Compliance Plan or MBE/WBE Utilization Plan. Specify if and by which definition the Offeror or Subcontractor(s) have a local business presence.

**2. ACCEPTANCE PERIOD & PROPRIETARY INFORMATION**

All offers are valid for a period of one hundred and twenty (120) calendar days subsequent to contract execution unless a longer acceptance period is offered in the proposal. All material submitted to the City becomes public property and is subject to the Texas Open Records Act upon receipt. If a contractor does not desire proprietary information in the offer to be disclosed, each page must be identified and marked proprietary at time of submittal. The City will, to the extent allowed by law, endeavor to protect such information from disclosure. The final decision as to what information must be disclosed, however, lies with the Texas Attorney General. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

**3. PROPOSAL PREPARATION COSTS**

All costs directly or indirectly related to preparation of this RFP or any oral presentation required to supplement and/or clarify the offer, which may be required by the City, shall be the sole responsibility of the contractor.

**4. EVALUATION FACTORS AND AWARD**

**A. Competitive Selection:** This procurement will comply with applicable City Policy. The successful Proposer will be selected by the City on a rational basis. Evaluation factors outlined in Paragraph B below shall be applied to all eligible, responsive Proposers in comparing proposals and selecting the Best Offeror. Award of a Contract may be made without discussion with Proposers after proposals are received. Proposals should, therefore, be submitted on the most favorable terms.

**B. Evaluation Factors:** 100 points

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|--------------------------------|------------------|
| <b>1. Total Evaluated Cost</b> | <b>40 Points</b> |
| <b>2. Proposed Timeline</b>    | <b>15 Points</b> |
| <b>3. Warranty on Labor</b>    | <b>15 Points</b> |

**4. Business Organization, Experience, & Personnel Qualifications** **20 Points**

**5. Local Presence** **10 Points**

- The City will award extra points for businesses that are headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years based on the following criteria:
  - Local business presence of 90 to 100% - 10 points
  - Local business presence of 75 to 89% - 8 points
  - Local business presence of 50 to 74% - 6 points
  - Local business presence of 25 to 49% - 4 points
  - Local business presence of 1 to 24% - 2 points
  - No Local business presence – 0 points

The City will score offers on the basis of item 1-5 above. The City may elect to do site visits or tastings for short-listed contractors, and may choose to award up to an additional 25 points maximum.