

**CITY OF AUSTIN
PURCHASING OFFICE
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS
SOLICITATION NUMBER: RFP CRR0107**

1. PROPOSAL FORMAT

All proposals should be submitted in the following format.

Submit one (1) double-sided original, and five (5) electronic versions of the complete proposal.

The electronic version must be on a flash drive in PDF format.

Proposals shall be organized in the following format and information sequence. Use tabs to divide each part of your proposal and include a Table of Contents. Proposers should provide all details in the proposal as required in the Section 0500- Scope of Work and any additional information you deem necessary for your proposal to be evaluated.

Tab 1- Business Organization

State the full name and address of your organization and identify the parent company if you are a subsidiary. Specify the branch office or other subordinate element which will perform, or assist in performing, work herein.

Tab 2 – City of Austin Purchasing Documents:

Complete and submit the following documents:

- A. Offer and Award Sheet
- B. Section 0605-Local Business Presence Identification Form
 - 1. Section 0700-Reference Sheets (List three (3) non-City references in Section 0700 Reference Sheet that can verify experience in working with your firm and substantiate your success in planning and coordinating the event, and completing all deliverables within budget and schedule.)
- C. Section 0835-Non-Resident Bidder Provisions
- D. Compliance Plan

Tab 3 -Authorized Negotiator: Include the name, address, email, and telephone number of the person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters.

Tab 4- Prior Experience: The City will evaluate the Proposer's experience with development and implementation of placemaking projects.

- A. List three (3) comparable projects that the Proposer was involved in that engaged stakeholders towards the development and implementation of a placemaking project. Project overview should include:
 - a. Project Name and description including outcomes
 - b. Name of Proposer's key personnel and their role
 - c. The client and the project purpose
 - d. Budget and final cost invoiced for project
 - e. Months/Years worked on each project
 - f. Name, title, and current phone number for principal contact person for whom each project was completed
- B. **Personnel:** The City will evaluate each Proposal based on the experience and qualifications of the professional staff that will be assigned to perform the Scopes of Work.
 - 1. Include the names and qualifications of all personnel who will be assigned to this event. Include the staff of sub-consultant firms, if applicable. Identify key persons by name and title.
 - 2. Describe each person's role, title, and percentage of time each person will devote to this event.
- C. **Project Understanding:** State your understanding of the Soul-y Austin Program and the deliverables presented in the Scope of Work of this RFP. Describe in detail your understanding of placemaking and its roles in business district stabilization and enhancement. Provide all details as required in the Scope of Work and any additional information you deem necessary to evaluate your proposal.

**CITY OF AUSTIN
PURCHASING OFFICE
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS
SOLICITATION NUMBER: RFP CRR0107**

- D. **Work Plan:** Describe your Work Plan for achieving the RFP's Scope of Work within one year of contract execution. Include a deliverable schedule that identifies the approximate amount of time needed to complete each major task. Specific delivery dates are not required as the final work plan cannot be achieved until a Contractor has been awarded. The City will meet with the successful Proposer following award and execution of the contract to finalize the project schedule.
- E. **Project Management Structure:** The City will require the Proposer to demonstrate that it has a good organizational and management structure. Submit an organizational chart that:
1. Shows the supervisory and reporting structure for the Contractor's personnel assigned to carry out this RFP's Scope of Work.
 2. Identifies a single-point-of-contact for billing, follow-up and problem resolution.
 3. Demonstrates that the loss or absence of key staff members will not compromise the quality of the research and report, or the schedule for completion.
- F. **Cost Proposal:** A firm fixed price or not-to-exceed contract has been determined for this project. This will include progress payments as mutually determined to be appropriate.
1. The City has established a budget of **\$55,000** for this contract.
 2. The proposed cost should include all expenses necessary to perform the scope of work.
 3. Project implementation may account for up to seventy-five percent (75%) of the budget but should not exceed that amount.

Activity	Not to Exceed Amount
Project Approach and Timeline	\$1,500
Team Meetings	\$3,00
Meeting facilitation	\$3,000
Project Promotion and Coordination	\$2,500
On-going Project Management and Communication	\$5,000
Project Implementation	\$39,000
Placemaking Project Implementation Report	\$1,500

2. **PROPOSAL TERMS:**

- A. **Local Business Presence:** 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.

**CITY OF AUSTIN
PURCHASING OFFICE
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS
SOLICITATION NUMBER: RFP CRR0107**

B. Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying:

1. On November 10, 2011, the Austin City Council adopted Ordinance No. 201111110-052 amending Chapter 2-7, Article 6 of the City Code relating to Anti-Lobbying and Procurement. The policy defined in this Code applies to Solicitations for goods and/or services requiring City Council approval under City Charter Article VII, Section 15 (Purchase Procedures). During the No-Contact Period, Offerors or potential Offerors are prohibited from making a representation to anyone other than the Authorized Contact Person in the Solicitation as the contact for questions and comments regarding the Solicitation.
2. If during the No-Contact Period an Offeror makes a representation to anyone other than the Authorized Contact Person for the Solicitation, the Offeror's Offer is disqualified from further consideration except as permitted in the Ordinance.
3. If a Respondent has been disqualified under this article more than two times in a sixty (60) month period, the Purchasing Officer shall debar the Offeror from doing business with the City for a period not to exceed three (3) years, provided the Respondent is given written notice and a hearing in advance of the debarment.
4. The City requires Offerors submitting Offers on this Solicitation to provide a signed Section 0810, Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying Affidavit certifying that the Offeror has not in any way directly or indirectly made representations to anyone other than the Authorized Contact Person during the No-Contact Period as defined in the Ordinance. The text of the City Ordinance is posted on the Internet at: <http://www.ci.austin.tx.us/edims/document.cfm?id=161145>

C. Proposal Acceptance Period: All proposals are valid for a period of one hundred and sixty (160) calendar days subsequent to the RFP closing date unless a longer acceptance period is offered in the proposal.

D. Proprietary Information: All material submitted to the City becomes public property and is subject to the Texas Open Records Act upon receipt. If a Proposer does not desire proprietary information in the proposal 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. EXCEPTIONS:

Be advised that exceptions to any portion of the Solicitation may jeopardize acceptance of the Proposal.

If any exceptions are taken by a Proposer to any term or condition of this RFP, the Proposer must clearly indicate each specific exception taken, include a full explanation of the reason for said exception, and include any proposed language for any alternative term as a separate attachment to the Proposal, stating clearly in writing that the Proposer's Contract or Legal staff have reviewed and proposed all such terms in the Proposer's exceptions. The failure to identify exceptions or proposed changes with a full

**CITY OF AUSTIN
PURCHASING OFFICE
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS
SOLICITATION NUMBER: RFP CRR0107**

explanation and substitute language shall constitute acceptance by the Proposer of the Solicitation as proposed by the City. The City reserves the right to reject a proposal containing exceptions, additions, qualifications or conditions not called for in the Solicitation.

Any exceptions should be identified and explained in the proposal.

4. PROPOSAL PREPARATION COSTS

All costs directly or indirectly related to preparation of a response to the RFP or any oral presentation required to supplement and/or clarify a proposal which may be required by the City shall be the sole responsibility of the Proposer.

5. 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 total points available

- a. Demonstrated Applicable Experience in the development, implementation and overall execution of placemaking projects/Project Team Qualifications – 25 points
- b. Strength of Demonstrated Understanding of Project and proposed timeline for deliverables – 25 points
- c. Demonstrated prior experience in the development, implementation and overall execution of placemaking projects – 20 pts
- d. Overall Cost - 20 points
- e. Local Business Presence – 10 points

Proposer's Local Business Presence	Points Awarded
Local business presence of 90% to 100%	10
Local business presence of 75% to 89%	8
Local business presence of 50% to 74%	6
Local business presence of 25% to 49%	4
Local presence of between 1 and 24%	2
No local presence	0