

**PART IV**  
**PROPOSAL REQUIREMENTS**

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**SECTION**

**TITLE**

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L	Proposal Preparation and Submission Requirements
M	Technical Proposal Requirements
N	Cost Proposal Requirements



## SECTION L

### PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

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#### L.1 GENERAL

This section specifies the general requirements for the preparation and submittal of proposals in response to this Request for Proposals. Proposals shall be submitted under the specified guidelines herein.

#### L.2 PACKAGING

The Offeror shall submit two (2) proposals - the Technical Proposal, Volume 1 and the Cost Proposal, Volume 2, which shall be physically broken into two (2) separate parts, titled “Technical Proposal, Volume 1” and “Cost Proposal, Volume 2”, each of which shall be distinct and complete in and of itself so that evaluation of one (or any portion thereof) may be accomplished independently of evaluation of the other.

#### L.3 BINDING

- A. Each volume of the proposal shall be separately bound in a loose-leaf, three-ring binder. The number of copies for each volume is specified below. Elaborate format and binding are neither necessary nor desirable. All binders must be capable of lying flat when opened.
- B. The cover must clearly identify the Offeror’s name, volume number, RFP number, RFP title and copy number (e.g. copy 1 of 8). The original for each volume will be clearly identified on the cover.

#### L.4 COPIES

- A. Offerors shall submit **one (1)** signed original and **six (6)** copies of the “Technical Proposal, Volume 1” in one (1) sealed package separate from the Cost Proposal.




The original shall be conspicuously marked “**ORIGINAL**” and the copies shall be conspicuously marked “**COPY**”.

- B. Offerors shall submit **one (1)** signed original **six (6)** copies of the “Cost Proposal, Volume 2” in one (1) sealed package separate from the Technical Proposal. The original shall be conspicuously marked “**ORIGINAL**” and the copies shall be conspicuously marked “**COPY**”.
- C. Failure to physically separate the Technical and Cost Proposals may cause the Offeror to be disqualified.

**L.5 IDENTIFICATION OF PROPOSAL PACKAGE**

- A. The Cost Proposal shall be *clearly marked* in a sealed package *separate* from the Technical Proposal which shall also be clearly marked in a sealed package, but concurrently in a sealed package conspicuously marked.
- B. It is *imperative* that the label below be filled in and pasted on the lower left corner of the sealed package.

<b>SEALED PROPOSAL</b>	
<b>IN RESPONSE TO:</b>	
	<b>RFP No. 010-001</b>
<b>RFP Title: Mobile Website Development</b>	
<b>Proposal Due Date:</b> (Insert the date specified on Page 1)	
<b>Time: 10:00 a.m.</b>	
<b>Name of Offeror:</b>	



- C. Failure to properly identify the proposal package may result in a premature opening of, or a failure to open, such proposal and result in the disqualification of the proposal.

**L.6 HAND DELIVERY OR MAILING OF PROPOSALS**

- A. Offerors shall deliver or mail proposals to:

Ms. Gerri Hill, Manager  
Contract Administration  
Virginia Railway Express  
1500 King Street, Suite 202  
Alexandria, VA 22314

- B. A proposal may be mailed, delivered by private courier, express mail or delivered in person to VRE in Alexandria, VA prior to the proposal closing date and time, between 9:00 A.M. and 5:00 P.M. EST, Monday through Friday.
- C. It is the responsibility of the Offeror to assure that its proposal is delivered to the place designated for receipt of proposals on or before the day and time set for receipt of proposals. The VRE receptionist's clock in the foyer is the official time clock.
- D. Electronic, facsimile or verbal proposals shall **not** be accepted.
- E. Proposals shall be kept unopened until after the closing date and time.

**L.7 PROPOSAL CLOSING DATE**

Proposals must be received by VRE at ***10:00 A.M. EST. on the date specified on Page 1*** of this RFP.



## SECTION M

### TECHNICAL PROPOSAL REQUIREMENTS

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#### **M.1 GENERAL REQUIREMENTS**

- A. Proposals shall include all of the requirements requested in the RFP. Failure to include all the information requested may adversely affect the evaluation. Noncompliance with the RFP requirements will raise serious questions regarding the Offeror's technical and/or past performance and may be grounds to eliminate the proposal from consideration for Contract award.
- B. Offeror's are advised that their proposals represent their company's best efforts and most complete responses to this solicitation. Assurance of experience, capability, and qualifications that clearly demonstrate and support the Offeror's claim are essential. The absence of such evidence will adversely influence evaluation of the proposal.
- C. Offerors are to submit proposals that present the Offeror's qualifications and understanding of the overall work to be performed.
- D. The technical proposal must be as thorough and detailed as possible and contain sufficient information to provide a clear and concise representation of the requirements in the solicitation.
- E. By your proposal submission, you are representing that your firm will comply and perform all requirements specified in the RFP.

#### **M.2 PROPOSAL FORMAT AND ORGANIZATION**

- A. The requirements that follow, related to format, organization and content of proposals, have been purposely established to facilitate objective, timely and efficient evaluation by VRE. The Offeror is advised to ensure that proposals comply with all such requirements.
- B. All written documentation shall be submitted in the technical proposal marked with the respective tabs as outlined below. Incomplete proposals may cause the proposal to be deemed non-responsive.



### M.3 PROPOSAL CONTENT

Each requirement specified below shall be separated in the binder by an appropriate *labeled tab*. The forms included in **ATTACHMENT P.3 - PROPOSAL SUBMISSION FORMS** must be completed and included in the proposal. Offerors must submit the required information identified in this Section as a complete proposal. **Incomplete proposals may cause the proposal to be deemed non-responsive.**

- TAB 1**      **Table of Contents:** The table of Contents must delineate all the sections of the proposal.
- TAB 2**      **Title Page:** The title page included in **ATTACHMENT P.3 - PROPOSAL SUBMISSION FORMS** must be completed and included in this tab.
- TAB 3**      **Transmittal letter:** The letter must be dated and signed by a company officer authorized to bind the firm(s) or entity in a Contract. Failure to manually sign the letter may disqualify the proposal. The following information shall be provided in the transmittal letter:
- a.    type and size of business;
  - b.    years of operation; and
  - c.    description of the company (or other structure in the case of partnership or joint venture).
- TAB 4**      **Narrative:** A comprehensive narrative shall describe and demonstrate the Offeror's capability to perform all the services required and familiarity with the methods needed for proper performance of the Contract. The narrative shall cover all the requirements in the RFP. The Offeror shall submit additional information to enable VRE to ascertain how the proposal will meet the requirements contained herein. The narrative shall also describe the Offeror's capability to meet the following objectives:
- a.    Demonstrate an understanding and acceptance of the Scope of Work and RFP requirements;
  - b.    Display a creative approach in conveying charted website information (i.e. fares and schedules);



- c. Relevant experience, qualifications and capabilities of the Contractor and key personnel; and
- d. Proficiency in creating mobile websites.

**TAB 5**      **Point of Contact:** A telephone number for an assigned single point of contact to be available between the hours of 4:30 A.M. and 8:30 P.M. EST. Monday through Friday.

**TAB 6**      **Exceptions to Scope of Work:** The Offeror shall state in its proposal whether it accepts the Scope of Work as presented in this solicitation or if exceptions are taken. *If no exceptions are taken to the document, the Offeror shall so state.* Exceptions taken to the Scope of Work shall be identified. Each exception shall be specifically related to each paragraph and/or specific part of the solicitation to which the exception is taken. The Offeror shall provide rationale in support of the exception and fully explain its impact, if any, on the performance, schedule, cost, and specific requirements of the solicitation. The exceptions form included in **ATTACHMENT P.3 - PROPOSAL SUBMISSION FORMS** must be completed and included in this tab.

**TAB 7**      **References (Past and Present Experience):** Identify three (3) clients for whom comparable services have been performed within the last ten (10) years or are currently being performed. The references form in **ATTACHMENT P.3 - PROPOSAL SUBMISSION FORMS** must be completed and included in this tab. In addition, this tab shall include the following, if applicable:

- a. Information on contracts performed by each of the Offeror's Subcontractors considered most relevant in demonstrating their ability to support the Offeror in the effort, including rationale supporting your assertion of relevance. At VRE's discretion, any proposed Subcontractors identified by the Offeror may be contacted for the purposes of determining the responsibility of the Offeror.
- b. The Offeror shall provide a list of contracts within the past four (4) years, if any, on which failure to complete the work within the specified time frame resulted either in the assessment of liquidated damages, damages or contract termination.

**TAB 8**      **Subcontractors:** Identify any Subcontractors, estimated dollar amount of the work to be performed, location of the work, and type of work anticipated to be performed during the Contract. This information must be



included on the subcontractors form included in **ATTACHMENT P.3 - PROPOSAL SUBMISSION FORMS**.

- a. During contract performance, ALL subcontractors shall be approved in advance by VRE. VRE reserves the right to request from the Offeror during the solicitation process and any time during Contract performance, additional information about a Subcontractor proposed by the Offeror/Contractor, that VRE deems necessary to evaluate the qualifications of the subcontractor.
- b. The Offeror is reminded that it is responsible for ensuring that lower-tier subcontractors used in support of this RFP are in compliance with the certifications included in **ATTACHMENT P.4 - REPRESENTATIONS AND CERTIFICATIONS**, including coverages described in this RFP and all requirements to federal and state procurement regulations referenced herein.

**TAB 9**            **Visual Examples:** Provide visual examples of the proposed layout for each of the web pages to be converted to mobile format as identified in **ATTACHEMNT P.2 – SCOPE OF WORK**.

**TAB 10**          **Maintenance Plan:** Provide a maintenance plan that outlines procedures for the following:

- a. Addressing inquiries and revisions presented by VRE during the developmental phase of the project.
- b. Updating periodically altered information (i.e. Fares), during the post-implementation phase of the project, with a response to inquiry time not to exceed twenty-four (24) hours.
- c. Troubleshooting and urgent maintenance matters during the post-implementation phase of the project, with a response time not to exceed one (1) hour.

**TAB 11**          **Resumes for Proposed Key Personnel:** Each resume must indicate educational background, recent experience, certifications and licenses.

**TAB 12**          **Financial Statements** – Furnish complete financial statements for the current fiscal year (interim statements are acceptable) and the past two (2) years.

- a. The financial statements shall include the following:



- i) Statement of Financial Position (Balance Sheet);
  - ii) Results of Operation (Income Statement);
  - iii) Statement of Cash Flow; and
  - iv) Statement of Current and Retained Earnings.
- b. These statements (i through iv) shall be certified indicating disclosure of all facts that could impair or affect the statements presented.
- c. The term “certified” is defined to mean that an officer of the corporation includes a statement that the financial statements fairly presents the financial position of the Offeror. Audited financial statements with the auditor’s opinion meets this requirement. The term “officer” is defined to mean the president, chief financial officer, or treasurer.
- d. VRE reserves the right to request additional financial information as may be required to determine the Offerors’s financial responsibility. If required, a formal request shall be made by VRE to the Offeror.

**TAB 13**      **Acknowledge Receipt of Addenda Issued:** Offerors shall include signed acknowledgement of receipt of all addenda issued to this solicitation.

**TAB 14**      **Representations and Certifications:** The forms included in **ATTACHMENT P.4 - REPRESENTATIONS AND CERTIFICATIONS** must be completed and signed.



## SECTION N

### COST PROPOSAL REQUIREMENTS

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#### N.1 COST PROPOSAL AND SCHEDULE OF PRICES

*Offerors are strongly encouraged to read this section carefully.*

- A. Offerors must provide a schedule of prices. Offerors shall attach as necessary, additional sheets of paper to further detail their explanations. The cost information must be submitted with **ATTACHMENT P.5 – COST PROPOSAL AND SCHEDULE OF PRICES** included herein. Failure to provide a completed schedule of prices and tabulation may result in the proposal being deemed non-responsive.
- B. All price data shall be quoted in U.S. Dollars.
- C. Unless indicated otherwise, Offeror's TOTAL COST shall be inclusive of all costs and shall include full compensation for all taxes, fees, labor, equipment, supplies, materials, insurances, permits, transportation, overhead and profit, etc. necessary to complete the work in conformance with the Contract and to the satisfaction of VRE. Extra charges will not be allowed.
- D. If erasures or other handwritten changes appear on the schedules, such erasures or changes must be initialed by the person signing the proposal.
- E. The cost proposal must be signed in ink.
- F. All cost proposal information must be marked in a separate sealed envelope from the technical proposal and properly marked as stated in **Section L.2.**
- G. The Contractor shall identify in their Cost Proposal an hourly rate for the conversion of any additional web content not included in the Scope of Work to mobile format as well as an hourly rate for maintenance of the web content included in the Scope of Work.



## **N.2 COST CERTIFICATION**

- A. The Offeror agrees to provide the services specified herein, in compliance with the Scope of Work/Technical Specifications and other terms and conditions in this Request for Proposals at the cost provided in the Cost Proposal.
- B. A representative duly authorized to bind the company must complete and sign the Cost Certification.

