

RFP/RFQ Outline: Overview

A well-written RFP or RFQ will contain all of the information the proposers need to know in a manner that captures interest and is easy to follow. The outline included here suggests an organization that accomplishes these goals; it is not mandatory, and PHAs should feel free to rearrange the information, bearing in mind that proposers need to be able to understand the document quickly and easily.

The RFP or RFQ should consist of an introduction and five sections, each of which is summarized briefly on this page and outlined in more depth on the following pages.

Advertisement/Purpose	Cover letter to summarize the services being solicited and the due date for proposals.
Program Information	Include an overview of the grant/project status and a summary of the roles and responsibilities of all involved parties to provide the context for the solicited services and capture the interest of potential respondents.
Scope of Services	Start with an overview of the solicited services, summarize general expectations, specify the anticipated role of the selected firm, and provide a detailed list of tasks to be accomplished. Should be connected to the fee proposal and be detailed enough to be in the final contract.
Submission and Evaluation Requirements	Describe what sections should be included in the proposal (e.g. approach, organization chart or staffing plan, fee proposal (RFP only), etc.) and what information each of those sections should contain. Also describe the criteria the Committee will use to evaluate the proposal and the weights for each criteria. Submission requirements and evaluation criteria should be linked.
Schedule and Required Information	Provide information about the procurement not related to the actual project. This includes a schedule/timetable for the procurement, information on written questions and preproposal conference, contractual obligations, information on conflict of interest, and all other required clauses (see attached).
Attachments	Provide any required forms (e.g. form for fee proposal or Certifications/Assurances), further clarify the expectations by including a sample contract, copies of the roles/ responsibilities checklist (e.g. Tulsa), and/or scopes of work for other consultants, and include more detailed information on HOPE VI or the project (e.g. application or plan summary, HOPE VI Grant Agreement, Mixed-Finance Interim Rule).

PROGRAM INFORMATION

PHA Description	Overview of the PHA (number of units in stock, governance structure, other major revitalization projects being administered by the PHA)
HOPE VI Program/Grant	Overview of the HOPE VI program and the size of the PHA's grant (if applicable).
Mixed-Finance Approach	Summarize the goals of HUD's mixed-finance program in the context of the project.
Role of:	For each major party involved in implementation, describe that party's role in the project.
?? PHA	
?? The City	
?? Other Partners (School Board, Residents, etc.)	
?? Other Consultants Procured or to be Procured	
?? Steering Committee	
Revitalization Plan/Master Planning	Summarize the Revitalization Plan or Master Plan for the project, to the extent known.
Project Funding	Provide information on the secured funding for the project (e.g. HOPE VI, PHA capital funds, City donations) and on the sources of funding yet to be secured (e.g. additional City funds, LIHTC, bonds). This information is important regardless of whether the procured party will be responsible for securing funding, as it illustrates the project complexity.

SCOPE OF SERVICES

General Overview	Summarize the responsibilities of the selected consultant (e.g. for a developer, provide all necessary staffing and coordination necessary for the development of the project).
Role of Selected Consultant/Developer	Describe the responsibilities of the selected consultant or developer in relation to other parties (parallels the discussion of roles of the parties).
Statement of Work: RFP only	List in detail the tasks the selected consultant will be expected to perform. List must be detailed enough for consultant to provide price for the services.
Statement of Work: RFQ only	Describe the work to be undertaken by the developer; level of specificity will depend upon the stage of the project and what information the PHA wishes the respondents to provide (e.g. if the responses are to discuss approach or fee ranges, more detail will be necessary).

SUBMISSION AND EVALUATION REQUIREMENTS

Submission Requirements	Summarize the submission requirements (outline form is recommended).
Description of each Submission Requirement	<p>For each submission requirement, explain the information to be included, along with any page limitations. For example,</p> <ul style="list-style-type: none">?? Cover letter/executive summary: Summarize proposal.?? Approach section (RFP): For each task identified in the scope of work, respondent is to describe how they would accomplish the task.?? Project staffing: Include an organization chart, names and roles of principal staff members, time commitments for principal staff members, and attach resumes.?? Qualifications: Include project summaries for your team's relevant experience, organized by firm or by type of experience.?? Fee proposal (RFP only): Price for services described in the approach, broken out by task.?? Financial information (not required for RFQ): Ask for financial statements for the firm and/or fee ranges based on the approach.?? References: List number of references required. <p>Actual submission requirements and their description should be set by the PHA and reflect the services being solicited, the project, and PHA priorities.</p>
Evaluation Criteria	List the criteria on which the proposals will be evaluated (e.g. creativity of approach, reasonableness of fee, quality of relevant qualifications, Section 3 approach, etc.) and give the weighting for each criteria.

SCHEDULE AND REQUIRED INFORMATION

Selection Process and Schedule	Explain the steps to be taken in the selection process (e.g. proposals due, proposals reviewed, firms interviewed, firm under contract) and give the schedule for each stage. At a minimum, must include the due date for responses.
Pre-Proposal Conference	Give date of any pre-proposal conference(s), information on the location, and state whether attendance is mandatory.
Selection Committee	Indicate the general make-up of the selection committee and that it will evaluate proposals in a manner consistent with local procurement policy.
Interpretation	Acknowledge that questions about how to interpret the RFP or RFQ may arise, and that if so respondents should submit questions to the PHA in writing. Provide the date and address/fax number for written questions to be submitted, and outline the PHA's method for releasing addenda to the RFP or RFQ. State that respondents may not ask for clarifications, nor will the PHA provide clarifications, verbally, except in the pre-proposal conference.
PHA Options	Provide a statement that the PHA reserves the right to cancel the RFP or RFQ, reject any or all proposals, and to waive minor informalities for proposers if it is deemed in the public interest to do so.
Contract Form and Issues	State the form of the contract into which the PHA intends to enter (e.g. fixed price, time and materials); refer to attached contract.
Rules, Regulations and Licensing Requirements	List any rules, regulations, and licensing requirements the selected respondent must follow or be prepared to meet.
M/WBE Utilization/Resident Employment	State Section 3 and disadvantaged business requirements and the PHA's commitment to implementation of these requirements.
Equal Opportunity Employment	Include PHA's statement of equal opportunity employment
Personnel	Indicate that procured consultants will not be considered PHA personnel, and that the PHA assumes proposal of certain personnel to be a statement of their availability to do the work.
Contact with PHA Staff, Board and Residents	Include a statement disallowing contact between respondents and PHA staff, board members, or residents during the selection process.
Incurred Costs in Preparing Proposals	State that costs incurred for proposal preparation are to be borne by the respondent.
Additional Clauses	PHA's internal or local procurement regulations and policies may have additional requirements that should be stated here.

ATTACHMENTS

Form for Fee Proposal (RFP)	If so choose, include a form for each respondent to fill out including their fee proposal (e.g. Tucson RFP)
Certifications/Assurances Forms	Forms for respondents to sign and return for all certifications and assurances.
Revitalization Plan Statement	Provide a more detailed summary of the revitalization/master plan than available in the body of the RFP/RFQ.
Roles and Responsibilities Checklist	Include a copy of a completed checklist indicating what the PHA views as the roles and responsibilities of each major party (see handout, Tulsa RFQ).
Draft Consultant Contract/ Development Agreement	If possible, attach a draft consultant contract or development agreement so that the respondents know the contractual expectations of the PHA.
Mixed-Finance Interim Rule HOPE VI Grant Agreement	Provide copies of the Mixed-Finance Interim Rule and HOPE VI Grant Agreement, if applicable, as selected respondent will need to operate within these regulations.