

**CITY OF AUSTIN  
PURCHASING OFFICE  
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS  
SOLICITATION NUMBER: RFP#CRR0102**

**PART 1: PROPOSAL FORMAT**

All proposals should be submitted in the following format.

Submit one (1) double-sided original, and four (4) electronic versions of the complete proposal. The electronic version must be on a flash drive in PDF format.

The original must be submitted on 8.5 x 11" paper, bound or in a 3-ring binder. The original proposal must be clearly labeled as "original". The original must include the original signature of the person authorized to sign on behalf of the Proposer.

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.

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.

**Tab 1: City of Austin Purchasing Documents-Complete and submit the following documents:**

1. Signed Offer Sheet
2. Section 0605-Local Business Presence Form
3. Section 0700-Reference Sheets
4. Section 0835-Non-Resident Bidder Provisions
5. Section 0900-No Goals Utilization Plan

**Tab 2 - Business Organization:** State full name and address of your organization and identify parent company if you are a subsidiary. Specify the branch office or other subordinate element which will perform, or assist in performing, work herein. Indicate whether you operate as a partnership, corporation, or individual. Include the State in which incorporated or licensed to operate and provide your non-profit organization status.

**Tab 3 – 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.

**Tab 4 - 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.

**Tab 5 – Work Plan:** Describe your technical plan for accomplishing required work. Include such time-related displays, graphs, and charts as necessary to show tasks, sub-tasks, milestones, and decision points related to the Scope of Work and your plan for accomplishment. Specifically indicate:

- A. Describe your solution for Specification 4.1 Community Outreach and Training
- B. Describe your solution for Specification 4.2 Marketing and Campaign Messages
- C. Describe your solution for Specification 4.4 Sustainability Plan.
- D. Describe your work plan to accomplish the deliverables listed in Specification 6.

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**Tab 6 - Prior Experience:** Describe only relevant corporate experience and individual experience for personnel who will be actively engaged in the project. Do not include corporate experience unless personnel assigned to this project actively participated. Do not include experience prior to 2005. Supply the project title, year, and reference name, title, present address, and phone number of principal person for whom prior projects were accomplished.

- A. Describe in detail experience to demonstrate minimum of five (5) years working in Austin, Texas to establish healthy communities.
- B. Describe in detail experience engaging the community to reach a common goal.
- C. Describe in detail experience working with local partners to increase the variety of healthy products offered by neighborhood food retail outlets.

**Tab 7 - Personnel:** Include names and qualifications of all professional personnel who will be assigned to this project. State the primary work assigned to each person and the percentage of time each person will devote to this work. Identify key persons by name and title. Provide all resumes.

**Tab 8 - Price Proposal:** 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. In the proposal, provide a price chart similar to the one listed below. The prices listed in the table shall be inclusive of all fees, including travel, if required. No fees will be paid separately. Include a breakdown of each cost (administrative fees, hourly rates, etc.).

Description	Amount
Community Outreach and Training	\$
Marketing and Messaging	\$
Sustainability Plan and Outcome Evaluation	\$
<b>Total Cost</b>	<b>\$</b>

Proposer shall submit one printed original and one electronic version of the completed price proposal in a SEPARATE sealed envelope from the tabbed proposals outlined in Part 1: Proposal Format. Failure to submit pricing will result in the Offer being disqualified and not eligible for award

**A. TRAVEL EXPENSES (if required):**

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 Controllor'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](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.

**B. EXCEPTIONS:**

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

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acceptance of the Proposal. The failure to identify exceptions or proposed changes with a full explanation will 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.

**C. 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.

**PART 2: - Proposal Acceptance Period:** All proposals are valid for a period of one hundred and eighty (180) calendar days subsequent to the RFP closing date unless a longer acceptance period is offered in the proposal

**PART 3 - 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.

**PART 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:**

i. 100 points.

- (1) Program Solution -35 points
  - (a) Work Plan
  - (b) Marketing & Messaging Plan
  - (c) Sustainability Plan & Outcome Evaluation
- (2) Demonstrated Applicable Experience & Capacity -35 points
- (3) Total Evaluated Cost-20 points
- (4) Local Business Presence-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

ii. Interviews, Optional. Interviews may be conducted at the discretion of the City. Maximum 25

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points