

**VIII. PROPOSAL FORMAT**

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## **VIII.1 INTRODUCTION**

These instructions prescribe the mandatory proposal format and the approach for the development and presentation of proposals. Format instructions must be followed, all requirements and questions in the Request for Proposal (RFP) must be answered and all requested data must be supplied. The Bidder shall carefully examine the RFP and be satisfied as to the conditions to be complied with, prior to the Bidder submitting a proposal. AOC may reject, at its sole discretion, any Proposal submissions that deviate from these instructions.

The AOC will not be liable for any costs incurred by any Bidder in responding to this RFP, regardless of whether the AOC awards the contract through this process, decides not to move forward with the Project, cancels this RFP for any reason, or contracts for the Project through other processes or by issuing another RFP.

There are two (2) separate submissions for this procurement which include: 1) the Letter of Intent to Bid and 2) Proposal. All submissions must be clearly labeled, RFP 010708-NCRO, identified as “Letter of Intent” or “Proposal”, and the Bidder’s name.

It is the responsibility of the Bidder to ensure that the proposals are received by the Point of Contact identified in RFP Section I.7, by the date and time specified in RFP Section I.8, RFP Key Action Dates.

### **VIII.1.1 Letter of Intent to Bid**

A Letter of Intent to Bid (RFP Appendix C, Bid Response Forms, Form 1.1, Letter of Intent to Bid) should be prepared and submitted in accordance with the date specified in RFP Section I.8, RFP Key Action Dates.

### **VIII.1.2 Proposal**

The Proposal must be submitted by the date and time specified in RFP Section I.8, RFP Key Action Dates. A total of 10 hardcopies (one “MASTER COPY” and 9 copies must be submitted in the Bidder’s proposal response.

## **VIII.2 PROPOSAL FORMAT**

### **VIII.2.1 Proposal**

Proposals must address the requirements in RFP Section V, Administrative Requirements, and RFP Section VI, Proposed Solution Requirements, in the order and format specified in this section. The Proposal must respond to all requirements. Each RFP requirement response in the Proposal must reference the unique identifier for the requirement in the RFP.

It is the Bidder’s responsibility to ensure its Proposal is submitted in a manner that enables the Evaluation Team to easily locate all response descriptions and exhibits for each requirement of this RFP. Page numbers should be located in the same page position throughout the proposal. Figures, tables, charts, etc. should be assigned index numbers and should be referenced by these numbers in the proposal text and in the proposal Table of Contents. Figures, etc. should be placed as close to text references as possible.

Hard copy proposals are to be assembled in loose-leaf, three-whole punch binders with appropriate tabs for each volume and section. Do not provide proposals in glue-bound binders or use unusual binding methods that make the binder difficult to remove.

The following should be shown on each page of the proposal:

- RFP 010708-NCRO
- Name of Bidder
- Proposal volume number
- Proposal part or exhibit number
- Page number

The proposal should be completely sealed. All proposal submissions should be clearly labeled "RFP 010708-NCRO". Submissions should be identified as the Letter of Intent, Proposal, or Cost Data. Cost Data (both printed copies and CD/DVD) must be in a sealed envelope and submitted separately from the Final Proposal and labeled "Volume III, Cost Data." Bidders must not include pricing information in their Proposal, except in the sealed "Cost Data" envelope of the Proposal.

The proposal must be submitted in the number of hard copies indicated in this section, and must be structured in the following manner:

- Volume I: Response to Requirements **MASTER, CD/DVD, and 9 COPIES**
  - Section 1: Cover Letter
  - Section 2: Table of Contents
  - Section 3: Executive Summary
  - Section 4: Administrative Requirements Response (see RFP Section V, Administrative Requirements and Appendix C, Form 5.1, Administrative Requirements Response Matrix)
  - Section 5: Non-functional and Functional Requirements Response (see RFP Section VI, Proposed Solution Requirements and Appendix B, Requirements Response Matrices)
  - Section 6: Bidder Experience and Project Staff Response (see RFP Section VI.3, Bidder Experience and Project Staff Response Requirements)
  - Section 7: Business Solution Response (see RFP Section VI.4, Business Solution Response Requirements)
- Volume II: Supporting Documentation **MASTER, CD/DVD, and 9 COPIES**
- Volume III: Cost Data **MASTER, CD/DVD, and 2 COPIES**
- Volume IV: Completed Contract and Statement of Work **MASTER, CD/DVD, and 9 COPIES**

## **VIII.2.2 Volume I: Response to Requirements**

The Bidder's response to the RFP for Volume I must be by section, in the order and format indicated in RFP Section VIII.2.1, Proposal. Each page should be numbered with the section reference (e.g. page II-3 for the third page in RFP Section II) to make easy reference possible.

All forms and Exhibits, except cost data, must be completed and included in Volume I. Volume 1 must be in the order and format indicated below.

### **Section 1: Cover Letter**

This section must contain a signed Cover Letter on the Bidder's official business letterhead stationery. The Cover Letter must contain a statement that substantiates that the person who signs the letter is authorized to bind Bidder's firm contractually.

### **Section 2: Table of Contents**

This section must contain a Table of Contents. All major parts of the proposal, including forms, should be identified by volume and page number. The Table of Contents should identify all figures, charts, graphs, etc.

### **Section 3: Executive Summary**

This section should describe the most important features of the proposal. It should contain an overview of the Bidder's company background and qualifications, and should condense and highlight the contents of the proposal to provide a broad understanding of the entire proposal and facilitate the evaluation of the proposal by the AOC.

### **Section 4: Administrative Requirements Response**

This section must contain a response for each requirement in RFP Section V, Administrative Requirements, by completing the matrix found in Appendix C, Form 5.1, Administrative Requirements Response Matrix. Failure to respond to a requirement may be cause for rejection of the Bidder's proposal. Bidders should also include with their response the corresponding administrative requirement forms found in RFP Appendix C following the matrix.

### **Section 5: Proposed Solution Requirements Response**

This section must contain a response for each requirement in Appendix B, Requirement Response Matrices, by completing the matrices found in Appendix B. The Bidder must provide a response to each mandatory requirement. Failure to respond to a requirement may be cause for rejection of the Bidder's proposal. Instructions for completion of Appendix B are provided in the Appendix as well as RFP Section VI, Proposed Solution Requirements.

### **Section 6: Bidder Experience and Project Staff Response**

This section must contain the Bidder's complete response to the requirements identified in Section VI.3, Bidder Experience and Project Staff Response Requirements. The Bidder must provide the firm references, project team experience forms, project organizational chart and other information required.

## **Section 7: Business Solution Response**

This section must contain a detailed narrative of the Bidder's compliance and response for each item (all paragraphs and subparagraphs) identified in RFP Section VI.4, Business Solution Response Requirements. Each response should list the RFP Section number and title followed by the Bidders detailed response or completed forms/exhibits. All exhibits must be submitted.

### **VIII.2.3 Volume II: Supporting Documentation**

This volume must contain all technical and other reference documentation that the Bidder chooses to include that supports statements and information provided in the Bidder's Final Proposal. This volume may include explanations referenced in the requirements response matrices (i.e., Comments column) provided in Appendix B, Requirements Response Matrices. The Bidder must provide a separate table of contents for this volume.

Substantive technical information should be highlighted. This can be done by marking the applicable page (e.g. circling, underlining, bracketing, using a highlight marker that will still show when reproduced, etc.). Any reference to cost figures in the literature must be replaced with "XXXX."

### **VIII.2.4 Volume III: Cost Data**

Bidders must provide two (2) Appendix D, Cost Workbooks and one (1) electronic copy on a non-rewriteable CD/DVD. The workbook must contain actual quantities and cost amounts for the Bidder's proposed solution and must be submitted in a separate, sealed, and clearly identified envelope or container/carton/box.

### **VIII.2.5 Volume IV: Completed Contract and Statement of Work (SOW)**

Bidder must submit one (1) signed original copy of the Phoenix Program Contract and SOW in this portion of their response (see RFP Appendix C, Bid Response Forms, and RFP Appendix H, MSA for additional contract information and Phoenix Program Contract and RFP Appendix A for additional SOW information). Bidders must complete and submit Form 8.1, Bidder's Acceptance of the AOC's MSA. Bidders additions, modifications and deletions of Phoenix Program Contract language must be clearly indicated by providing a redlined document and using Form 8.1, Bidder's Acceptance of the AOC's MSA indicating desired changes in the redline and a summary of the change and the relevance and rationale for why the Bidder feels these changes are necessary to the AOC MSA language.

**Bidders do not have to complete the Project Deliverable Expectations Document templates in the SOW until submission of the BAFO Proposal.**