

Attachment A: Request for Proposal

Amendment 01

To: Offerors
RFP: ATI-056
RFP Issuance Date: March 1, 2024
Amendment Issuance Date: March 22, 2024
From: Procurement and Partnerships Team, Africa Trade, and Investment (ATI) Activity; Implemented by DAI Global LLC
Subject: Request for Proposals (RFP) ATI-056: Strategic Communication Services for Prosper Africa (Strategy, Brand, Publicity/Public Relations).
Initial Due Date: March 27, 2024
Extended Due Date: April 3, 2024

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI’s Africa Trade, and Investment (ATI) Activity funded by Prosper Africa and the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to support work under the Strategic Communication Services for Prosper Africa Activity.

- I. RFP Process and deadlines:** This solicitation will result in the award of One (1), Time and Material (T&M) type subcontract. The subcontract period of performance will be for an initial twelve (12) month period (Base Period) and may be renewed for an additional twelve-month option period (Option Period) subject to subcontractors’ performance, availability of funds and need of service.

We anticipate issuing one (1) Time and Material (T&M) Subcontract award, with an initial Base Period subcontract ceiling of up to USD 1,500,000 and an additional ceiling of up to USD 1,500,000 for the Option Period.

Note: ATI funds will not support construction activities.

- a. Submission of Questions – Questions must be submitted no later than **6:00PM East Africa Time (10:00AM Eastern Standard Time) on March 11, 2024**, via email to ATI_Procurement@atiprogram.com
- b. Submission of Proposal – Proposals must be submitted no later than **6:00PM East Africa Time (10:00AM Eastern Standard Time) on April 3, 2024** via email to ATI_Procurement@atiprogram.com, copying ATI_Partnershipteam@dai.com. The subject line of the email should be your organization name, followed by **‘RFP-ATI-056 Strategic Communication Services for Prosper Africa (Strategy, Brand, Publicity/Public Relations)**. Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization’s Unique Entity Identity Number (UEID 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 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 Work (SOW). The Proposals will be objectively evaluated on the basis of the quality of an innovative technical approach and well-thought-out methodology to support Prosper Africa’s Communications Team in order to inform and drive a strategic communication agenda through:
 - a) Strategic Communications Execution.
 - b) Written and Visual Communication Support.
 - c) Coordination and Collaboration with USG Interagency Communications Teams.
 - d) Communications Project Management.
 - e) Prosper Africa Website Management.

2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, and capacity of their firm to implement their proposed approach detailed in their proposal. This should also include past performance information for similar activities, relevant experience critical to the success of this work, including experience offering strategic communication support to US Government/Agencies or equivalent clients. Further details can be reviewed in the accompanying SOW.

In addition, the offeror should provide following inputs, which will not be counted as part of the 10-slide limit and format may be PDF or Word:

- At least 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.

3. **Management Plan/Staffing Structure** – Offerors should include details of personnel experience and qualification under respective labor categories 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 tasks. The proposed labor categories should align with the SOW and the technical approach. The proposed personnel should demonstrate strong experience, qualification and roles and responsibility to achieve the scope of work. Further details can be reviewed in the accompanying SOW.

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:

- 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 award is anticipated to be a **Time and Materials (T&M)** subcontract type, issued by DAI Global, LLC. As such, the Subcontractor will be reimbursed for actual labor expended, reported, and approved, based on the fixed labor rates reflected in the subcontract, and the actual costs incurred for materials, up to a maximum ceiling, which may not be exceeded without a modification and prior approval of DAI.

Offerors should complete the attached budget template provided in “Attachment C: Budget Template” (refer to Attachment B, Scope of Work, when determining proposed labor categories and estimating the level of effort). The Offeror must submit a detailed budget for the Base Period (12 months) and Option

Period (additional 12 months). The cost proposal must include proposed labor categories associated with implementing the SOW requirements in accordance with the Offeror's technical approach and management/staffing plan; level of effort (LOE) per labor category; proposed fixed daily labor category rates; and any required non-Labor costs (Other Direct Cost "ODC").

The Offeror is required to provide a full itemization of projected non-labor costs that align with their proposed technical approach and management/staffing plan. As such, cost proposals must include detailed descriptions/specifications, estimated quantities and cost per item. **[FOR GUIDANCE PURPOSES ONLY - Historically, other direct costs for contracts providing the same or similar services represented approximately 20%-30% of the total annual budget. Offerors are however required to provide their own informed costings based on their approach.]**

Please limit file submissions to 10 megabytes or less. Note that the successful Offeror must be able to substantiate all cost and demonstrate the reasonableness of cost elements. The Offeror is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

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. **Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price (shown below), when combined, are considered significantly more important than cost/price factors.**

- 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 Proposals will be objectively evaluated on the basis of the quality of an innovative technical approach, well thought-out methodology, and relevant, effective, and efficient deliverables. The Technical Proposal will be evaluated against the following criteria:
 - a. Technical Approach (25 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 methodology of well-planned and sequenced activities that attains the objectives of this activity and also incorporates the offeror's competencies. The successful offeror shall demonstrate they are well-versed and have expertise in providing a wide range of strategic communication services to produce informational and resonant development outreach materials. Services include copy writing, copy-editing, videography, animation, data visualization, photography, graphical and video editing, visual representation, and design to produce public-facing materials. Materials will largely be focused on the energy infrastructure sector in sub-Saharan Africa and may include cross-cutting themes (e.g., finance, enabling environment, gender, etc.).
 - b. Institutional Capacity (35 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted examples of successful past performance examples of providing strategic communication support. The Offerors should demonstrate any knowledge and technical experience that will support their ability to perform the requirements of the SOW in an efficient and effective manner. Preference will be given to firms that are based and have operations in the USA and have

past performance supporting strategic communication support to US Government/ Agencies or equivalent clients in timely and efficient manner. The offeror should have networks across the African continent and should demonstrate knowledge and technical experience that will support their ability to perform the requirements of the SOW. Offeror shall provide at least two (2) examples of past performance in providing strategic communication support (i.e., case studies) relevant to this activity.

- c. **Management Plan/Staffing Structure (40 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of proposed staff, and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the implementation and review. The offeror should clearly demonstrate that they can work in close and time sensitive coordination with the client based out of USA Washington, DC as well as ability to travel to locations in Africa and/or relevant geographies as the scope of work and proposal requires. The management plan should outline:

- 1) Proposed Labor Categories and respective qualifications
- 2) Clear roles and responsibilities for all staff outlined in the proposal with demonstrated industry experience and qualification in providing strategic communication support. The plan should indicate where the staff are located and, if any portion of the team or consortium will be remote,
- 3) Clear mechanisms for collaboration and coordination with Prosper Africa, industry stakeholders and DAI/ATI's technical team.

Provide detailed CV(s) of any individuals proposed in the staffing plan to conduct this activity (Limited to two (2) pages per individual).

2. **Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, price/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 cost proposal 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 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, specifically a **Unique Entity ID (SAM)**. There is a **mandatory** requirement for the Offeror to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP is contingent upon the winner providing a Unique Entity ID (SAM) DAI.

Obtaining a Unique Entity ID (SAM) may take up to 3 weeks or more. Therefore, offerors are strongly encouraged to initiate the process to obtain a Unique Entity ID (SAM) prior to submitting an offer. It is preferred that **the Unique Entity ID (SAM) is submitted along with the Technical and Cost Proposals**. If an offeror is selected for award but does not have a Unique Entity ID (SAM), DAI reserves the right to deem the offeror



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ineligible for award or apply additional conditions in any resultant subcontract/purchase order. A copy of the instructions for obtaining a Unique Entity ID (SAM) - DAI'S Vendors, Subcontractors is attached to this RFP. 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@atiprogram.com