

To: Offerors
Date: September 05,2022
RFP: ATI-015
From: Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program;
Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-015 Prosper Africa Services: Whole-of-Government
Strategic Communications Support
Due: 1:00PM EAT (6:00AM EDT) on September 23, 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 provide integrated, full-service communications support.

- I. RFP Process and deadlines:** ATI anticipates this solicitation will result in the award of one (or more) Indefinite Quantity Contract (IQC) subcontract(s) with Time and Materials (T&M) task orders with a ceiling value of USD \$1,000,000 in Year One. ATI anticipates the first task order ceiling to be no more than USD \$500,000. There is potential for the subcontract ceiling to be increased during implementation to expand and build upon activities completed under the SOO, but that is dependent upon programmatic needs and funding availability and is not guaranteed. Assume that the general scope of activities outlined in the SOO will extend in out-years, depending on performance of the firm in Year One and funding availability.
- a. Submission of Questions – Questions must be submitted no later than 1:00PM EAT (6:00AM EDT) on September 9, 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 September 23, 2022 via email to ATI_Procurement@dai.com, copying Mike Wayamba (Mike_Wayamba@dai.com) and Edwin Muli (Edwin_Muli@dai.com). The subject line of the email should be your organization name, followed by “Submission under RFP ATI- 015: Prosper Africa Services: Whole-of-Government Strategic Communications Support
 - c. 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 and tables 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 Microsoft Word or PDF are acceptable, although PDF is preferred along with an accompanying Word document. Please provide a copy of your cost proposal in Excel format; offerors should use the attached cost/budget template.

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 deliverables and milestones.
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 for Year One of the contract. Offerors are permitted and encouraged 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:

- Three (3) examples of past performance (i.e., case studies) relevant to this activity. Examples should be within the last five (5) years and each example should be limited to two (2) pages.
- 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.

Part 2 – Cost Proposal

The contract type for the presumptive award is anticipated to be an IQC with Time & Materials (T&M) type Task Orders, issued 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 cost 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. Offerors may use their own budget templates; please limit file submissions to 10 megabytes or less. Offerors should submit budgets for the overall IQC subcontract and the first task order in their cost proposal.

For budgeting and evaluation purposes, please price out known activities for Year One as detailed in the SOO.

- 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 (40 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 successful offeror(s) shall demonstrate its ability to significantly scale up and implement strategic communications work, including the expertise and resources needed to deliver robust communications support throughout the African continent, in the United States, and in other global markets, where needed.
- b. Institutional Capacity (30 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted case studies (i.e., examples of past performance). Preference will be given to firms and/or consortia that have past performance in timely and successful delivery of similar services and relevant experience and networks across the African continent. Offerors should demonstrate any knowledge and technical experience that will support their ability to perform the requirements of the SOO in an efficient and effective manner.
- c. Management Plan/Staffing Structure (30 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of each proposed staff and each proposed firm (if firms are partnering), and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a proposed milestone schedule. If the offeror is submitting a proposal 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. The offeror should clearly demonstrate that they can work in or travel across the African continent as needed. The Management Plan should clearly outline where staff are located and, if any portion of the team or consortium will be remote, offerors should demonstrate how they will effectively supplement the work on-the-

ground and coordinate with national and international staff. Offerors or at least one partner in their consortium should demonstrate a physical presence in multiple countries in Africa, and include proposed staff already located on the continent.

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