
AEDC-22-0002

PROFESSIONAL SERVICES FOR SITE IMPROVEMENT
EVALUATION AND SITE ECONOMIC IMPACT ANALYSIS
BIDDERS CONFERENCE

ARKANSAS ECONOMIC DEVELOPMENT COMMISSION



TSS OSP CONTACT INFORMATION

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RFP GOALS AND OBJECTIVES

The Arkansas Economic Development Commission (AEDC) seeks Site Improvement Evaluations and Economic Impact Analyses of pre-determined sites. AEDC seeks a contractor to evaluate up to 40 sites in Arkansas with the goal of improving site and community readiness and site information and data accessibility for future site searches and development opportunities.

RFP SCHEDULE

Activity	Date
RFP Release to Prospective Contractors	March 1, 2022
Bidders Conference	March 4, 2022, 10:00 am
Deadline for Prospective Contractor Questions	March 7, 2022, 5:00 pm
Answers to Questions Posted to ARBuy*	March 10, 2022
Proposal Due Date	March 24, 2022, 2:00 pm
Initial Proposal Evaluation*	March 29, 2022
Interviews*	March 31 – April 1, 2022
Final Proposal Evaluation*	April 1, 2022
Discussions Kick Off Meeting*	April 12, 2022
Finalize Discussions*	April 28, 2022
Post Anticipation to Award*	April 29, 2022
Award Contract*	May 20, 2022

MOST ADVANTAGEOUS PROPOSAL OVERVIEW

The State seeks the most advantageous proposal (the “MAP”) to reach its objectives. The State is relying on the expertise of the Prospective Contractors to put together the MAP, which needs to:

- Clearly outline the best way to achieve the State’s objectives, considering cost and the evaluation factors identified in the RFP
- Use demonstrable and observable metrics to make its business case
- Identify known and anticipated risks, along with how to manage, mitigate, or avoid those risks

The proposal should be easy for a non-technical person to read and understand.

The State expects to discuss the finer details and technical points of the project or service delivery with the Prospective Contractor who provides the MAP.

PHASES OF THE RFP PROCESS

Preparation

- Develop and release RFP
- Bidders conference

Selection

- Cost check
- Initial evaluation
- Interviews
- Final evaluation

Discussions

- Kick off meeting
- Final meeting

Execution

- Award
- Implementation
- Progress reporting

PHASE II OF THE RFP PROCESS - SELECTION

AEDC will conduct the following tasks:

- Review technical proposal packets for submission requirements
- Perform initial cost check to review the competitive range of cost proposals submitted
 - The average cost submitted will be used as the baseline for the competitive range.
 - Prospective Contractors whose proposed costs fall outside of the competitive range (see RFP) may justify their cost.
 - Prospective Contractors who do not adequately justify their cost may be rejected.

Evaluators will conduct the following tasks:

- Review and score technical proposal packets and interview Prospective Contractors who meet RFP submission requirements
- Review cost proposals to determine if highest ranked proposal is the MAP for the State
- Recommend Prospective Contractor submitting the MAP to move into the discussion phase with the State

PHASE II OF THE RFP PROCESS – SELECTION

Prospective Contractors provide the following information in their technical proposal packets:

- Experience
- Solution
- Risk
- Cost Proposal
 - Should not include cost to cover risk contingences or recommended option items

Experience and Solution criteria submittal must be no more than 3 pages each; Risk criteria submittal no more than 2 pages (8 pages total).

PHASE II OF THE RFP PROCESS – SELECTION

Technical proposals should focus on the merits of the proposed approach and not the identity or reputation of the Prospective Contractor.

- The Prospective Contractor must not be identified in the technical proposal.

Proposals should be simple, non-technical, project specific, and supported by metrics.

- Metrics should objectively demonstrate the soundness of the approach (high likelihood of success and little to no risk of failure).
- Metrics should show the capability of the Prospective Contractor and minimize the room for uncertainty and subjectivity in the evaluation process.

PHASE II OF THE RFP PROCESS – SELECTION

Examples of demonstrable and verifiable experience metrics:

Claim of Expertise	We provide an experienced implementation team to deliver the services requested in the RFP.
Documented performance	<ul style="list-style-type: none">• Implemented successfully in 5 states• Average implementation time of 6 months• Average customer satisfaction rating 9.8 out of 10

Claim of Expertise	Our proposed project manager is very experienced and capable.
Documented performance	<ul style="list-style-type: none">• Implemented 6 projects in the last 5 years• Average cost per project is \$4 million• Average project duration is 5 months• Average cost deviation is 0.1%• Average time deviation is 1.0%

PHASE II OF THE RFP PROCESS – SELECTION

Solution

- High-level overview of the Prospective Contractor's proposed solution or approach
- Should be non-technical and should include the Prospective Contractor's best solution or approach for meeting the requirements of the RFP
- Additional service options and recommendations above and beyond the required scope of services should be included in the Recommended Options Form

PHASE II OF THE RFP PROCESS – SELECTION

Examples of demonstrable and verifiable risk mitigation metrics:

Risk Description	State personnel do not attend training sessions regarding the use of the solution
Solution	Contractor will assign full-time personnel to continually reach out to State personnel regarding training sessions. Contractor will also have a 24/7 toll free number to assist personnel.
Documented performance	Contractor has implemented this strategy on the last 4 projects, and client complaints and issues have decreased by 30%. Client satisfaction on this mitigation strategy is 10/10

PHASE II OF THE RFP PROCESS – SELECTION

Interviews

- Prospective Contractors meeting the RFP submission requirements will be invited to attend an interview.
- The primary project manager or key person for the project will generally be the only individual attending the interview.
 - If the prospective contractor thinks additional personnel are needed during the interview, the Prospective Contractor can submit the reason and request approval from the State to bring additional personnel.
- Each Prospective Contractor will be provided a list of questions that will be asked during the interview.
 - Follow up questions may be asked during the interview.

PHASE II OF THE RFP PROCESS – SELECTION

Evaluators will follow the rating system below:

Score	Description
10	The response provides metrics clearly establishing that the Prospective Contractor is reliable and capable of fully performing the required services.
5	The response provides some information suggesting that the Prospective Contractor's level of performance may be acceptable, but it does not clearly establish that the Prospective Contractor is reliable and capable of fully performing the required services.
0	The response provides performance metrics clearly establishing that the Prospective Contractor is unreliable and incapable of fully performing the required services.

PHASE II OF THE RFP PROCESS – SELECTION

Scoring criteria and corresponding weighted percentages

Criteria	Weighted Percentage
Experience	20%
Solution	30%
Risk	20%
Interview	30%

PHASE II OF THE RFP PROCESS – SELECTION

Consensus

- Technical and cost scores will be added together to determine the Grand Total Score for each proposal to determine the top ranked proposal.
- Evaluators will determine if the top ranked proposal is the MAP for the State and submit their recommendation to the Department.

PHASE III OF THE RFP PROCESS – DISCUSSIONS

AEDC will begin the discussions phase with the responsive and responsible Prospective Contractor submitting the MAP recommended by the Evaluators.

- Prospective Contractor will be invited to lead the discussion phase.
- No work should be done during this phase, but all planning should be completed.

PHASE III OF THE RFP PROCESS – DISCUSSIONS

Discussions check points

- Kickoff meeting
- Refinement
- Finalization

PHASE III OF THE RFP PROCESS – DISCUSSIONS

Kickoff meeting

- Prospective Contractor prepares the following documents:
 - Detailed scope of work, including milestone schedule and performance standards
 - Risk management plan
 - Financial summary including a proposed payment schedule and recommended options
 - Proposed project management and reporting templates
- Prospective Contractor presents the documents during to all applicable State personnel

PHASE III OF THE RFP PROCESS – DISCUSSIONS

Refinement

- Prospective Contractor adjusts proposed scope, schedule, and plan (where needed) based on State feedback
- Prospective Contractor collaborates with the State to finalize documents

Finalization

- Prospective Contractor prepares final documents for State review during final meeting with stakeholders

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QUESTIONS?