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**SFERS PERCEPTIVE CONTENT UPGRADE**

**ATTACHMENT A - RFP TECHNICAL RESPONSE**

**Instructions**

This document will be used to collect information required for evaluation of the degree to which proposals meet the general requirements and experience stated in the **SFERS PERCEPTIVE CONTENT UPGRADE RFP**.

Please complete your response in the templates provided, using as much space as needed. Indicate clearly when separate documents are provided.

Failure to provide any information requested in the quote template will result in rejection of your proposal. Note that responses of “To be provided upon request” or “To be determined” or a similar statement is not acceptable.

**Attachment A- RFP Response** must be completed along with **Attachment B – References. Attachment C – RFP Cost Proposal** and ***all*** City and County forms noted in **Appendix A -Required RESPONDING FIRM Forms**.

The completed package must be sent in a single sealed envelope and received by the RFP due date as noted in the RFP.

All documents under this process are subject to public disclosure. Please redact confidential or proprietary information as appropriate.

1. **Letter of Introduction /Transmittal Letter**

Submit a separate letter of introduction signed by a person authorized by your firm to obligate the firm to perform the commitments contained in the proposal. Submission of the letter will constitute a representation that the firm is willing and able to perform the commitments contained in the proposal.

The Transmittal Letter must include the following:

1. The Responding Firm’s name, address, telephone, facsimile number and email address.
2. The Responding Firm’s Federal Employer Identification Number and Corporate Identification Number, if applicable.
3. The name, title or position, and telephone number of the individual signing the Transmittal Letter.
4. The name, title or position, telephone number and e-mail address of the primary contact for the RFP, if different from the individual signing the cover letter.
5. A statement expressing the Responding Firm’s willingness to perform the services as described in this RFP. *Respondent must specify which services will be performed*.
6. A statement expressing the Responding Firm’s availability of staff and other required resources for performing all services and providing all deliverables within specified time frames.
7. A statement that no officer, member, employee or agent of SFERS has any known personal or pecuniary interest, direct or indirect, in this contract or the proceeds thereof.
8. A statement that the firm acknowledges that all documents submitted pursuant to this request for proposal process will become a matter of public record.
9. A description of the firm’s professional relationships involving SFERS, the State of California or its political subdivisions for the past five (5) years, together with a statement explaining why such relationships do not constitute a conflict of interest.

Any Joint Venture responding to this RFP must clearly identify the roles, responsibilities and experience of each member of the Joint Venture. All Responding Firms must have the relevant expertise to successfully perform the scope of services described in this RFP.

1. **Executive Summary**

Submit an Executive Summary that covers the following information:

|  |  |
| --- | --- |
| **Required Information** |  |
| Responding Firm Name: | Click or tap here to enter text. |
| Responding Firm Address: | Click or tap here to enter text. |
| Contact Name: | Click or tap here to enter text. |
| Contact Title: | Click or tap here to enter text. |
| Contact E-mail: | Click or tap here to enter text. |
| Contact Phone: | Click or tap here to enter text. |

**1. Introduction and Executive Summary**

Submit a letter of introduction and executive summary of the proposal. A person authorized by your firm to obligate your firm to perform the commitments contained in the proposal must sign the letter. Submission of the letter will constitute a representation by your firm that your firm is willing and able to perform the commitments contained in the proposal.

Include name, mailing address, email address, and telephone number of a contact person. Provide the address of the local office that will service this account.

**2. Project Approach**

Describe the services and activities that your firm proposes to provide to the City. Include the following information:

**a. Overall scope of work tasks:**

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| --- |
| Click or tap here to enter text. |

1. **Schedule and ability to complete the project within the City’s required time frame (a realistic timeline for completion of each phase of the project):**

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| --- |
| Click or tap here to enter text. |

1. **Assignment of work within your firm’s work team:**

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| Click or tap here to enter text. |

**3. Firm Qualifications**

Provide information on your firm’s background and qualifications which addresses the following:

1. Name, address, and telephone number of a contact person:

|  |
| --- |
| Click or tap here to enter text. |

1. A brief description of your firm, as well as how any joint venture or association would be structured:

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| Click or tap here to enter text. |

1. Explain any potential for "conflict" your firm would have in servicing SFERS.

"Conflict" may include consulting relationships, employee relationships, etc. What procedures are in place that would mitigate or eliminate potential conflicts of interest?

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| Click or tap here to enter text. |

**4. Team Qualifications**

a. Provide a list identifying: (i) each key person on the project team, (ii) the project manager, (iii) the role each will play in the project, and (iv) a written assurance that the key individuals listed and identified will be performing the work and will not be substituted with other personnel or reassigned to another project without the City’s prior approval.

b. Provide a description of the experience and qualifications of the project team members, including brief resumes if necessary.

| **Individual’s Name** | **Project Role** | **Experience and Qualifications** |
| --- | --- | --- |
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