**ATTACHMENT A**

**PROPOSAL TEMPLATE FOR:**

**Request for Proposals #18-12**

**MERCATUS MAGAZINE:**

**EDITING, CREATIVE, AND PRINTING SERVICES**

Thank you for your interest in working on the Mercatus Magazine project. This template is meant to ease the request for proposal process and ensure that Prosper Portland has all the information needed to evaluate your proposal.

In total your proposal will include:

* One-page cover letter
* Qualifications and experience
* Project approach and understanding
* Promotion of certified firms
* Price proposal

This Proposal Template indicates questions to prompt you to respond to areas considered important by Prosper Portland. You may add additional information. Please be as concise as possible.

Please reference the Request for Proposal for specifics of each scope of work. If you are applying for more scope, please complete the template for each scope as they will be reviewed separately.

Please begin on the following page.

**COVER LETTER**

(Maximum Points Allotted for this Criterion: Not Scored)

Name of firm:

Name of Primary Point of Contact:

Mailing address:

Phone:

Email:

What scope are applying for?

Did you apply for any other scope (if so, which one(s))?

Summary of your proposal:

* [Why is this project interesting to you?]
* [Why you are a good fit for this scope?]

[Signature] [Date]

*Representative of the Proposer authorized to make a binding offer*

**QUALIFICATION AND EXPERIENCE OF FIRM AND PERSONNEL**

(Maximum Points Allotted for this Criterion: 40 Points)

1. Provide a description of your firm’s work and share how that experience relates to the Mercatus Magazine scope that you are applying.
2. Include links to your work or projects that you have contributed.
3. Share two current or past references for projects similar to the scope of work that you are applying (including client name, point of contact, phone number, and email address).

**PROJECT APPROACH AND UNDERSTANDING**

(Maximum Points Allotted for this Criterion: 40 Points)

1. How will you complete the work described in the RFP?
2. Please describe the specific personnel that will be assigned to perform tasks outlined in the scope of work for which you are applying.
3. Please share your timeline for the project, highlighting any milestones.

|  |  |
| --- | --- |
| **DATE** | **Milestone** |
| 01-25-2019 | Project start date |
|  |  |
|  |  |
|  |  |
|  |  |
| 04-03-2019 | Magazine is sent to the printer |
| 04-24-2019 | Magazine Release |

1. Do you have any recommended changes for the scope of the project?
2. Please share your experience working with communities of color.
3. EDITOR-IN-CHIEF/PROJECT MANAGER SCOPE ONLY
   * Share an example of a theme that you might propose for the Mercatus Magazine and how you would express that theme throughout the magazine. The theme is the guiding story the magazine tells. Examples of previous themes include: Strong Together, Honor the Past, Build Place, etc.
   * Share an example or strategy that you use to keep a project on track and completed on time.
4. CREATIVE DIRECTOR SCOPE ONLY

Share an example of different images that you might use to inspire the design of the magazine?

**PROMOTION OF CERTIFIED FIRMS**

(Maximum Points Allotted for this Criterion: 10 Points)

Prosper Portland is committed to providing equitable contracting opportunities for underrepresented populations on agency-funded projects. This includes recognizing and awarding points for State of Oregon-certified disadvantaged, minority-owned, women-owned and emerging small business enterprises, as well as non-certified minority and women-owned firms. [<https://www.oregon4biz.com/How-We-Can-Help/COBID/>]

Also included in this effort is recognition of minority and women in key project roles, regardless of firm ownership.

Consideration is also given to firms that make equity a priority in their businesses. In one or two paragraphs, share your philosophy and or/policy on equity in the workplace.

Share your successes in helping individuals and communities realize equitable benefits.

**PRICE PROPOSAL**

(Maximum Points Allotted for this Criterion: 10 Points)

Propose the total estimated cost to effectively complete the work and requirements described in the Statement of Work section this RFP. This estimate should include:

1. The cost of your work and a milestone (and/or interim) payment schedule.
2. Any direct or indirect reimbursable expenses, including travel expenses, and any other expenses necessary to complete the work. State whether reimbursable expenses will be billed at direct cost or at cost plus a mark-up percentage.
3. Indicate any subcontractors that you plan to engage. Share how these subcontractors help to enhance Prosper Portland’s equity strategy.

(End)