

To: Offerors
Date: July 18, 2022
RFP: ATI-008
From: Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program; Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-008: Prosper Africa Website Strategy & Design
Due: 1:00PM East Africa Time (6:00AM EDT) on August 8, 2022

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's ATI project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to support work under the Prosper Africa initiative.

- I. RFP Process and deadlines:** This solicitation will result in the award of a time and materials type subcontract. We anticipate issuing a single subcontract award in the range of \$80,000 - \$100,000 resulting from the implementation of this agreement.
- a. Submission of Questions – Questions must be submitted no later than 1:00PM EAT (6:00AM EDT) on July 25, 2022, via email to ATI_Procurement@dai.com
 - b. Submission of Proposal – Proposal must be submitted no later than 1:00PM EAT (6:00AM EDT) on August 8, 2022, via email to ATI_Procurement@dai.com, copying Edwin Muli (Edwin_Muli@dai.com) and Brian Wanyagi (Brian_Wanyagi@dai.com).
 - c. The subject line of the email should be your organization name, followed by “Submission under ATI-008: Prosper Africa Website Strategy & Design. Please certify in your submission email a validity period of 60 days for the pricing provided and include your organization’s Unique Entity ID (UEI via SAM.gov). Please limit file submissions to 10 megabytes or less.
- II. Composition of Proposal:** The proposal should comprise the following submission documents. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a ten (10) slide presentation, using 12-point standard font size. Graphics may be included, so long as text is clearly legible. If text or graphics are of poor resolution, the information provided may be excluded from consideration. Submissions in PowerPoint or PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel format. Offerors are free to use their own budget templates.

Part 1 – Technical Proposal

The technical proposal is composed of the following three (3) sections:

1. **Technical Approach** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). The approach will clearly indicate how the proposed activities will result in the successful completion of all anticipated outputs of work.

2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, and capacity of their firm (or firms if partners are proposed) to implement the proposed approach and complete the work as described. This should also include past performance information for similar activities.
3. **Management Plan/Staffing Structure** – Offerors should include details of personnel who will be assigned to activities as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a milestone schedule. Offerors are permitted to engage in partnering arrangements if it will aid in providing best value to USAID. If a partnering arrangement is being proposed, please describe the nature of the arrangement, the specific technical value being contributed by each member of the team, and the appropriate management controls to ensure successful delivery.

In addition to the above, please include the following inputs, which will not be counted as part of the 10-slide limit and format may be PDF or Word:

- Two (2) examples of past performance (i.e., case studies) relevant to this activity (limited to two (2) pages per example). Examples should be within the last 5 years.
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual).

A cover page will be considered a non-counting page, should offerors choose to include one. No additional annexes or documentation are requested nor should be submitted.

Part 2 – Cost Proposal

The contract type for the presumptive work will be a Time & Materials type agreement, awarded as a subcontract by DAI Global, LLC. Offerors should include a table of T&M Labor Categories as well as LOE and associated pricing per category for the implementation of this subcontract. The pricing should include the labor categories associated with implementing the SOO requirements in accordance with the offeror's technical approach, level of effort (LOE) per labor category, and any required non-Labor costs to build up to the proposed total. Offerors may use the attached budget template or their own templates; please limit file submissions to 10 megabytes or less.

III. Evaluation of Proposal: DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible," i.e., that it does not have the management and financial capabilities required to perform the work required. DAI reserves the right to check the past performance, references, and other pertinent offeror information in making award decisions. Proposals will be evaluated against a stated number of factors including: the overall proposed approach, past performance, specific qualifications in the identified approach and sectors, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations.

1. **Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the cost proposal. Technical panel reviewers will evaluate offerors

on the following factors, consistent with the offerors' technical proposal. The Technical Proposal will be evaluated against the following criteria:

- a. Technical Approach (45 Points):** Points for this section will be awarded based on the information presented in the technical approach. The offeror will be scored based on its presentation of a clear approach that reflects the requirements of this specific activity but also incorporates the offeror's competencies. The technical approach should clearly demonstrate the offeror's strategy for developing and implementing a scalable, user-friendly, responsive website. The technical approach should also highlight how the offeror plans to adjust the type of support provided based on evolving priorities, user analytics, and lessons learned. The technical approach should also provide illustrative examples showcasing how the offeror has designed and supported interactive, user-friendly websites. Preference will be given to examples showcasing support to U.S. Government and/or other government clients.
 - b. Institutional Capacity (35 Points):** Points for this section will be based on information presented in the corresponding section and any submitted past performance case studies. The offeror should demonstrate their knowledge and experience in developing modern, user-friendly website platforms, including USG websites if applicable. They should also highlight experience incorporating USG requirements for security and accessibility as detailed in the Statement of Objectives, or articulate an approach to meet these requirements if they do not have experience doing so. Points for this section will be based on offerors' previous experience and demonstrated ability to address the requirements in the SOO.
 - c. Management Plan/Staffing Structure (20 Points):** Points for this section will be based on the qualification of the technical staff and particularly the proposed key personnel; professional experience in the area of specialization including experience building high-visibility sites on USG frameworks; training experience and past performance of proposed personnel including competence, reliability and responsiveness; percent time allocated to staff. Please provide CVs for proposed personnel as an Annex to the technical proposal (limited to two (2) pages per individual). Proposals should also include an explanation of the appropriateness of proposed labor categories and associated personnel – including the allocation of time to each labor category – to meet the requirements of the SOO. Please note that rate information for the labor categories should not be included in the technical proposal. If the offeror is submitting a proposal along with partners, the proposal should describe the nature of the arrangement (i.e. added technical value), the division of labor among the partners, and the appropriate management controls to ensure successful delivery.
- 2. Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, cost reasonableness, and

allowability consistent with U.S. government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in their deliverable table and supporting cost information, as well as its alignment with the proposed technical approach.

- IV. Offeror's Agreement with Terms and Conditions:** The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and cost proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or cost). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including [Representations and Certifications](#) compliance. Offerors must provide full, accurate, and complete information in response to this solicitation. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,
DAI ATI Procurement and Partnerships Team
ATI_Procurement@dai.com

Statement of Objectives under RFP ATI-008

Prosper Africa Website Strategy & Design

Introduction

The USAID Africa Trade and Investment (ATI) program is designed to bolster the U.S. Government's ability to boost trade and investment to, from, and within the African continent. The continent-wide program is USAID's flagship effort in support of the Prosper Africa initiative and will expand and accelerate two-way trade and investment between African nations and the United States.

Driven by market demand, ATI embraces innovative approaches to achieve its goals. ATI is designed as a small, core set of centrally coordinated technical and institutional support activities, and a large, flexible performance-based subcontracting and grants under contract facility designed to support the needs and opportunities that USAID Missions and the private sector identify.

Purpose & Background

Prosper Africa is the Presidential initiative to increase two-way trade and investment between the United States and African countries. USAID hosts the Prosper Africa Secretariat, which coordinates the initiative, and supports Prosper Africa goals through the ATI program.

In order to substantially increase trade and investment between the United States and African countries, the Prosper Africa Secretariat leads communications and outreach for the initiative, driving private sector interest in doing business between the United States and African markets, connecting U.S. and African businesses and investors with two-way trade and investment opportunities, and showcasing the U.S. Government tools that advance those opportunities. The initiative uses the Prosper Africa website to connect businesses and investors with those tools and to share news and information on the initiative.

Objectives and Activities

Prosper Africa and ATI seek a partner(s) that can provide strategic website advisory support and can continue testing, developing, and supporting the Prosper Africa website. The website is currently built in WordPress, available in four languages (English, French, Portuguese, and Arabic). It is currently hosted in AWS GovCloud with an expected migration to USAID's hosting environment in late 2022 or early 2023. The offeror(s) are anticipated to have significant ongoing coordination with the USAID Chief Information Office (CIO) as needed.

Specific activities may include:

- Ongoing digital strategic guidance through an iterative site development and design process to meet the strategic objectives of Prosper Africa's communications strategy;
- Ongoing monitoring of website data; the offeror(s) should also be prepared to conduct user testing on an as-needed basis.

- Ongoing website design and development that meet Prosper Africa’s communications goals and U.S. Government requirements for security and accessibility. These website development tasks may include, but are not limited to:
 - ongoing refinement of the user journey for each target audience group,
 - developing new page templates that ATI and Prosper Africa can use as they continue to build out website content,
 - robust updates and design to the existing Prosper Africa toolkit, and
 - ongoing improvements to existing pages;
- Design of graphics (both static and interactive) for website use;
- Robust search engine optimization (SEO) support;
- Other related tasks, as necessary.

General Implementation Structure

Upon selection and award, ATI will work closely with the awardee(s) to determine the contract structure including final timelines, deliverables, and associated costs. Additionally, ATI and USAID will also work closely with the awardee(s) on the overall learning agenda, including the appropriate cadence for reporting, communications, and other general ongoing project management activities, as well as be a resource to help the awardee achieve overall objectives.

Monitoring, Evaluation & Learning (ME&L)

DAI will work closely with the subcontractor to define appropriate indicators for the overall interventions based on applicable ME&L indicators as identified by ATI and the USAID stakeholders. ATI will work with the subcontractor to develop the ME&L plan at the kick off, edit as needed during implementation (e.g. if additional transactions are added), and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The subcontractor will be required to reasonably maintain and report on relevant data as part of the periodic check-in process. DAI will conduct data quality assessments as necessary. In many cases, the subcontractor must be willing to share results for at least a six-month period following the completion of their subcontract in order for ATI and USAID to accurately capture results (e.g. an investment that closes after the period of performance but was facilitated during the contracted support).

Place of Performance

The place of performance is not required to be in the United States, but offerors should anticipate significant interaction with a Washington DC-based team. The selected firm(s) will report to the ATI team based in Washington, DC, in coordination with the Prosper Africa Secretariat.

Implementation Timeframe

The activities outlined above are estimated to take place over a 12-month period starting around September 2022 and coming to completion by September 2023, although offerors should propose a timeline commensurate with their technical approach. In response to this solicitation, offerors may propose their own alternate timelines, work plans, and level of effort associated with the various components of the activity in line with their proposed approach.