

**CITY OF AUSTIN  
PURCHASING OFFICE  
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS  
SOLICITATION NUMBER: RFP JRD0307**

1. **PROPOSAL FORMAT**

The Proposer shall submit one original and one (1) electronic copy (flash drive) of your proposal. The electronic PDF version shall be an exact duplicate of the original hard copy submittal, including all required signatures and sections. Each electronic proposal shall be saved as a single file copy of the original submitted paper proposal. The City of Austin is not responsible for discrepancies between the contractor's electronic PDF version and the original hard copy submittal; the City may deem any discrepancy as a non-responsive offer. The proposal shall be organized in the following format and informational sequence:

- A. **Part I - Business Organization**: State the full name and address of your organization, identify the parent company if you are a subsidiary. Specify any branch offices or other subordinate element that will perform, or assist in performing the requested tasks. Indicate whether you operate as a partnership, corporation, or individual. Include the State where you are incorporated or licensed to operate.
- B. **Part II - System Concept and Solution**: Define in detail your understanding of the requirement presented in the Scope of Work of this request for proposal and your system solution. Provide all details as required in the Scope of Work and any additional information you deem necessary to evaluate your proposal. Specifically indicate:
- a. Provide information about the Real Time Captioning Services showing a translation rate with a minimum of ninety-nine percent (99%) rate and total error count of five percent (5%) or less.
  - b. Describe and list the software and hardware equipment to be used in the fulfillment of this contract.
  - c. Show your ability to meet the required schedule and response times.
  - d. Provide information detailing your understanding of the requirement presented in the Section 2.2 - Additional Optional Services of the Scope of Work and your recommended solution. Provide rates and the technical plan for accomplishing required work.
  - e. If applicable include time-related displays, graphs, and charts as necessary.
- C. **Part III – Qualifications and Experience**: Demonstrate your experience in live broadcast captioning and delivering services to a similar scope on a similar scale. Describe only relevant corporate experience and individual experience for personnel who will be actively engaged in the project. Include names and qualifications of all professional personnel who will be assigned to this project. Demonstrate there is adequate staff to provide at least three qualified Captioners per City Council meeting. Provide all resumes and certifications of the personnel who will be assigned to this project including years of experience, translation and error rates.
- D. **Part IV - 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.
- E. **Part V - Cost Proposal**: The Proposer shall submit their cost proposal in the format as outlined in **Attachment A – Cost Sheet**. The Proposed Cost shall include any and all associated fees and expenses incurred by the Proposer for the cost of doing business. **The Proposer may, at its option, submit an alternate cost proposal utilizing an alternate methodology.** However, the City reserves the right to reject any alternate cost proposals if it is determined that the proposal cannot be objectively evaluated when compared to other proposals.

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**F. Part VI - Solicitation Documents: Include the solicitation documents that require signature.**

**a. Offer Sheet Signature Page:**

- b. Local Business Presence (Section 0605):** 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.

**c. Reference Sheets (Section 0700):**

**d. Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying (Referenced):**

- i. 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.
- ii. 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.
- iii. 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.
- iv. 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>

**e. Non-Resident Bidder Provisions (Section 0835):**

**f. Amendments (as issued):**

- g. No Goals Utilization Plan Form:** The City of Austin has determined that no goals are appropriate for this project. Even though no goals have been established for this solicitation, the Proposer is required to comply with the City's MBE/WBE Procurement Program, if areas of subcontracting are identified. If the Proposer intends to subcontract, the Section 0900 – No Goals form can be found at [https://assets.austintexas.gov/purchase/no\\_goals\\_utilization\\_plan.pdf](https://assets.austintexas.gov/purchase/no_goals_utilization_plan.pdf).

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- G. **Part VII - 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
- H. **Part VIII - 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.

2. **EXCEPTIONS:**

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

3. **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.

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: Maximum 100 points.**

- i. System Concept and Solutions Proposed (Grasp of the requirement and its solution(s), responsiveness to terms and conditions, completeness and thoroughness of the technical data and documentation.) **25-35 POINTS**
- ii. Demonstrated Applicable Experience and Personnel Qualifications **15-35 POINTS**
- iii. Total Evaluated Cost **50-20 POINTS**
- iv. LOCAL BUSINESS PRESENCE (Maximum 10 points) **10 POINTS**

<b>Team's Local Business Presence</b>	<b>Points Awarded</b>
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

- v. The City will score proposals on the basis of item 1-5 above. The City may select a "short list" of Proposers based on those scores. "Short-listed" Proposers may be invited for interviews with the City. (Maximum 25 points) **25 POINTS**