Creating Responsive Proposals

Presented by
Lillian Sunwall - GF PTAC Director

Module 4: Follow Up
– Building a Relationship, Win or Lose
Workshop Overview

Four Weeks – 4 Modules

**Module 1** - The Preliminaries (Learning the “rules of the road”)
✓  Wednesday, February 23rd - *Completed*

**Module 2** – Preparation (Getting Ready to Write a Proposal)
✓  Wednesday, March 2nd - *Completed*

**Module 3** – Execution (Organizing a responsive proposal)
✓  Thursday, March 10th - *Completed*

**Module 4** – Follow-up (Building a relationship, win or lose)
✓  Today, March 16th

*(Exercises (8 along the way!) Putting what you learn into practice)*
Follow Up

Here’s what we’re going to cover today:

- Finding Out selection schedule.
- Inquiring about progress.
- Answering questions that arise.
- Responding to requests – clarification, elaboration, supplemental info.
- Abiding by communication rules.
- Preparing for oral interview.
- Asking for debriefing.
Follow Up

Finding Out Selection Schedule:

- Check the RFP!
- If not in RFP, ask during Q&A period.
- Otherwise, email or call and ask.
- Always offer to help.
Follow Up

Periodically Inquire:

- Wise to check-in on review progress

- Prepare like Bobby Fischer –
  - at least 3 to 4 moves ahead.

- Your genuine concern – or lack of it – about agency welfare shows.

- Offer any information needed.
Follow Up

Answer Questions That Arise:

- Prompt government to think about questions.
- Inquire about questions which may exist.
- Use opportunity to show expertise.
- Demonstrate positive qualities.
- Be a business government *wants* to hire.
Follow Up

Respond to Any Requests:

- Government’s evaluation process may produce
  - “I wish we had asked about…”

- This may be your second bite at the apple.

- **Ask:**
  - Has anyone been eliminated from the competition yet?
  - What else can you, the problem solver, do to help?
Follow Up

Abide By Communication Rules:

- Early in process, two-way communication is common.
- After Q&A period when final solicitation issued, communication will be prohibited.
- Post-proposal submittal, communication limited.
- Know the exact rules.
Follow Up

Prepare for an Oral Interview:

- Rehearse numerous times.
- Plan for what could go wrong.
- Only one person in charge.
- Pay close attention to questions asked.
- Presentation Team must **know** proposal content.
- Remember, government is trying to see you as contractor.
Follow Up

Selected or Not, Ask for a Debriefing:

- Ask for debrief from CO – within 3 days (federal rule).
- Don’t be discouraged – no one wins every time.
- Learn from the experience.
- Incorporate into your next proposal.
- Presentation Team must know proposal content.
- Remember, proposal you’ve created contains parts you can use again, if kept up-to-date.
NotificationCenter

10 Proposal Writing Tips:

- We’re not here to teach a course on English
- Must have a good writer on the team!

10 Insights about How Proposal Reviewers Operate:

- Understand how they think, and you’ll write a better proposal!
Exercise 1-A

Putting what You learned into Practice

RFP

Cost Allocation Plan
Consulting Services
Ducky County
Department of Purchasing and Contracting

January 8, 2021

Request for Proposals (RFP) No. 19-500475

For: COST ALLOCATION PLAN – CONCULTING SERVICES

Procurement Agent: Brenda Quack
Email: BQ@duckycounty.gov

Mandatory Ducky First LSBE Meeting: January 10, 2021
Pre-Proposal Conference: January 23, 2021
Deadline for Submission of Questions: 5:00 pm ET, January 24, 2021
Deadline for Receipt of Proposals: 3:00 pm ET, February 6, 2021

THE RESPONSIBILITY FOR SUBMITTING A RESPONSE TO THIS RFP TO THE DEPARTMENT OF PURCHASING OF DUCKY COUNTY GOVERNMENT ON OR BEFORE THE STATED DATE AND TIME WILL BE SOLELY AND STRICTLY THE RESPONSIBILITY OF THE RESPONDER.
REQUEST FOR PROPOSAL (RFP) No. 19-500475
FOR COST ALLOCATION PLAN – CONSULTING SERVICES
DUCKY COUNTY

Ducky County Government (the County) requests qualified individuals and firms with knowledge of and experience in the development of cost allocation plans to submit proposals for Cost Allocation Plan – Consulting Services County-wide in Ducky County.

I. INTRODUCTION

A. General Information - It is the intention of the Ducky County Government to solicit proposals for professional services for overhead and administrative cost studies for all County Programs from qualified firms that have experience in providing a similar scope of service to government entities of a comparable size. Responders are required to propose a service plan that can be accomplished in accordance with the Statement of Work.

B. Background – Ducky County is the third largest county in the state with more than 700,000 residents calling it home. The County consists of seven cities and several unincorporated areas. The Board of Commissioners serves as the legislative branch of the Ducky County government. The Board is comprised of seven part-time commissioners, all elected to a four-year term. Ducky County is divided into five districts with one commissioner serving each district. There are also two “super districts,” one on the east end of the county and the other on the west end, each making up about half of the county population. Each super district is served by one commissioner. Therefore, every citizen of Ducky County is served by two commissioners, one with the super district.

C. Current Business Environment – Ducky County operates on a January 1 – December 31 Fiscal year and has an annual general fund operating budget of approximately $1.2 billion with an anticipated capital budget of $38,042,978 for the planned years of 2021 -2024.
D. The initial term of this agreement will be for twelve (12) months. The contract may be renewed for four (4) successive one year terms upon the same terms and conditions stated in the contract.

E. The following Required Documents Checklist includes a list of attachments which must be completed and returned with Responder’s technical proposal:

Required Documents Attachment

Cost Proposal Form (1 copy, separate & sealed)

- A Proposal Cover Sheet B
- Contractor Reference and Release Form C
- Subcontractor Reference and Release Form (make additional copies as needed) D
- LSBE Documents – Exhibits A and B E
- Responder Affidavit G
- First Source Jobs Ordinance (with Exhibits 1 – 4) H
- New Employee Tracking Form I
- Exceptions to the Standard County Contract, if any

F. The services shall commence within ten (10) calendar days after acknowledgement of receipt of written notice to proceed and shall be completed by October 31, 2021.

G. The County reserves the right to make one (1) award or multiple awards.

II. STATEMENT OF WORK

It is the County’s intent to enter into agreement with a firm that can develop Cost Allocation Plans for the County that comprehensively distributes agency wide administrative costs in a well-documented and defensible model. In addition, the Cost Allocation Plans must be based on a model/methodology that can be easily and accurately updated as identified in the following Scope of Work.

All proposals must provide appropriate documentation showing that the Responder meets or exceeds the requirements contained herein.
A. Coordinate and work with County staff to develop the County’s Cost Allocation Plan to ensure its development is accurate, inclusive and as appropriate to the County’s needs as possible.

B. Meet with County staff and conduct interviews as needed to gain an understanding of the County’s practices and operations.

C. Determine which costs can be allocated to the appropriate operating departments by reviewing the County’s operating budget and identifying the costs that support all County departments and services.

D. Develop a full Cost Allocation Model that:
   1. Allows additions, revisions or removals of any centralized and overhead costs so that the Cost Allocation Model can be easily adapted to a range of County services.
   2. Allows for continual County updates as the organization changes.
   3. Allows the user to calculate the estimated cost of providing County services under consideration (scenario and “what if” analysis”).

E. Report on any other matters that come to your attention in the course of your evaluation that the County should consider.

F. Make a presentation of the Cost Allocation Plan and Model to the County’s management group and make any necessary adjustments as requested.

G. If required, make presentation to the County’s Board of Commissioners in order to facilitate their understanding of the Cost Allocation Plan and Model and its implications to the County.

H. Provide the County with and electronic copy of the final comprehensive Cost Allocation Plan and Model that would include related schedules and cost documentation in a format that can be edited and updated by County staff.
I. Provide the County with a software application that would enable staff to add, delete or update the final Cost Allocation Plan as needed. The software program shall be Windows Operating System compatible with a graphical user interface (GUI). In addition, consultants would provide the necessary training on the software program to selected staff in the Finance and Budget department.

J. Consult with County staff to defend the Cost Allocation Plan Model as a result of audits or other challenges.

K. Consultant shall clearly define the steps needed to implement the Cost Allocation Model. The Consultant shall work directly with County staff to ensure complete and proper implementation of the Cost Allocation Plan Model.

L. Option: 2 CFR 225 Cost Principles for State, Local, and Indian Tribal Governments (OMB Circular A-87). The county currently does not have a 2 CFR 225 OMB Circular A-87 intergovernmental cost recovery plan in place. Therefore, the County is requesting as an option of a second Cost Allocation Plan to include the following:

1. A study of each program with overhead costs that are borne in whole or part by the Tax Funds and that can receive overhead cost reimbursement from State and Federal governments and/or other sources.
2. A methodology appropriate for the calculation and allocation of an overhead cost rate in compliance with 2 CFR 225 (OMB Circular A-87).

III. PROPOSAL FORMAT

Responders are required to submit their proposals in the following format:

A. Cost Proposal (10 points)

1. The cost proposal must be submitted in a separate, sealed envelope with the responder’s name and “Cost Proposal for Request for Proposals (RFP) No. 17-500475 for a Cost Allocation Plan – Consulting Services” on the outside of the envelope.

2. The separate sealed envelope containing the cost proposal is requested to be included in the sealed package containing the technical proposal.
3. DO NOT INCLUDE FEES OR COSTS IN ANY AREA OUTSIDE OF THIS COST PROPOSAL. Including fees in any area outside of the Cost Proposal in its separate, sealed envelope shall result in Responder’s proposal being deemed non-responsive.

4. Responders are required to submit their costs on Attachment A, Cost Proposal Form. Responder shall not alter the cost proposal form.

B. Technical Proposal (80 points)

DO NOT INCLUDE ANY COSTS OF ANY KIND IN THE TECHNICAL PROPOSAL OR ON THE DISCS CONTAINING THE TECHNICAL PROPOSAL.

1. Technical Proposals must be submitted in a sealed envelope(s) or box(es) with the responder’s name and “Request for Proposals (RFP) No. 17-500475 for Cost Allocation Plan – Consulting Services” on the outside of each envelope or box.

2. Responder shall complete Attachment B, Proposal Cover Sheet, and include this as the first page of the technical proposal.

3. Understanding of the Requirements (30 points):
Describe your understanding of what the County is seeking in this request along with the approach and methods you will use to complete the work. Include a high level, summary work plan in the form of a narrative that includes task descriptions and estimated task duration for a typical project of this type, include a listing of the County’s responsibilities and the Responder’s responsibilities required to complete the project.

4. Qualifications of the Staff (20 points):
This section shall contain the firm’s staffing plan, which shall identify the key staff that will be assigned to the contract and shall discuss the direct qualifications and experience of each key individual. At a minimum, this section
should include a short biography and experience of each key employee proposed by the firm or team and summary of relevant experience. Describe the Team’s qualifications to provide services listed in the scope of services. This should emphasize the team’s specific experience in undertaking work on similar projects and initiatives.

5. Qualifications of the Firm (20 points):
The firm or team’s history and experience relevant to Ducky County needs should be discussed, including a description of the firm’s direct experience with similar types of projects and efforts. The response shall also discuss the qualifications of all other subcontractors proposed to be utilized in the performance of the work and shall clearly differentiate which qualifications listed relate to which firm.

6. Financial Responsibility (5 points):
Responder must provide financial statements for the last three (3) years that evidences the responder’s financial capabilities to perform the statement of work. (Audited statements are preferable but a minimum of balance sheet, income statement and cash flow statement may be accepted.) Provide year of incorporation (if applicable).

7. References (5 points):
a. Responder shall provide three (3) references for projects similar in size and scope to the project specified herein using the Reference and Release Form attached hereto as Attachment C.

b. Provide three (3) references for each subcontractor proposed as a part of the project team. The references shall be for the same or similar types of services to be performed by the subcontractor (including LSB-E-Ducky and LSB-E-MSA firms) on projects similar in size and scope to the project outlined in this RFP. Use Attachment D, Subcontractor Reference and Release Form. Make additional copies as needed.

8. Provide the following information: Are you a Ducky County Firm? Yes/No.
C. Ducky First Ordinance (LSBE) Program (10 points)

1. It is the objective of the Chief Executive Officer and Board of Commissioners of Ducky County to provide maximum practicable opportunity for all businesses to participate in the performance of government contracts. The current Ducky County List of Certified Vendors may be found on the County website at http://www.Duckycountyga.gov/purchasing/pdf/supplierList.pdf

2. It is required that all responding Bidders attend the mandatory LSBE meeting within two-weeks of the solicitation’s advertisement, and comply, complete and submit all LSBE forms with the Bidder’s response in order to remain responsive. Attendance can be in person, via video conference and teleconference. Video conferencing is available through Skype/Lync. Instructions for attendance via video conference can be found on the County’s website at www.Duckycounty.gov/purchasingcontracting/Ducky-first-lsbe-program.

3. For further details regarding the Ducky First Local Small Business Enterprise Ordinance, contact the LSBE Program representative at pcadmin-ops@Duckycounty.gov or (XXX) 371-7051.

D. Federal Work Authorization Program Contractor and Subcontractor Evidence of Compliance

All qualifying contractors and subcontractors performing work with Ducky County must register and participate in the federal work authorization program to verify the work eligibility information of new employees. Successful responder(s) shall be required to register and participate in the federal work authorization program which is a part of Attachment F, Sample County Contract. In order for a Proposal to be considered, it is mandatory that the Responder Affidavit, Attachment G, be completed and submitted with responder’s proposal.
IV. CRITERIA FOR EVALUATION

The following evaluation criteria and the maximum points stated below will be used as the basis for the evaluation of proposals.

A. Understanding of the Requirements (30 points)
B. Qualifications of the Staff (20 points)
C. Qualifications of the Firm (20 points)
D. Financial Responsibility (5 points)
E. References (5 points)
F. Local Small Business Enterprise (LSBE) Participation (10 points)
G. Cost (10 points)

NOTE: Criteria (including cost) and LSBE participation points shall equal 100 points.
H. Optional Interview (10 points) - bonus

V. CONTRACT ADMINISTRATION

A. Standard County Contract

The attached sample contract is the County’s standard contract document (see Attachment F), which specifically outlines the contractual responsibilities. All responders should thoroughly review the document prior to submitting a proposal. Any proposed revisions to the terms or language of this document must be submitted in writing with the responder’s response to the request for proposals. Since proposed revisions may result in a proposal being rejected if the revisions are unacceptable to the County,
responders should review any proposed revisions with an officer of the firm having authority to execute the contract. No alterations can be made in the contract after award by the Board of Commissioners.

B. Submittal Instructions

One (1) original Technical Proposal stamped “Original” and five (5) compact discs with each disc containing an identical copy of the Technical Proposal (do not include the Cost Proposal on the discs); and one (1) original Cost Proposal (see Section III.A. for additional instructions regarding submittal of Cost Proposal) must be submitted to the following address no later than 3:00 p.m. on February 6, 2021:

Ducky County Department of Purchasing and Contracting
Lake Center, 2nd Floor
1300 Swimmingly Drive, Duckville

Proposals must be clearly identified on the outside of the packaging with the responder’s name and “Request for Proposals (RFP) No. 19-500475 for Cost Allocation Plan – Consulting Services” on the outside of the envelope(s) or box(es).

C. Pre-Proposal Conference

A pre-proposal conference and site visit will be held at 10:00 a.m./p.m. on the 23rd day of January, 2021 at 1300 Swimmingly Drive, 2nd Floor, Duckville. Interested responders are strongly encouraged to attend and participate in the pre-proposal conference. For information regarding the pre-proposal conference and site visit, please contact Brenda Quack at (XXX) 371-4943 or email BQ@Duckycounty.gov

D. Questions

All questions concerning the Project and requests for interpretation of the Contract may be asked and answered at the pre-bid conference; however, oral answers are not authoritative. Questions must be submitted to Brenda Quack, via email to BQ@Duckycountyga.gov, no later than close of business (5:00 p.m.) on January 24, 2021. Questions and requests for interpretation received by the Department of Purchasing and Contracting after this date will not received a response or be the subject of addenda.
E. Acknowledgment of Addenda

Addenda may be issued in response to changes in the RFP. It is the responsibility of the responder to ensure awareness of all addenda issued for this solicitation. Please acknowledge the addenda and submit to the Department of Purchasing and Contracting as requested. Responder may call Brenda Quack at (XXX) 371-4943 or send an email to BQ@Duckycounty.gov to verify the number of addenda prior to submission. Addenda issued for this project may be found on Ducky County’s website, https://www.Duckycounty.gov/purchasing-contracting/bids-itb-rfps.

F. Proposal Duration

Proposals submitted in response to this RFP must be valid for a period of One Hundred Twenty (120) days from proposal submission deadline and must be so marked.

G. Project Director/Contract Manager

The County will designate a Project Director/Contract Manager to coordinate this project for the County. The successful responder will perform all work required pursuant to the contract under the direction of and subject to the approval of the designated Project Director/Contract Manager. All issues including, payment issues, shall be submitted to the Project Director/Contract Manager for resolution.

H. Expenses of Preparing Responses to this RFP

The County accepts no responsibility for any expenses incurred by the responders to this RFP. Such expenses are to be borne exclusively by the responders.

I. Open Records Act

Without regard to any designation made by the person or entity making a submission, Ducky County considers all information submitted in response to this invitation or request to be a public record that will be disclosed upon request pursuant to the state’s Open Records Act, §50-18-70 et seq., without consulting or contacting the person or entity making the submission, unless a court order is presented with the submission. You may wish to consult an attorney or obtain legal advice prior to making a submission.
J. First Source Jobs Ordinance

The Ducky County First Source Jobs Ordinance requires contractors or beneficiaries entering into any type of agreement with the County, including purchase orders, regardless of what they may be called, for the procurement or disposal of supplies, services, construction projects, professional or consultant services, which is funded in whole or part with County funds or County administered funds in which the contractor is to receive $50,000 or more in County expenditures or committed expenditures and recipient of urban redevelopment action grants or community development block funds administered in the amount of $50,000 or more make a good faith effort to hire Ducky County residents for at least 50% of jobs using the First Source Registry (candidate database). The work to be performed under this contract is subject to the provisions of the Ducky County First Source Jobs Ordinance. Please complete the First Source Jobs Ordinance Acknowledgement and New Employee Tracking Form included in Attachment H, First Source Jobs Ordinance (with Exhibits 1 – 4) and submit with the responder’s proposal. For more information on the First Source Jobs Ordinance requirement, please contact WorkSource Ducky at www.worksourceDuckyCounty.org or XXX-687-3400.

K. Business License

Upon award of the contract, successful responder shall submit a copy of its valid company business license. If the responder is a corporation, responder shall submit a valid county or city business license. If the responder is not a corporation, responder shall submit a certificate of authority to transact business in the state and a copy of its valid business license issued by its home jurisdiction. If responder holds a professional certification which is licensed by the state, then responder shall submit a copy of its valid professional license. Any license submitted in response to this requirement shall be maintained by the responder for the duration of the contract.

L. Ethics Rules

Bidders are subject to the Ethics provision within the Ducky County Purchasing Policy; the Organizational Act, Section 22A, the Code of Ducky County; and the rules of Executive Order 2019-4. Any violations will be addressed, pursuant to these policies and rules.
To the extent that the Organizational Act, Section 22A, the Code of Ducky County, and the rules of Executive Order 2014-4 allow a gift, meal, travel expense, ticket, or anything else of value to be purchased for a County employee by a contractor doing business with the County, the contractor must provide written disclosure, quarterly, of the exact nature and value of the purchase to the Chief Integrity Officer or the Finance Director or his/her designee. Every contractor conducting business with the County will receive a copy of these ethics rules at the time of execution of the contract.

M. Right to Audit

The County shall have the right to audit all books and records, including electronic records, relating or pertaining to this contract or agreement, including but not limited to all financial and performance related records, property, and equipment purchased in whole or in part with County funds and any documents or materials which support those records, kept under the control of the Contractor, including but not limited to those kept by the Contractor's employees, agents, assigns, successors and subcontractors. The County also has the right to communicate with Contractor's employees related to the audited records.

The Contractor shall maintain such books and records, together with such supporting or underlying documents and materials, for the duration of this contract and for seven (7) years after termination or expiration, including any and all renewals thereof. The books and records, together with supporting documents and materials shall be made available, upon request to the County or its designee, during normal business hours at the Contractor's office or place of business. In the event that no such location is available, then the books, records, and supporting documents shall be made available for audit at a time and location which is convenient for the County.

N. Cooperative Procurement

The County through P&C may permit piggybacks to this contract from other city, county, local authority, agency, or board of education if the vendor will extend the same prices, terms, and conditions to the city. Piggybacking shall only be available where competition was used to secure the contract and only for a period of 12-months following entry, renewal or extension of the contract. This provision shall not apply to any contract where otherwise prohibited or mandated by state law.
VI. AWARD OF CONTRACT

An evaluation committee will review and rate all proposals and shall determine if interviews are necessary. If interviews are conducted, firms may be scheduled for an oral presentation to the evaluation committee, not to exceed one hour’s duration, in order to respond to questions from the evaluation committee relevant to the firm’s proposal.

The evaluation committee will make its recommendation for award to the Ducky County Board of Commissioners, who will make the final decision as to award of contract.

THE COUNTY RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS, TO WAIVE INFORMALITIES, AND TO RE-ADVERTISE.

Sincerely,

_________________________________
Brenda Quack
Senior Procurement Agent
Department of Purchasing and Contracting

Attachment A: Cost Proposal Form– (State a FIRM HOURLY RATE)
Attachment B: Proposal Cover Sheet - Caution: Postmaster will not deliver certified or Special Delivery Mail…consider courier…
Attachment C: Contractor Reference and Release Form
Attachment D: Subcontractor Reference and Release Form
Attachment E: LSBE Opportunity Tracking Form
Exercise 1-B

Putting what You learned into Practice

Proposal Submitted in Response to RFP

Cost Allocation Plan Consulting Services
Ducky County
Dear Ma’am/Sir:

Enclosed is our executed solicitation # 19-500475 for consulting work on Ducky County’s Cost Allocation Plan. We believe it to be complete in all respects.

With over 30 years of experience, including 12 years specifically marketing to the government through CAPC, LLC, we are extremely prepared and qualified to support dramatic improvements to your cost allocation system. In addition to the attached proposal, please see our enclosed corporate brochure. After you examine our documents, we’re confident you’ll conclude that we are a world-class company. After all, our personnel possess a collective 250 years of experience! Adding to our capability, we point out that we are local (we’re an LSBE!) and we will accept Ducky County’s Pcard for payment.

As you may know, our marketing manager has been working with the county’s Director of Finance for the past 6 months to determine your needs in transitioning your Cost Allocation Plan to a new model. We’re delighted to see that the description of the work that we prepared for him is reflected in your RFP’s scope of work. In addition, the relationship we built with the Purchasing Department’s team, through the series of monthly lunch-and-learns we hosted over the past year, certainly appears to have succeeded in bringing us together on a single approach.
We sincerely look forward to continuing and extending our productive relationship with the county. Please reach out to Mr. Seymour Contracts, Marketing Manager, if he can be of further assistance to you or the county. We look forward to entering into contract with you as soon as possible since we anticipate other work coming our way soon. If we cannot begin your work by Mar. 1st, we may have to delay the commencement of your work.

Sincerely,

George P. Burdell
President

cc: County Commissioners
PROPOSAL
for
Cost Allocation Plan Consulting
RFP # 19-500475
for
Ducky County Government
From
Cost Allocation Plan Consulting, LLC

Note: All contents of this proposal are required to be treated as confidential and remain the property of CAPC, LLC. © 2021 CAPC, LLC. All rights reserved.
Introduction

Cost Allocation Plan Consulting, LLC (CAPC) understands that the Ducky County Dept. of Finance is seeking to acquire comprehensive consulting, technical and professional services to transform its existing Cost Allocation Plan.

CAPC’s approach will guarantee the county a solution that comprehensively distributes agency wide administrative costs in a well-documented and defensible model. In addition, our Cost Allocation Plans are based on a model/methodology that can be easily and accurately updated to not only meet the current requirements of the county, but also allow for expansion to meet future needs.

We anticipate meeting the county’s needs by taking the following steps:

A. Coordinating and working with County staff to develop the County’s Cost Allocation Plan to ensure its development is accurate, inclusive and as appropriate to the County’s needs as possible.

B. Meeting with County staff and conducting interviews as needed to gain an understanding of the County’s practices and operations.

C. Determining which costs can be allocated to the appropriate operating departments by reviewing the County’s operating budget and identifying the costs that support all County departments and services.

D. Developing a full Cost Allocation Model that:
   1. Allows additions, revisions or removals of any centralized and overhead costs so that the Cost Allocation Model can be easily adapted to a range of County services.
   2. Allows for continual County updates as the organization changes.
   3. Allows the user to calculate the estimated cost of providing County services under consideration (scenario and “what if” analysis”).
E. Reporting on any other matters that come to your attention in the course of your evaluation that the County should consider.

F. Making a presentation of the Cost Allocation Plan and Model to the County’s management group and making any necessary adjustments as requested.

G. If required, making a presentation to the County’s Board of Commissioners in order to facilitate their understanding of the Cost Allocation Plan and Model and its implications to the County.

H. Providing the County with and electronic copy of the final comprehensive Cost Allocation Plan and Model that would include related schedules and cost documentation in a format that can be edited and updated by County staff.

I. Providing the County with a software application that would enable staff to add, delete or update the final Cost Allocation Plan as needed. The software program will be Windows Operating System compatible with a graphical user interface (GUI). In addition, we will provide the necessary training on the software program to selected staff in the Finance and Budget department.

J. Consulting with County staff to defend the Cost Allocation Plan Model as a result of audits or other challenges.

K. Defining the steps needed to implement the Cost Allocation Model, including working directly with County staff to ensure complete and proper implementation of the Cost Allocation Plan Model.

L. Providing, in accordance with 2 CFR 225 Cost Principles for State, Local, and Indian Tribal Governments, an intergovernmental cost recovery plan, including:
1. A study of each program with overhead costs that are borne in whole or part by the Tax Funds and that can receive overhead cost reimbursement from State and Federal governments and/or other sources.
2. A methodology appropriate for the calculation and allocation of an overhead cost rate in compliance with 2 CFR 225 (OMB Circular A-87).

We wish to assure county personnel that CAPC, LLC has a fairly good grasp of the Dept. of Public Health’s needs, we are extremely flexible in fulfilling all contract work, and we are willing to make changes in the work description at any time, upon daily direction – either oral or in writing – by any county officials who are empowered to make decisions in the best interest of the county.

**Company History**

Please see description in cover letter.

**Relevant Experience**

As pointed out in our cover letter, we have been marketing our electronic records services to governmental units for over 10 years. Please call for details and references, if necessary.

**Team Experience**

Our personnel possess a collective 250 years of experience. We plan to augment our staff team with offshore personnel to keep costs manageable and within your budget. **We can identify exact team members once the contract is signed.**
Project Understanding & Solution

CAPC, LLC understands Ducky County well. Here are just a few of our insights:

- Ducky County is the third largest county in the state with more than 700,000 residents calling it home.
- The County consists of seven cities and several unincorporated areas.
- The Board of Commissioners serves as the legislative branch of the Ducky County government. The Board is comprised of seven part-time commissioners, all elected to a four-year term.
- Ducky County is divided into five districts with one commissioner serving each district.
- There are also two “super districts,” one on the east end of the county and the other on the west end, each making up about half of the county population. Each super district is served by one commissioner. Therefore, every citizen of Ducky County is served by two commissioners, one with the super district.
- Ducky County operates on a January 1 – December 31 Fiscal year and has an annual general fund operating budget of approximately $1.2 billion with an anticipated capital budget of $38,042,978 for the planned years of 2021 - 2024.

Approach to Implementation & Project Management

CAPC’s company president is a PMP so he is qualified to head this project. Once the contract is awarded, he will:

- Describe the methodology to be used, deliverables and milestones to be met during the Project Life Cycle.
- Include a rough project schedule to provide some idea of timeline of proposed project.
- Describe proposed approach to Quality Assurance and Issue Resolution.
County’s Responsibilities

We anticipate that your responsibilities under the contract will include interviews, co-development, Work flow automation, configuration effort, and training or technology skill sets. We will assist. CAPC expects bi-weekly payments from the County.

Budget

Rather than provide a Project Budget Narrative as requested in your RFP, we recommend that the County and CAPC meet shortly after receipt of this proposal to work out fees over a five (5) year period. Our fees will include Customization, User Licensing (if applicable), Hosting, Consultants, Software Licensing, Ongoing Maintenance, Ongoing Technical Support, Upgrades, Implementation, Report Writing, Training and Travel Expenses. We will pass along any discounts we receive. Based on the personal relationships we have built with County officials, we believe that a mutually-beneficial budget can be arrived at.

Security Requirements

CAPC has exhaustive security, privacy and testing policies. These policies will allow us to honor any requirements the county may have, including:

- FSMA
- HIPAA
- PII
- PKI
- Active Directory integration
We meet all current infrastructure standards, including:

- SQL 2012
- IIS Web services
- Windows 7 and 8
- Internet Explorer 9 or higher
- Microsoft Office 2010
- Windows Server OS 2012 R2
- Hyper V Virtual

Functional Requirements & Capabilities

Using the County’s "Criteria for Evaluation" (section IV of your RFP), CAPC scores at the highest levels in all categories. When we meet with the County for contract kick-off, we will be prepared to present our rationale. Until that time, be assured that most of our approach will be provided out-of-the-box.

**Exception**

Understandably, our source code cannot be divulged to the County. Third-party software packages will be required for our application to function correctly (i.e., document capture software, application servers, Web servers, databases, agents or clients for backup, or software distribution and security). The County shall be responsible for purchasing and maintaining licenses for this software.
Service & Support

CAPC’s service/support is unparalleled. We will measure our service delivery in terms of Service Level Agreement, Average time to resolve issues, Average time for first call resolutions and Average percentage of first call resolutions their expertise in implementing proposed solutions.

Product Upgrades & Releases of New Versions

As everyone realizes, software products are updated frequently. CAPC will do its best to furnish the County with the very latest versions at all times. Our company motto is: “We Do Our Damnedest.”

Warranties

We stand behind what we sell. The County can have faith in that statement.

Training

All training will be provided by our off-shore partners. Their training will cover:

- On-site classroom training
- Video training
- Web-ex training
- Train the Trainer Approach

The county shall provide a proposed training schedule, and we will describe the skills needed to implement and support the application product(s) as outlined in this proposal.
Deployment

CAPC has vast experience in implementing Cost Allocation Plan software in cloud environments, including offerings from application service providers or other software-as-a-service vendors. We are prepared to provide redundant data centers in the event of a failure or natural disaster if a hosted solution. At contract signing we will provide a service agreement, terms and conditions and storage limitations.

Conclusion

Ducky County should award CAPC, LLC this contract based on:

- Our serious commitment to meeting all of your needs.
- The proven relationships we have built over the past year.
- The references we are prepared to provide, upon request.
- Our attention to detail and completeness
- We meet all E-Verify and Veteran-Friendly requirements.
- Our drivers are insured.
- We're a LSBE!
- All the other attributes spelled-out in this proposal.

Proposal Response from (please complete)

CAPC, LLC

Name of Company or individual
Exercise

RFP & Proposal

1. Let review the Proposal. First Cover Page. What’s wrong here?

2. Look at the Note on next page: at the bottom of the page. Is this appropriate?

3. In the introduction, what do you notice? What about the last paragraph?

4. What’s wrong with the Company History, Relevant Experience & Team Experience section?

5. Has the proposal addressed the “Project Understanding & Solution”, “Approach to Implementation & Project Mgmt” sections?

6. What’s wrong with the offeror’s comments in the “County’s Responsibilities” narrative?
7. Did they address the “Budget” requirements?

8. What do you see as an issue with the “Security Requirements” section?

9. Has the evaluation criteria been met in the “Functional Requirements & Capabilities” section? Is the Exception, Service & Support and Warranties section relevant to the RFP?

10. What’s wrong with the Products Upgrades & Training section?

11. Does the Deployment section address the SOW?

12. On the last page, what stands out that makes this a poor Conclusion?
Wrap Up:

- Follow instruction and tips provided, and you’ll submit responsive proposals that will receive serious consideration.

- **Attention-to-detail** is of paramount importance when preparing a proposal.

- Follow the instructions contained in each RFP — **there’s no such thing as a proposal template**!
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Thank You!