**Sourcing Event 0000008580**

**Attachment 4**

**Written Proposal**

**Name of firm:**

In addition to submitting documents supporting each Minimum Qualification as required by this Solicitation, Proposers shall also submit a complete Proposal by responding to each item set forth below. If any part of the Proposal depends on information not provided within this Solicitation, then base those responses on an assumed set of details and include a description of the assumptions.

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| ***The content of all Proposals must consist of all the information specified below entered on this attachment (not on separate documents except where instructed) to be deemed responsive.*** |

**1. Description of Goods/Services being Provided (20 Points)**

Provide detailed descriptions of how the Proposer will execute the work associated with each task outlined in Appendix A, Scope of Work (section 4) of this Solicitation taking into account all the context and information provided in Appendix A. The description provided for each task should include, as appropriate, the following information:

* Task-specific approach and associated work elements
* Dependencies on/among other tasks (including activities of others and required key information)
* Responsible party within the Proposer
* Output/deliverables from the task

**Task 1: Web Product Requirements Assessment**

Response:

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**Task 2: Web Product Design**

Response:

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**Task 3: Web Product Development**

Response:

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**2. Business Profile (5 Points)**

Provide a brief description of the Proposer’s size and organization structure. Include:

* Proposer’s financial stability, capacity and resources (if selected, Proposer may be required to provide two (2) most recent annual financial statements by which City can analyze Proposer’s financial resources; if financial statements are unavailable due to confidentiality reasons, then recent Dun & Bradstreet reports, including all lines of credits the City should consider in its analysis).
* A listing and description of any lawsuit resulting from (a) any public project undertaken by the Proposer or by its subcontractors where litigation is still pending or has occurred within the last five years or (b) any type of project where claims or settlements were paid by the Proposer or its insurers within the last five years.

Response:

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**3. Project Team (10 Points)**

**Team Members**

Provide the role, responsibilities, qualifications, and company affiliation of every individual on the Proposer team who will perform the services outlined in this Solicitation. Discuss each team member’s background and experience to demonstrate a strong ability to successfully perform the work. Clearly marked attachments may be used in lieu of or in addition to a written response.

Response:

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**Key/Lead Team Members**

Identify and provide resumes as attachments for all staff who will serve as the Key/Lead Team Members so that the Evaluation Panel can evaluate the ability of each team member to successfully fulfill their project roles and complete the scope of services.

Response:

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**Team Organization Chart**

Attach an Organizational Chart that illustrates the team structure (include the integration/interaction with City project team staff). Note the Proposer name and title/role for each team member. Include optional information in the response box.

Response:

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**4. Qualifications Summary (5 Points)**

Describe Proposer’s corporate qualifications, commitment, strength, and technical capabilities to fulfill all services specified and required to successfully accomplish the work described in this Solicitation.

Response:

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**5. Past Projects (20 Points)**

Describe 2 most recent similar projects Proposer previously managed within the last 7 years. At least one must have served over 10,000 end users.

**Project 1**

*Project Details* - the descriptions shall include each item listed below:

* Project name
* Project scope summary
* Project’s number of end users
* Dates when the project was performed
* Project costs
* Proposer’s role and responsibilities in the project
* Proposer’s performance on delivering the project on schedule and on budget
* Proposer staff members who worked on the project
* Client name, reference, and contact info

Response:

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**Project 2**

*Project Details* - the descriptions shall include each item listed below:

* Project name
* Project scope summary
* Project’s number of end users
* Dates when the project was performed
* Project costs
* Proposer’s role and responsibilities in the project
* Proposer’s performance on delivering the project on schedule and on budget
* Proposer staff members who worked on the project
* Client name, reference, and contact info

Response:

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**6. Work Approach (25 Points)**

Proposer must describe their overall work approach to successfully deliver the goods and/or services requested in this Solicitation by addressing each item listed below:

Approach for coordinating/managing all work activities, including coordination and communication with City staff, to meet project milestones and deliverable due dates. (5 Points)

Response:

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Processes/measures for controlling cost and schedule, tracking delivery/performance, and maximizing quality (QA/QC). (5 Points)

Response:

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Processes for UI/UX development, including design approach. How does Proposer know when UI/UX design is ready for development? How is UI/UX success assessed? (5 Points)

Response:

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Agile development can take many different shapes. What is Proposer’s approach to Agile development, including standing meetings, tracking tools, quality controls, and staying on schedule for deliverables.

(5 Points)

Response:

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Approach and procedures for contending with work partners in adversarial or difficult situations.

(5 Points)

Response:

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**7. Price Proposal (10 Points)**

Provide detailed descriptions of Proposer's hourly and/or blended rates for all services anticipated to be necessary to provide the services in this Solicitation. Include all details such as rates by position, type of work, on shore vs off shore, ongoing maintenance, etc. as applicable.

Response:

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