

# Request for Proposals

## RFP-UESP-2020-030

**Activity Title: “ESP website further development, support & promotion”**

**Issuance Date: September 18, 2020**  
**Deadline for Receipt of Questions: September 25, 2020 at 14:00**  
**Closing Date and Time: October 02, 2020 at 14:00**

*Issuance of this RFP does not constitute an award commitment on the Tetra Tech ES, Inc., nor does it commit to pay for any costs incurred in preparation or submission of comments/suggestions of a proposal. Proposals are submitted at the risk of the offerors. All preparation and submission costs are at the offeror's expense.*

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## 1. INTRODUCTION

The purpose of this RFP is to solicit proposals for **ESP further website development, support & promotion** within the Scope of Work (SOW) specified in the Attachment A – Technical Specification within the Energy Security Project implementation funded by the U.S. Agency for International Development (USAID) and implemented by Tetra Tech ES, Inc. (Tetra Tech).

## 2. OFFEROR'S QUALIFICATIONS

Offeror must provide the following information and references in order to be qualified for the procurement process:

1. Company's information, including official registered title, type of business, address, and contact person information.
2. Organization's DUNS number or evidence of process of registering for DUNS number. Please request instructions for DUNS number registration from [UESPprocurement@tetratech.com](mailto:UESPprocurement@tetratech.com) if needed. Active DUNS number or evidence of process of registering for DUNS number is required at stage of submitting proposal. DUNS Number shall be active and SAM.gov registration completed before finalization of subcontract agreement.
3. A short description of the company and of past similar experience in providing the services described in the Attached A -Technical Specification.
4. Overall technical approach to fulfill the specifications defined in Attachment A – Technical Specifications.
5. Certification that company is not owned or controlled in total or in part by any entity of any government.
6. The Offeror shall complete and sign the Representation and Certifications found in Attachments C to this document and include them with the Offeror's proposal. Proposals that do not include these certifications will not be considered.
7. Offerors listed in the Excluded Parties List System will not be considered. The Excluded Parties List can be found at <https://www.sam.gov/SAM/pages/public/searchRecords/searchResults.jsf>

## 3. SOURCE, ORIGIN AND NATIONALITY RESTRICTIONS

The USAID authorized geographic code for the Energy Security Project is 935. Code 935: Consists of any area or country including the cooperating country, but excluding the "prohibited sources"

Reference: USAID ADS Chapter 310, and all its sub-sections. These documents are available on the Internet.

## 4. SUBMISSION OF PROPOSALS

All proposals are due on **October 02, 2020** by no later than **14:00** local time in Ukraine. Proposals must be submitted via e-mail at the address [UESPprocurement@tetratech.com](mailto:UESPprocurement@tetratech.com) in the following formats: Adobe Acrobat and Microsoft Word and/or Excel.

All proposals must fully respond to the Technical Specifications enclosed as **Attachment A** and must include quotes in the format provided in the **Attachment B - Table 1 – Detailed Budget**. Proposals received after the above-stated due date and time will not be considered for this procurement.

## 5. QUESTIONS AND CLARIFICATIONS

All questions or clarifications regarding this RFP must be in writing and submitted, in English, to **UESPprocurement@tetrattech.com** on **September 25, 2020** no later than **14:00** local time in Ukraine. Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients.

Only written answers from ESP Procurement Office of Tetra Tech will be considered official and carry weight in the RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Tetra Tech, or any other party, will not be considered official responses regarding this RFP.

## 6. PROPOSALS PREPARATION INSTRUCTIONS

All Offerors must follow the instructions set forth herein in order to be qualified for the procurement process. If an Offeror does not follow the instructions set forth herein, the Offeror's proposal may be eliminated from further consideration or the proposal may be downgraded and not receive full credit under the applicable evaluation criteria.

Separate Technical and Cost Proposals must be submitted. All proposals should be submitted in English and be signed by Offerors.

### I. TECHNICAL PROPOSAL

The technical proposal (excluding CVs) shall not exceed **11** pages. Proposals will be scored on a 100-point scale. Available points for each evaluation factor are given below. Offerors must address each evaluation factor.

The suggested outline for the technical proposal is stated below:

#### A. Organization's Information (maximum 2 pages)

- Organization's information, including official registered title, type of business, list of offices if applicable, address, telephone, fax and website.
- Organization's DUNS number.
- Authorized point of Contact with phone number(s) and email address.

#### B. Technical Approach (maximum 3 pages)

Present a narrative that describes how the Offeror would implement the tasks identified in the scope of work. This narrative must also include:

- A management approach which describes how the Offeror will manage the delivery of the services and how the Offeror will interact with ESP.
- A draft work plan that outlines the proposed activities over the course of the period of performance.
- Proposed performance indicators to measure the impact of the Offeror's planned activities and the progress of the Awardees as a result of the Offeror's assistance.

Information which the Offeror considers proprietary, if any, should be clearly marked “proprietary” next to the relevant part of the text and it will then be treated as such.

**C. Company Past Performance (maximum 2 pages)**

Offerors should provide a summary of relevant studies or other assignments including the Title, Client, Date, and a brief description. The qualifications section is limited to 5 of the most relevant studies or other assignments performed in the last 5 years, presented in the following table format. If the client is confidential, simply list “confidential”.

Project (task) name (title)	Description of the project (task) and services provided	Client name, phone number and email address	Dates of execution

**II. FINANCIAL PROPOSAL**

**a. Detailed Budget**

Offeror shall complete the **Table 1 of the Attachment B “Detailed Budget”** in order to allow Tetra Tech ES, Inc. to compare all quotes and make a competitive selection. The budget should be provided in Excel format with unlocked cells and formula.

The price proposal shall also include a budget narrative that explains the basis for the estimate of every cost element or line item. Supporting information must be provided in sufficient detail to allow for a complete analysis of each cost element or line item. Tetra Tech reserves the right to request additional cost information if the evaluation committee has concerns of the reasonableness, realism, or completeness of an Offeror’s proposed price.

Offeror shall provide unit pricing in **US dollars (USD)**. Prices quoted in this document shall be valid for a 60-day time period, include all taxes and other costs but excluding the VAT tax originated in Ukraine.

**b. Proposed Billing Rates Certification**

Document on company letterhead certifying the labor rates being proposed are standard rates and have been previously billed to clients for similar work.

**c. Representations and Certifications**

These documents can be found in Attachments C of this RFP and must be submitted as part of the Cost Proposal.

**d. Non-government owned certification**

Certification that company is not owned or controlled in total or in part by any entity of any government.

Under no circumstances may cost information be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

## 7. EVALUATION CRITERIA

Award will be made to the offeror representing the best value in consideration of past performance, qualifications, and price factors. Technical criteria are more important than cost, although prices must be reasonable and will be considered in the evaluation. Offeror are encouraged to provide a discount to their standard commercial rates.

Tetra Tech reserves the right to conduct discussions with selected offeror (s) in order to identify the best value offer. Award of any resulting Subcontract Agreement shall be made by Tetra Tech on a best value basis. Tetra Tech reserves the right to request a test assessment from offerors to assess their qualifications.

The submitted technical information will be scored by an evaluation committee using the following technical evaluation criteria (60 points) and cost proposal (40 points).

Proposals will be scored on a 100-point scale. Available points for each evaluation factor are given below.

### TECHNICAL PROPOSAL (60 POINTS)

Evaluation Criteria for Technical Proposal		Points
I.	Technical Approach	30
II.	Company Past Performance	30
<b>TOTAL</b>		<b>60</b>

### FINANCIAL PROPOSAL (40 POINTS)

The lowest qualified financial proposal will receive the maximum score of 40 points.

The other proposals will be scored inversely proportional to their price and computed as follows:

$$S_f = 40 * F_m / F$$

where

S<sub>f</sub> = financial Score of the proposal evaluated

F<sub>m</sub> = price of the lowest priced Financial Proposal among those qualified

F = price of the Financial Proposal under consideration

Offeror should submit a Detailed Budget reflecting the cost of completing the scope. Offerors shall complete the Attachment B – Detailed Budget. Labor rates quoted in this document shall be fully-burdened with all indirect costs, taxes and fee, if any. The period of performance is **until June 2023**.

Tetra Tech reserves the right to conduct discussions with selected offeror(s) in order to identify the best value offer. Award of any resulting Subcontract Agreement shall be made by Tetra Tech on a best value basis, with evaluation of proposed price as well as proposed services and implementation schedule.

#### **8. TERMS OF PAYMENT**

Payment terms for the awarded Subcontract Agreement shall be fifteen (15) days after satisfactory completion and acceptance and of services and deliverables according to the schedule in the Table 2. Payment shall be made by Tetra Tech ES, Inc. via bank wire transfer in **Ukrainian Hryvnias** per National Bank of Ukraine exchange rate on the effective date of the subcontract **or US dollars**.

#### **9. DUNS NUMBER AND SAM.GOV REGISTRATION**

Active DUNS number or evidence of process of registering for DUNS number is required at stage of submitting proposal. DUNS Number shall be active and SAM.gov registration completed before finalization of subcontract agreement. All second-tier subcontractors must comply with the requirements outlined in the RFP, including obtaining DUNS and SAM numbers if the proposed second-tier subcontract price is above \$30,000. Only legal entities need DUNS numbers. Information regarding obtaining a DUNS number may be found here:

<https://fedgov.dnb.com/webform>

#### **10. NEGOTIATIONS**

Best offer proposals are requested. It is anticipated that a subcontract will be awarded solely on the basis of the original offers received. However, Tetra Tech reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a subcontract. Furthermore, Tetra Tech reserves the right to conduct a competitive range and to limit the number of offerors in the competitive range to permit an efficient evaluation environment among the most highly-rated proposals. Highest-rated offerors, as determined by the technical evaluation committee, may be asked to submit their best prices or technical responses during a competitive range.

#### **11. MULTIPLE AWARDS/NO AWARD**

Tetra Tech ES, Inc. reserves the right to issue multiple awards. Tetra Tech ES, Inc. also reserves the right to issue no awards.

## ATTACHMENT A – TECHNICAL SPECIFICATION

**SCOPE OF WORK: ESP website further development, support & promotion**

**PERIOD OF PERFORMANCE: until June 2023**

**PLACE OF PERFORMANCE: Kyiv, Ukraine**

### 1. Background

The purpose of Energy Security Project (ESP) is to enhance Ukraine's energy security. Improving the energy legal and regulatory environment and increasing resilience of energy supply will help USAID to achieve broad-based, resilient economic development as a means to sustain Ukrainian democracy. Providing assistance for the creation and development of free market mechanisms is the main goal of ESP. The assistance to key energy institutions supports the implementation of an essential component of USAID's Ukraine Country Development Cooperation Strategy. ESP will help the Government of Ukraine (GOU) to provide affordable, reliable, resilient and secure energy to its citizens; assist the Government of Ukraine to integrate into European energy markets by helping key government agencies and the energy regulator to meet EU energy acquis requirements, including the Third Energy Package; improve energy security establishing competitive energy markets in electricity, natural gas and district heating sectors; and increase energy supply in Ukraine by facilitating private sector-led energy investments in, and increasing production of renewable energy sources.

### 2. Scope of Work

The successful offeror is required to carry out the following tasks:

1. Prepare a digital communication and optimization strategy based off of the current ESP website, Facebook page and YouTube channel. The strategy should be based on current ESP communications and outreach capabilities and describe how each platform might be optimized to reach both larger and strategically significant audiences. The strategy should include benchmarks and an implementation plan to be implemented over the life of the project.
2. Technical Support  
Ensure professional technical support of the website to assure its proper performance and reliable protection until June 2023. This includes monthly tasks from Tetra Tech, which will be provided to the successful offeror in the month prior to the month when the support will be needed + ad hoc requests.
3. Create all of the HTML/CSS layouts from the ground up without changes to the interface. The layouts should be clean and easy to update.

### 3. Deliverables and Due Dates

The successful offeror shall deliver to Tetra Tech the following, in accordance with the schedule set forth below:

**Deliverable 1:** Digital communication and optimization strategy. An effective strategy will include content design, development and implementation, and promotion. Search engine optimization should aim for increased visibility of the ESP website in key word searches. The ESP website



should be in the top 10 search results of websites with similar content. Written report with current state analysis, problems identified, strategy to improve weak areas, and plan of activities to meet objectives

**Deliverable 2:** HTML/CSS layouts (in line with what we have and should have on the ESP website)

- About us
- What we do
- News
- Grants and Tenders
- Contact us
- Vacancies
- Events
- Library

**Deliverable 3:** a minimum of 200 new followers of the ESP Facebook page monthly

**Deliverable 4:** Technical support reporting

<b>Deliverable Number</b>	<b>Deliverable Name</b>	<b>Due Date</b>
1	Digital communication and optimization strategy	2 weeks upon signing the contract
2	HTML/CSS layouts	5 weeks upon signing the contract
3	New followers (email reports)	Starting 2 months after signing of the contract and running through <b>June 2023</b> . Email reports to be submitted at the end of each month
4	Technical support reporting (email reports) To include: <ul style="list-style-type: none"> <li>• a brief description of ongoing maintenance completed</li> <li>• documentation of any problems and their resolution</li> </ul>	By the 5th of each month until <b>through May 2023</b>

	<ul style="list-style-type: none"><li>• analysis of and statistics on the number and type of visits to the website</li></ul>	
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**ATTACHMENT B – DETAILED BUDGET**
**PROPOSED DETAILED BUDGET**
**TABLE 1 – Overall Subcontract Detailed Budget**

#	Deliverable	Offered monthly amount, USD	Offered total amount, USD	Offeror's comments
1	Digital communication and optimization strategy	N/A		
2	HTML/CSS layouts	N/A		
3	New followers			
4	Technical support reporting			
<b>Total Price, USD</b>				

Prices quoted must be valid for **60** days, and account for ALL costs, but excluding the VAT tax that may be originated in **Ukraine**. On this basis Tetra Tech will issue a **Fixed Price Subcontract**, and payment shall be based upon acceptance of services and deliverables described in the Table 2.

**TABLE 2 – Payment schedule**

Offeror Deliverable	Expected Due Date	Fixed Price Payment Amount
1. Digital communication and optimization strategy	2 weeks upon signing the contract + 15 days	Offered total amount
2. HTML/CSS layouts	5 weeks upon signing the contract + 15 days	Offered total amount
3. New followers	at the end of each month until <b>June 2023</b> + 15 days	Offered monthly amount
4. Technical support reporting	before 5th of each next month until	Offered monthly amount

	<b>June 2023 + 15 days</b>	
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**ATTACHMENT C – REPRESENTATIONS AND CERTIFICATIONS**

**Offeror Representations and Certifications**

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**1. Organizational Conflict of Interest Representation**

The offeror represents, to the best of its knowledge and belief, that this award:

does [ ] or does not [ ] involve an organizational conflict of interest.

*Please see FAR 52.209-8 for further explanation.*

**2. Data Universal Numbering System (DUNS) Number (required if cost proposal is more than USD \$30,000)**

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*(please use one box per number or dash)*

**3. Source and Nationality of Goods and Commodities**

(i) This is to certify that the Offeror is:

- a. an individual who is a citizen or legal resident of \_\_\_\_\_.
- b. a corporation of partnership organized under the laws of \_\_\_\_\_.
- c. a controlled foreign corporation of which more than 50% of the total combined voting power of all classes of stock is owned by United States shareholders; or
- d. a joint venture or incorporated association consisting entirely of individuals, partnerships or corporations. If so, please describe separately the citizenship or legal status of the individuals, the legal status of the partnership or corporations, and the percentage (%) of voting power of the corporations.

(ii) This is to certify that the **Source** (the country from which a commodity is to be shipped from) of the Equipment to be supplied under this Order is:

*name of country or countries*

**4. 52.204-24 Representation Regarding Certain Telecommunications and Video Surveillance Services or Equipment (Aug 2020).**

The Offeror shall not complete the representation at paragraph (d)(1) of this provision if the Offeror has represented that it “does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument” in the provision at [52.204-26](#), Covered Telecommunications Equipment or Services—Representation, or in paragraph (v) of the provision at [52.212-3](#), Offeror Representations and Certifications-Commercial Items.

(a) *Definitions.* As used in this provision—

*Backhaul, covered telecommunications equipment or services, critical technology, interconnection arrangements, reasonable inquiry, roaming, and substantial or essential component* have the meanings provided in the clause [52.204-25](#), Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) *Prohibition.*

(1) Section 889(a)(1)(A) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115-232) prohibits the head of an executive agency on or after August 13, 2019, from procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(2) Section 889(a)(1)(B) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115-232) prohibits the head of an executive agency on or after August 13, 2020, from entering into a contract or extending or renewing a contract with an entity that uses any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. This prohibition applies to the use of covered telecommunications equipment or services, regardless of whether that use is in performance of work under a Federal contract. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.



(c) *Procedures.* The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for “covered telecommunications equipment or services”.

(d) *Representation.* The Offeror represents that—

(1) It  will,  will not provide covered telecommunications equipment or services to the Government in the performance of any contract, subcontract or other contractual instrument resulting from this solicitation. The Offeror shall provide the additional disclosure information required at paragraph (e)(1) of this section if the Offeror responds “will” in paragraph (d)(1) of this section; and

(2) After conducting a reasonable inquiry, for purposes of this representation, the Offeror represents that—

It  does,  does not use covered telecommunications equipment or services, or use any equipment, system, or service that uses covered telecommunications equipment or services. The Offeror shall provide the additional disclosure information required at paragraph (e)(2) of this section if the Offeror responds “does” in paragraph (d)(2) of this section.

(e) *Disclosures.*

(1) Disclosure for the representation in paragraph (d)(1) of this provision. If the Offeror has responded “will” in the representation in paragraph (d)(1) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the original equipment manufacturer (OEM) or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the Product Service Code (PSC) of the service being provided; and explanation of the proposed use of covered telecommunications services and



any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(2) Disclosure for the representation in paragraph (d)(2) of this provision. If the Offeror has responded “does” in the representation in paragraph (d)(2) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the OEM or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the PSC of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

By signing below, the Offeror certifies that the representations and certifications made, and information provided herein, are accurate, current and complete.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name of and title of authorized signature: \_\_\_\_\_

