

ATTACHMENT II

PROPOSAL INFORMATION

1. *Executive Summary*

This section should serve to introduce the purpose and scope of the proposal. It should include administrative information including, at a minimum, response date, proposer contact name and phone number, and the stipulation that the proposal is valid for a time period of days from the date of submission. This section should also include a summary of the proposer's qualifications and ability to meet iMMAP's overall requirements.

2. *Corporate Qualifications and Management Support*

The proposer should give a brief description of their company, including a brief history, corporate structure and organization, and number of years in business.

The proposer should provide detailed information regarding its ability to perform the work requested in this RFP. The proposer should discuss its resources that will be available to work on this project in order to meet time restraints and desired performance levels. The proposer should describe the qualifications and experience of the key personnel who will be assigned to this project.

The proposal should provide a breakdown of hours based on the type of work (i.e., research, writing, analysis) and explain the administrative commitment to this project in terms of approximate work hours. A chart with each name, number of hours, position title, and main job responsibilities should be included in the proposal.

3. *Experience*

This section should provide a detailed discussion of the proposer's prior experience in working on projects similar in size, scope, and function to the proposed contract. Proposers should describe their experience in organizations of comparable size and diversity with references from entities, including names and telephone numbers of those references.

The proposer should provide detailed information about its experience with at least one similar – in size and scope – project that has been successfully completed by the proposer.

Customer references (name, title, company name, address, and e-mail address) should be provided for the cited projects.

4. *Compliance with the Technical Requirements of the RFP/Approach and Methodology*

This section should provide detailed information about the proposer's understanding of the nature of the project and how the proposal will best meet the needs of iMMAP. Specifically, the proposer should:

- Define the functional approach in providing the services and in identifying the tasks and deliverables necessary to meet requirements.
- Provide a proposed Project Work Plan that reflects the approach and methodology, tasks and services to be performed, deliverables, timetables, and staffing. The plan should reflect the most cost-effective and efficient means of accomplishing the services and tasks in the RFP. The timetable should show completion dates that reflect the proposer's ability to meet critical deadlines.
- Provide one case study of projects that are similar to this initiative and industry (non-profit).

5. Cost Information

The proposer shall provide costs by deliverable and total cost for the project.