

**CITY OF AUSTIN
PURCHASING OFFICE
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS
SOLICITATION NUMBER: RFP CRR0108**

PROPOSAL FORMAT

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

Each 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 (Original Signature Required)
- B. Section 0605-Local Business Presence Identification Form
- C. 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.)
- D. Section 0815-Living Wages Contractor Certification
- E. Section 0835-Non-Resident Bidder Provisions
- F. Section 0900-No Goals Form

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. 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.

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- 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.

1. **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.
- B. **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.
- C. **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

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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 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 and Strength of Personnel Qualifications – 20 points
- b. Strength of Demonstrated Understanding of Project – 30 points
- c. Demonstrated experience and knowledge of economic development principles and best practices – 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