

To: Offerors

Date: September 30, 2022

RFP: ATI-018

From: Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program;
Implemented by DAI Global LLC

Subject: Request for Proposals (RFP) ATI-018: Prosper Africa USALS Comms Support

Due: 1:00PM EAT (6:00AM EDT) on October 6, 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 J.R Reingold & Associates, Inc. to submit a proposal to support work under Prosper Africa USALS Comms Support.

- I. RFP Process and deadlines:** This solicitation will result in the award of a Time and Materials subcontract. We anticipate issuing one subcontract award in the range of USD \$300,000.00 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 October 4, 2022, via email to ATI_Procurement@.com.
 - b. Submission of Proposal – Proposal must be submitted no later than 1:00PM EAT (6:00AM EDT) on October 6, 2022 via email to ATI_Procurement@.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 (RFP) ATI-018 Prosper Africa USALS Comms Support.” Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization's Unique Entity Identification (UEI) number. 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 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. 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:

- One (1) examples of past performance (i.e., case studies) relevant to this activity, including experience providing direct communications and event support to the Prosper Africa Secretariat.
- 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 Time and Materials (T&M), awarded as a subcontract by DAI Global, LLC. Offerors must include a cost breakdown of the labor categories, including fixed hourly rates and qualifications for proposed personnel, any other direct costs, indirect costs, and fees if applicable, with a build-up to their total proposed cost or include substantiating cost reasonableness documentation/justification. Cost breakdowns included will be utilized to determine cost reasonableness. The successful Offeror will need to demonstrate that the proposed rates, fees, etc. are reasonable and will be required to provide documentation during subcontract negotiations to substantiate costs, as needed. Offerors may use the attached cost/budget template but are not required to as long as the cost criteria is met; 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 (Acceptable/Not Acceptable):** 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 shall demonstrate they are well-versed and have expertise in maintenance of the Prosper Africa Investment Map and have an approach and team that demonstrates the ability to provide services to perform this task.
 - b. Institutional Capacity (Acceptable/Not Acceptable):** 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). 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 (Acceptable/Not Acceptable):** 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 throughout Africa 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. Additionally, the offeror should provide management plan considerations for Covid-19 contingencies as relevant.
- 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

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 price 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 price). 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