

To: Offerors

Date: July 12, 2021

From: Procurement and Partnerships Team, INVEST Project; Implemented by DAI Global LLC

Subject: Request for Proposals (RFP) INVEST-091: Prosper Africa Executive Secretariat (PAES) Website Strategy & Design

Due: 1:00PM EDT on August 9, 2021

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's INVEST project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal for work as designated by the Prosper Africa Executive Secretariat (PAES), Bureau for Africa, Office of Sustainable Development (AFR/SD) under the USAID PAES Buy-In Activity.

Offerors must have the competencies outlined in the SOO and must be licensed and legally organized businesses.

- I. RFP Process and deadlines:** We anticipate this solicitation will result in the award of one or more Time and Materials (T&M) subcontract(s) with a ceiling value of \$100,000-\$150,000. There is potential for the subcontract ceiling to be increased during implementation to expand and build upon activities completed under the SOO, but that is dependent upon programmatic needs and funding availability and is not guaranteed.
 - a. Submission of Questions – Questions must be submitted no later than **1:00PM EDT on July 19, 2021** via email to INVEST_Procurement@dai.com.
 - b. Submission of Proposals – Proposals must be submitted no later than **1:00PM EDT on August 9, 2021** via email to INVEST_Procurement@dai.com, copying Katherine_Tilahun@dai.com and Carly_Gorelick@dai.com. The subject line of the email should be your organization name, followed by “Submission under RFP INVEST-091: PAES Website Strategy & Design” Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization’s DUNS number. Please limit file submissions to 10 megabytes or less. If the total submission size is greater than 10 megabytes, please submit in multiple emails and label each email as “1 of X, 2 of X,” etc.

- II. Composition of Proposal:** Your organization’s proposal should comprise the following submission documents. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a ten (10)-slide presentation with a minimum font size of 12, and graphics with a minimum font size of 10. Submissions in PowerPoint or in PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel format. Offerors may use the budget template provided, which

includes tabs for overall T&M Labor Categories and specific subcontract LOE and pricing, or your own templates.

Part 1 – Technical Proposal

Please limit your technical proposal to no more than ten (10) slides. The technical proposal is composed of the following three (3) sections:

- 1. Technical Approach** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). The approach will clearly indicate how the proposed activities will result in the successful completion of all anticipated outputs of work.
- 2. Institutional Capacity** - Offerors should provide details about the experience, expertise, or capacity of their firm to recommend the proposed approach and complete the work as described. This should also include past performance information for similar contexts.
- 3. Management Plan/Staffing Structure** – Offerors should include details of personnel who will be assigned to the activities described in the technical approach, as well as a clear management plan in narrative form for overall management of the activity and the development, review, and submission of all outputs of work.

In addition to the above, please include the following. These inputs will not be counted as part of the 10-slide limit and the format may be PDF or Word:

- One (1) to two (2) examples of past performance relevant to this activity (limited to two (2) pages per example)
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual)

A cover slide will be considered a non-counting slide, should offerors choose to include one. No additional annexes or documentation are requested now.

Part 2 – Price Proposal

The contract type for the presumptive award will be a Time & Materials (T&M) subcontract issued by DAI Global, LLC. Offerors should include a table of T&M Labor Categories as well as LOE and associated pricing per category for the implementation of this subcontract. The pricing should include the labor categories associated with implementing the SOO requirements in accordance with the offeror's technical approach, level of effort (LOE) per labor category, and any required non-Labor costs to build up to the total proposed price. Offerors may use the attached budget template or their own templates; please limit file submissions to 10 megabytes or less.

- III. Evaluation of Proposal:** DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is

"not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required. Proposals will be evaluated against a stated number of factors, including the overall proposed approach, specific qualifications and past performance, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations.

1. **Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the price proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal.
 - a. **Technical Approach (45 points)** - Points for this section will be awarded based on the information presented in the technical approach. The offeror will be scored based on its approach towards assessing needs and iterating of the Prosper Africa website to increase its value-add to users, facilitate user activity on the platform, and increase functionality. The technical approach should clearly demonstrate the offeror's strategy for developing and implementing a scalable, user-friendly, responsive website. The technical approach should also highlight how the offeror plans to adjust the type of support provided based on evolving priorities, user analytics, and lessons learned. The technical approach should also provide illustrative examples showcasing how the offeror has designed and supported interactive, user-friendly websites. Preference will be given to examples showcasing support to U.S. Government and/or other government clients.
 - b. **Institutional Capacity (30 points)** – Points for this section will be based on information presented in the corresponding section and any submitted past performance case studies. The offeror should demonstrate their knowledge and experience in developing modern, user-friendly website platforms, including USG websites if applicable. They should also highlight experience incorporating USG requirements for security and accessibility as detailed in the Statement of Objectives, or articulate an approach to meet these requirements if they do not have experience doing so. Points for this section will be based on offerors' previous experience and demonstrated ability to address the requirements in the SOO.
 - c. **Management Plan/Staffing Structure (25 points)** - Points for this section will be based on the qualification of the technical staff and particularly the proposed key personnel; professional experience in the area of specialization including experience building high-visibility sites on USG frameworks; training experience and past performance of proposed personnel including competence, reliability and responsiveness; percent time allocated to staff. Please provide CVs for proposed personnel as an Annex to the technical proposal (limited to two (2) pages per individual). Proposals should also include an explanation of the appropriateness of proposed labor categories and associated personnel – including the allocation of time to each labor category – to meet the requirements of the SOO. Please note that rate information for the labor categories should not be included in the technical proposal. If the offeror is submitting a proposal along with partners, the proposal should describe the nature of the arrangement (i.e. added technical value), the division of labor among the partners, and the appropriate management controls to ensure successful delivery.

- 2. Price Proposal:** Price will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with US government cost principles. We encourage all offerors to price their work competitively based on their experience providing similar services. Evaluation for this section will be dependent upon all information presented by the Offeror. Budgets will be analyzed for cost reasonableness of the staffing proposed, including Labor Category pricing, LOE per category, and cost build-up for any non-Labor costs.

The price proposal should include Labor Categories to address the Statement of Objectives, and proposed LOE per labor category and any associated non-Labor costs in response to the specific requirements of the SOO to provide a total price and cost build-up.

IV. Offeror's Agreement with Terms and Conditions: Please visit the [INVEST Procurement Forecast](#) website for RFP Terms and Conditions.

The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including Representations and Certifications compliance. Offerors must provide full, accurate, and complete information in response to this solicitation. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,

DAI INVEST Procurement and Partnerships Team

INVEST_Procurement@dai.com

INVEST: Mobilizing Private Investment for Development

Statement of Objectives for Request for Proposal (RFP) INVEST-091 Prosper Africa Executive Secretariat (PAES) Website Strategy & Design

INTRODUCTION:

The United States Agency for International Development (USAID) recognizes that as the world's development challenges become more complex, many can only be solved through market-based solutions. USAID's Private Sector Engagement team is working to expand collaboration with the private sector and pioneering approaches that catalyze investments into emerging markets.

Increasingly, private investors and businesses are looking at emerging markets for new opportunities. However, investing in these markets is complex, and USAID has an important role to play in mobilizing investment into high-impact areas.

Encouraging these investments requires new forms of collaboration. In September of 2017 through a contract awarded to DAI, USAID set up the INVEST mechanism to build and engage a network of partner organizations with valuable investment and finance expertise, including those that have not worked extensively with USAID in the past.

INVEST enables USAID Missions, Bureaus, and Independent Offices to quickly access niche expertise from this diverse network of partner organizations. These partners work alongside USAID to deliver customized financing solutions that address investment constraints, mobilize additional private capital, and produce development results for a variety of sectors and geographies.

INVEST pairs innovative technical approaches with streamlined and user-friendly procurement and subcontracting processes. These simplified processes level the playing field, ensuring that USAID can work with the best firm for the job, regardless of that firm's size, locality, or previous experience with government contracting.

BACKGROUND:

Prosper Africa is a U.S. Government initiative to increase two-way trade and investment between the United States and Africa. Prosper Africa leverages all of the U.S. Government's trade and investment support services - across 17 participating U.S. Government agencies - to help U.S. and African businesses and investors identify partners, advance opportunities, and close deals.

In order to substantially increase two-way trade and investment between the United States and Africa, the Prosper Africa Executive Secretariat (PAES) leads communications and outreach for the initiative, driving private sector interest in doing business between the United States and Africa and connecting U.S. and African businesses and investors with two-way trade and investment opportunities, as well as the U.S. Government (USG) tools to advance those opportunities. PAES uses the Prosper Africa website to connect businesses and investors with those tools.

As Prosper Africa's digital marketing needs expand, PAES and INVEST are seeking a partner to manage both ongoing maintenance and new design/development for the Prosper Africa website, using the Prosper Africa communications strategy and legacy analytics to advance the initiative's key strategic communications objectives.

OBJECTIVE:

INVEST is looking for a partner(s) to provide strategic website advisory support and to continue developing, testing, and maintaining the Prosper Africa website. The website is currently built in WordPress; available only in English; and hosted in AWS GovCloud with an expected migration to USAID's hosting environment in August 2021. The offeror(s) are not expected to support the migration under this subcontract. System administration support will be provided by USAID Chief Information Office (CIO). The website strategy and design partner will not provide system admin support but may be required to coordinate with USAID CIO on an as-needed basis.

TASKS AND ACTIVITIES:

The offeror(s) will provide direct support to PAES and conduct the following activities:

- Ongoing digital strategic guidance through an iterative site development and design process to meet the strategic objectives of Prosper Africa's communications strategy and advance key performance indicators;
- Monthly analysis of data analytics complemented by quarterly user testing. This analysis should be paired with key recommendations for website optimization
- Ongoing website design and development that meet PAES communications goals and U.S. Government requirements for security and accessibility. These website development tasks may include, but are not limited to: integration of lead generation capability throughout the site, refinement of the user journey for each target audience group through toolkit restructuring and redesign, adding foreign language capabilities to the website's content management system, developing new page templates that INVEST and PAES can use as they continue to build out website content, robust updates and design to the [existing Prosper Africa toolkit](#), and ongoing improvements to existing pages;
- Design of graphics (both static and interactive) for website use;
- Robust search engine optimization (SEO) support;
- Other related tasks, as necessary.

PLACE OF PERFORMANCE:

While there will be significant interaction with USG staff based in Washington, D.C., offeror(s) are not required to be based in the Washington area.

IMPLEMENTATION TIMEFRAME:

The expected period of performance for this work is set to commence on or around August 2021 and end July/August 2022.

ROLE OF INVEST PROJECT:

INVEST will work closely with PAES, other relevant USG stakeholders, and the selected partner(s) during all stages of this work. DAI will subcontract the selected partner(s) directly and provide review and oversight throughout the life of the activity in accordance with INVEST's lean management approach. DAI will administer regular check-ins, output review, and manage an ongoing ME&L framework.

- **Partner Onboarding:** DAI will work closely with PAES and relevant USG stakeholders to provide the successful offeror(s) with all necessary context and avoid duplication of efforts with existing activities supporting the Prosper Africa Initiative.
- **Project Implementation:** The selected partner(s) will implement the work as prescribed by the work plan(s). DAI will provide management support and ensure quarterly check-ins/reporting.
- **Ongoing Monitoring, Evaluation, and Learning:** DAI will work closely with the subcontractor to define appropriate indicators for the overall activity. DAI will work with the subcontractor to develop the ME&L plan at the kick off and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The selected partner(s) will be required to reasonably maintain and report on relevant data as part of the periodic check-in process. DAI will conduct data quality assessments as necessary.