

How to Present a Successful Request for Proposals (RFPs)

Wednesday, September 21, 2016

10AM – 12PM

Caltrans District 4

111 Grand Ave., 15th Floor, Parkview Room

Oakland, CA 94612



This presentation will cover

- Components of an RFP
- Responding to an RFP
- There are different types of procurements -- such as RFQs, IFBs, etc. This overview will only cover RFPs for federally assisted projects.

Components of an RFP

The format and composition of an RFP is mandated by the Federal Acquisition Regulation (FAR) and FTA Circular, 4220.1F, Third Party Contracting Guidance.



This set of rules (lengthy and detailed) define what must go into an RFP and how it must be structured.

From one Agency to another, the format of the RFP may be different, but the contents are basically the same.

RFP Information

Identifies the title of the procurement, procurement number, Agency and sponsor information, project specific background information, etc.

Useful Tips:

-  **Obtain background information and research the Project.**
-  **Access the Agency Website and Project information.**

Instructions to Proposers

- Provides instructions for submitting your proposal.
- Includes Procurement Schedule, Point of Contact, Delivery of Proposal, Agency's rights and other instructions.



Useful Tips:

- ☞ **Note Proposal Deadline – Late submittals will be returned unopened or deemed non-responsive.**
- ☞ **Pre-Proposal Conference – Meeting attendance is encouraged**
- ☞ **Interview Date –Key personnel should be available**
- ☞ **Submission of Proposals – follow content and format instructions, and sign all forms**
- ☞ **Check for Addenda and sign Acknowledgement Form**

Scope of Work

Describes the services the Agency is seeking from a qualified firm. This section provides the program overview and project requirements.

Useful Tips:

-  Review this section thoroughly. If you are the successful proposer, you will be required to provide the services identified in this section.
-  Proposer must address how they intend to deliver the necessary services.

Proposal Format and Content

These include any formatting requirements, how the material needs to be organized/outlined.

- **Format** – Document size, page limitations, proposal format (number of printed and electronic submittals)
- **Content** – List of required form, Proposer's firm profile, firm and staff qualifications, work plan and proposed schedule, staffing plan, Cost Pricing (in a separate sealed envelope for A&E), DBE Information

Useful Tips:



Use the proposal Content section as your checklist for what to include in your proposal, check it multiple times to be sure that you haven't left anything out, especially required forms.

The Evaluation Process

- Contract Administrator conducts Responsiveness Review to ensure all submittal requirements are met.
- Proposal Review Committee scores both the technical review of the proposal and the interview based on the established criteria stated in the RFP.

Useful Tips:

- ☞ **The Proposal Review Committee is comprised of subject matter experts.**
- ☞ **Proposals that lack detail and depth will not score well.**

Evaluation Criteria

- Defines the factor, subfactors, and elements used to “score” the proposal. Normally consists of two parts:
 - Technical Evaluation Criteria
 - Interview

Useful Tips:

- ☞ Review the evaluation criteria to understand the areas of importance based on weighted scores.

Representations/Certifications and Statements

Many forms require signatures. These can include Addendum, Levine Act, Federal requirement forms, DBE forms, etc.

Useful Tips:

- ☞ Read it carefully. If you forget to submit required information, you run the risk that your proposal will be deemed *non-responsive*.
- ☞ Is there a DBE Goal? If so, has your firm met the goal or provided Good Faith Effort?

More Useful Tips

- ☞ Follow the format suggested in the RFP, using the same section headings to ensure that all requirements are covered.
- ☞ Avoid using a proposal as an opportunity to point out flaws in the agency's existing program, unless it is necessary to do so in order to describe the benefits of your proposal. Proposals should be solution-oriented.
- ☞ Omit marketing collateral.

More Useful Tips

- ☞ Exceptions to the contract terms and conditions may be stated in the proposal; however, avoid imposing conditions on the Agency. Conditions may make it too difficult for an Agency to accept a proposal.
- ☞ Understand all insurance and indemnity requirements.
- ☞ Define any acronyms used and refrain from using technical jargon. The proposal should not be overly complicated.
- ☞ Clearly state any assumptions that are made in preparing a proposal.

Consider Using an Internal Proposal Checklist

- ☑ Everyone involved in creating the proposal has read the RFP requirements.
- ☑ The proposal meets all requirements.
- ☑ The requested copies of the proposal have been made.
- ☑ The number of printed and electronic copies of the proposal have been prepared.
- ☑ The proposal clearly identifies the Proposer, contact information, project name, and RFP number.
- ☑ The proposer's name, RFP number and project title appear on the proposal shipping package or envelope.
- ☑ Ensure the accurate and timely shipping or mailing stated in the RFP.

Question and Answer Session

Thank you for your participation!

