

**CITY OF AUSTIN
PURCHASING OFFICE
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS
SOLICITATION NUMBER: RFP DRK0104**

1. PROPOSAL FORMAT

Prefacing the proposal, the Proposer shall provide an Executive Summary of three (3) pages or less, which gives in brief, concise terms, a summation of the proposal.

The Executive Summary shall include the following information:

- 1) Name of the proposing firm
- 2) Address of the proposing office
- 3) Contact names, telephone numbers, fax numbers, and e-mail addresses for individuals authorized to answer technical, price, and/or contract questions.
- 4) General summation of proposal including a brief statement highlighting the significant features of the proposal and its component parts. Also include any additional information of a general nature, which will aid the evaluation team's understanding the thrust of the proposal.
- 5) Explanation of the suitability of the services.
- 6) Statement of assumptions made in preparing the proposal.

Submit one original, four (4) paper copies and one electronic version of the Proposal. The original Proposal must contain original signatures. **Bound proposal packet shall be printed on both sides of paper (duplexes) utilizing a minimum 30 percent recycled content paper and have consecutively numbered pages.** Proposals must be organized in the following format and information sequence. Use numbered tabs to divide each part of your Proposal. Proposers should provide all details in the Proposal as required in Section 0500-Scope of Work and any additional information you deem necessary to evaluate your Proposal.

Cost Proposal: One (1) printed cost proposal and one (1) cost worksheet on cd-rom/USB (compatible with Microsoft Windows) to be submitted in a SEPARATE sealed envelope from the technical proposals. Information described in the following subsections is required from each Proposer. Your method of costing may or may not be used but should be described. A firm fixed price or not-to-exceed Contract is contemplated, with progress payments as mutually determined to be appropriate. Ten percent (10%) of the total contractual price will be retained until submission and acceptance of all work products.

- i. Manpower: Itemize to show the following for each category of personnel with separate hourly rates:
 1. manager, senior consultant, analyst, subcontractor, etc.
 2. estimated number of hours for time/labor for each category of personnel.
 3. rate applied for each category of personnel.
 4. Total cost
- ii. Itemized cost of supplies and materials.
- iii. Other itemized direct costs.
- iv. If applicable, general and administrative burden. Indicate base used, percentage, and total

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cost relative to this procurement.

- v. Travel expenses: All travel lodging expenses in connection with the Contract for which reimbursement may be claimed by the Contractor under the terms of the Solicitation will be reviewed against the City's Travel Policy as published and maintained by the City's Controller's Office and the Current United States General Services Administration Domestic Per Diem Rates (the "Rates") as published and maintained on the Internet at:

http://www.gsa.gov/Portal/gsa/ep/contentView.do?contentId=17943&contentType=GSA_BASIC

No amounts in excess of the Travel Policy or Rates shall be paid. All invoices must be accompanied by copies of detailed receipts (e.g. hotel bills, airline tickets). No reimbursement will be made for expenses not actually incurred. Airline fares in excess of coach or economy will not be reimbursed. Mileage charges may not exceed the amount permitted as a deduction in any year under the Internal Revenue Code or Regulations.

- vi. Printing: State separately the cost of furnishing copies of the final report (if applicable).
- vii. Total cost schedule.

A. Tab 1 - Table of Contents

The Table of Contents shall include the following:

- Index of the proposal contents
- Index of tables and figures
- Index of attachments

B. Tab 2 - Authorized Negotiator

Include name, address, and telephone number of person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters. List contact names, telephone numbers, fax numbers and e-mail addresses for individuals authorized to answer technical, price, an/or contract questions.

C. Tab 3 – Required Submittals

Complete, Sign, and Submit the following documents:

- Offer Sheet
- Section 0605 Local Business Presence Identification Form
- Section 0700 References
- Section 0800 Equal Employment/Fair Housing Office Non-Discrimination Certification
- Section 0805 Non-Suspension or Debarment Certification
- Section 0810 Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying Affidavit
- Section 0815 Living Wages Contractor Certification
- Section 0835 Non-Resident Bidder Provisions
- Section 0900 MBE/WBE Procurement Program Package or No Goals Utilization Plan

Respondents must submit with the RFP response:

- A signed letter, on company letterhead, from the respondents insurance producer certifying that the respondent is capable of meeting the insurance requirements stated in section 0400 (SUPPLEMENTAL PURCHASE PROVISIONS (RFP));

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- Audited financial statements for the past two years. In the event that audited financial statements cannot be provided, the Vendor must provide financial information that will enable the City to accurately assess financial stability and viability. Provide the same information for any entity that will participate in this project through a joint venture or subcontract arrangement.
- at least one complete company credit report from a major credit reporting agency dated not more than thirty (30) days from the RFP closing date
- The name, location and date of all contracts that have been terminated or canceled within the past ten (10) years, prior to the expiration of their term. Disclose any judgments, any pending lawsuits, or unresolved disputes related to your operation within the past ten (10) years.

D. Tab 4 - Firm Background, Principal Officers and Business Organization

The purpose of the section of the RFP Response is for the Consultant to describe the principal Consulting firm; any other consultants and/or contractors on the Consultant's Team; and how the team will be organized for this project.

This section will include the following items:

1. State full name and address of your organization and identify parent company (if you are a subsidiary).
2. Specify the branch office or other subordinate element which will perform or assist in performing work herein.
3. Indicate whether you operate as a partnership, corporation, or individual.
4. Include the State in which incorporated or licensed to operate.
5. Project management organizational chart identifying the Project Manager and full time / part time project staff members including resumes for project personnel and the amount of time each project staff member will be dedicated to the project.
6. State the name, location and date of all contracts that have been terminated or canceled within the past ten (10) years prior to the expiration of their term. Disclose any judgments, any pending lawsuits, or unresolved disputes related to your operation within the past ten (10) years.
7. The Consultant must disclose existing preferred business relationships with specific solution providers or proprietary information technology products.
8. Provide length of time firm has been in business. Length of time firm has worked with state / local governments.
9. List office locations, Austin, Texas and other

E. Tab 5 – Technical Proposal

Define in detail your understanding of the requirements presented in the Statement of Work. Describe your approach and methodology for providing your proposed solution. Provide all details as required in the Statement of Work (Section 500) and any additional information you deem necessary to evaluate your proposal.

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F. Tab 6 - Implementation / Deliverables Plan

Describe your implementation plan and schedule for accomplishing the required work.

1. The technical factors that will be considered and the depth to which each will be treated.
2. The degree of definition provided in each technical element of your Implementation Plan.
3. The points at which written, deliverable reports will be provided.
4. The amount of progress payments you are requesting upon successful completion of milestones or tasks, deducting ten percent (10%), to be paid upon final acceptance by the City.

G. Tab 7 – Required Responses

1. Explain Project Management Methodology and how the Methodology will be used in this project. Specific focus should be given to data center risk assessment methodology & standards used to fulfill these types of projects.
2. Outline of capability to deliver the required services including process, functional, and technical expertise.
3. Provide a brief overview of your most relevant engagements. Include the customer names and contact information, scope of work, time line and deliverables. Also include number of Contractor staff assigned, number of customer staff assigned, if engagement was completed on time and/or within budget and if any changes to scope were needed.
4. Describe your process for capturing and delivering best practices to your customers.
5. List in order the distinct steps and or components of your requirements gathering process (for example focus groups or surveys).
6. Propose a time line for a project of this scope.

H. Tab 8 - References

Provide five (5) customer references, two (2) of which must be from the public sector, including contact names, email addresses and phone numbers as references from state/local government customers.

I. Tab 7 –City of Austin’s Terms and Conditions

List any exceptions to the City of Austin’s Terms and Conditions located at:

<http://www.austintexas.gov/department/standard-bid-documents>

2. 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

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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. **Coordinate your subcontracting plan with SMBR prior to submitting your proposal. Sign and return the MBE/WBE Compliance Plan or MBE/WBE Utilization Plan with your proposal.**

3. Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying

1. On November 10, 2011, the Austin City Council adopted Ordinance No. 20111110-052 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>

5. Proposal Acceptance Period

All proposals are valid for a period of one hundred and twenty (120) calendar days subsequent to the RFP closing date unless a longer acceptance period is offered in the proposal.

6. 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.

7. EXCEPTIONS

Be advised that exceptions to any portion of the Solicitation may jeopardize acceptance of the Proposal. The Proposer must clearly indicate each exception taken and indicate the alternative language along with the business need for the alternative language. The failure to identify exceptions or proposed changes with a full explanation will constitute acceptance by the Proposer

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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.

8. 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.

9. 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; plus 25 optional points for interviews.

The weighting factors indicated define the relative importance of each factor in calculating the total scores for each proposal.

Criteria	Description	Percent of Total
Proposed Concepts and Solutions	<p>Understanding of the technical requirements and specifications of the work to be accomplished as defined by COA; the completeness of the Consultant's proposal; the level of detail provided; and its conformance to specifications and standards.</p> <p>Grasp of the project concepts and the thoroughness of the services solutions proposed including responsiveness to terms and conditions and provision of the deliverables.</p>	20
Qualifications and Professionalism	<p>Qualifications of the Consultant's staff assigned to project.</p> <p>Professionalism of the Consultant's staff assigned to project.</p>	15
Demonstrated Applicable Experience and Expertise	<p>Prior experience of Contractor in successfully completing undertakings similar in nature and scope.</p> <p>An assessment of the Contractor's technical ability and expertise to provide the desired services in the specified environment.</p>	20

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Criteria	Description	Percent of Total
Implementation and Deliverables Plan	The Consultant's work plan and schedule for delivery of the desired consultant services (as described herein). An assessment of the proposed consultant services for supplying requested deliverables (*see SOW Section 5).	15
Evaluated Cost	Total evaluated cost of providing Risk Assessment Consultant Services based on the Cost Proposal Worksheet.	20
Financial Viability of Company	Company financials /Financial ratings/ Financial ratios	Pass/ Fail
Local Business Presence	90% to 100% (10 Points) 75% to 89% (8 points) 50% to 74% (6 points) 25% to 49% (4 points) 1% and 24% (2 points) No local presence (0 points)	10
Total		100
Interviews, Optional	Interviews may be conducted at the discretion of the COA. The top scoring Proposer may be invited to an interview. If so invited, such Proposer may be eligible for an additional 25 points based on their responses to questions asked during the interview. The highest possible score is 25 points.	25