

## **DRAFT PUBLIC MARKET RFP SELECTION CRITERIA – 3/13/13**

### **Qualification, Experience, and References (24%)**

- Firm's background and history (1%)
- Project team composition (2%)
- Firm experience and references (15%)
- Firm's current and near future workload (2%)
- Conflicts of interest (1%)
- Contract failures/litigations (1%)
- Financial capability (2%)

### **Project Approach (41%)**

- Technical Approach - Understanding of the Work Products, the strategy used for controlling its quality, correcting mistakes, specific deliverables to achieve the Work Products and the scope of services, innovative ideas and any other relevant information concerning your firm's understanding of the Work Products. Describe your cost containment practices for controlling direct and indirect costs and strategy for adhering to contract schedules. (10%)
- Work plan that outlines the proposed steps and project timeline for completing the Work Products. (15%)
- Estimate of total work hours broken down by individual task. (10%)
- Roadblocks and milestones found in similar programs and your firm's approach to managing them. Summarize the critical success factors and key challenges the City will face during this preparation of these Work Products. (2%)
- Describe why the firm's selected program approach fits these particular Work Products. (2%)
- Information or data to be used or obtained from the City to assist in your completion of the Work Products. Describe expected use of City resources including assistance from City Staff. (2%)

### **Cost Proposal (35%)**

The cost proposal will be rated separately with the assistance of the Purchasing Department. The resulting score will be weighted at 35% of the total points available.

- E. **Disclosure of Conflict of Interest.** Disclose any potential conflict of interest due to any other clients, contracts, or property interests. Include a statement certifying that no member of your firm's ownership, management, or staff has vested interest in any firm, consultant or subconsultant involved in the project, or any aspect of the project, or with the Department of Planning and Community and Economic Development or the City of Madison.
- F. **Disclosure of Contract Failures, Litigations.** Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation or investigation pending within the last three (3) years which involves your firm and all subcontractors involved in the project. List any contracts in which your firm and any subcontractor has been found guilty or liable, or which may affect the performance of the services to be rendered herein.
- G. **Financial Capability**
- The proposer must provide a statement that their firm has the financial stability and capability to perform the work outlined within the Scope of Services. In addition, selected firm(s) may be required to further demonstrate financial capability prior to execution of a contract.

#### **Chapter 4 : Project Approach**

Please limit your response to three (3) pages for each Work Product that you are submitting a proposal for.

~~Please begin this chapter by clearly noting which of the six Work Products you are submitting a proposal for. Respondents may submit a proposal for one, all, or any combination of the six Work Products. The City reserves the right to award this contract in whole or in part to firms submitting a response.~~

~~Respondents must furnish the following information for each of the Work Products that they are submitting a proposal for, and clearly differentiate between each of the Work Products in their response. The Selection Committee should be able to easily differentiate proposal information submitted for one Work Product from information provided for another Work Product if the respondent is submitting proposals for more than one Work Product.~~

- A. Describe proposed technical approach for executing the Work Product(s), including your understanding of the Work Product(s), the strategy used for controlling its quality, correcting mistakes, specific deliverables to achieve the Work Product(s) and the scope of services, innovative ideas and any other relevant information concerning your firm's understanding of the Work Product(s). Describe your cost containment practices for controlling direct and indirect costs and strategy for adhering to contract schedules.
- B. Submit a work plan that outlines the proposed steps and project timeline for completing the Work Product(s).
- C. Submit an estimation of total work hours broken down by individual task.
- D. Identify roadblocks and milestones found in similar programs and your firm's approach to managing them. Summarize the critical success factors and key challenges the City will face during this preparation of this Work Product.
- E. Describe why the firm's selected program approach fits this particular Work Product(s).
- F. Indicate any information or data to be used or obtained from the City to assist in your completion of the Work Product(s). Describe expected use of City resources including assistance from City Staff.

**C. Proposer Profile Information - RFP Form C**

Provide business identification and contact information required in the form.

***Chapter 2. Executive Summary***

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Please provide a very concise Executive Summary, referencing which of the six Work Products your firm is submitting a proposal to complete.

***Chapter 3. : Qualifications, Experience and References***

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Please limit your response to five (5) pages or less (excluding resumes).

**A. Background and History.**

1. Describe briefly your firm's background and history. State firm's size: local, regional, national and international. State the location of the office from which this engagement will be serviced and the range of activities performed at that office.
2. Provide a statement of the length of time you have been in business supplying the services referenced herein and experience in serving governmental entities.

**B. Project Team.**

1. Describe proposed organizational structure for the team involved in the execution of the contract, including names and titles, their role, reporting responsibilities, team interface with City project management and estimated time commitment (in hours) for each team member. Include a brief statement of the availability of key assigned personnel of the team.
2. Resumes of all staff proposed to be involved in this project.

**C. Experience and References.**

1. Demonstrate the firm's capability, experience and qualifications in providing services equal to or greater in scope than those requested in this RFP. Describe the project team's relevant experience, especially in projects of similar size and scope.
2. Provide a list of all relevant experience in the last five years.
3. List any and all contracts your firm has done for the public sector.
4. REFERENCES. Proposers must include in their RFPs a list of no more than ten organizations, from recent projects, similar in size and scope, which can be used as references for work performed in the area of service required. Selected firms may be contacted to determine the quality of work performed and personnel assigned to the project. Use RFP Form D and additional forms, as needed to provide the following information for each client reference:
  - Client (contact person, address, and telephone numbers)
  - Contract period, year completed
  - A description of the performed work
  - Total cost

- D. Current and near future workload** (ability to perform in a timely fashion). Submit current list of projects and percentage of completion and expected date for completion.