

REQUEST FOR PROPOSALS

Issuance Date: April 21, 2023

To: Offerors

From: Procurement Team, Feed the Future Market Systems and Partnerships (MSP) Activity; Implemented by DAI Global LLC

RFP No. RFP-MSP-015

Title: PSE Policy Impact Assessment Lead Evaluator

Proposal Ceiling: Not to Exceed \$71,000

Proposal Due Date: 11:59 PM EST/EDT on April 27th, 2023

Send Proposals To: MSP_submissions@ftf-msp.org

Dear Offerors,

Enclosed is a Request for Proposals (RFP) to support the implementation of the MSP Activity funded by the United States Agency for International Development (USAID) and led by DAI. DAI invites firms to submit best value proposals to serve as the Lead Evaluator on MSP's Private Sector Engagement (PSE), Policy Implementation Assessment (PIA) Team. A PIA is a rigorous research process undertaken to better understand what changes to USAID programming and processes, if any, have resulted from the issuance of a policy document and any follow-on guidance and efforts related to its implementation. The aim of the PIA is to generate data and lessons that can help relevant Operating Units (OUs) better achieve the goals of the policy, or in some cases inform policy revision.

- I. RFP Process and Deadlines:** This solicitation will result in the award of one Fixed Price (deliverables-based) subcontract, awarded by DAI Global, LLC. DAI anticipates issuing a subcontract award no greater in value than \$71,000.
- **Submission of Proposals** – Proposals must be submitted no later than **11:59 pm EST/EDT on April 27, 2023** via email to MSP_submissions@ftf-msp.org. The subject line of the email should be your organization name, followed by "Submission under RFP-MSP-015: PSE Policy Impact Assessment Lead Evaluator." Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization's Unique Entity ID. As of April 4, 2022, all U.S. and foreign organizations that receive first-tier subcontracts with a value of \$30,000 and above are required to obtain a Unique Entity ID (UEI) via SAM.gov. If you do not have a UEI, you can register for one [here](#).

2. **Composition of Proposal:** Your organization's proposal should comprise the two parts of submission documents as outlined below. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation and be included as separate file attachments in your email submission.

Part 1 – Technical Proposal

Technical proposals should be no longer than seven pages in length, not including a cover page. Any text beyond that page limit is not guaranteed for consideration. Technical proposals should use a minimum 11-point standard font with one-inch margins and may be prepared and submitted in Word or PDF format. A CV for the Key Personnel is requested as an Annex and does not count towards the page limit. It should contain the following sections:

- A. **Technical Approach (no more than 5 pages)** – Offerors must propose a detailed technical approach and deliverable descriptions to address how they intend to fulfill the Scope of Work (SOW) included as Attachment I of this RFP. As part of this approach, the Offeror should specify how they will mentor and supervise the work of MSP's Research Assistant, on the PIA Team. The Offeror should also outline the necessary steps and timeline to complete the work, following the deliverables and dates presented in Attachment 1 SOW, Implementation Phases and Deliverables table.
- B. **Staffing Structure (no more than 1 page)** – Offerors should propose a Lead Evaluator, who will be considered as Key Personnel, to deliver on the technical approach, summarizing the roles and responsibilities for this key position. The Offeror must name the proposed key personnel and include their CV in an annex. The **Lead Evaluator** should demonstrate the following experience and knowledge:
- Served as Team Lead or Lead Evaluator, and also as primary author, on at least three USAID PIAs since April 2020.
 - At least fifteen years' experience in evaluation and research, performance management/result-based management, learning approaches, and CLA on USAID-funded activities.
 - Master's degree in international development.
 - Native-level fluency in English and superb writing skills.
 - Excellent ability to collaborate across a multi-institution team.
- C. **Corporate Capabilities & Past Performance Statement (no more than 1 page):** Offerors should include a detailed explanation of the qualifications and expertise the organization has in conducting PIAs for USAID. Offerors should include contact information (name, title, email) for **2-3 professional references** who can speak to the Offerors performance on referenced programs/assignments. These references may be contacted by MSP and responses reflected in the evaluation.
- D. **Annexes**
In addition to the above, please include the following as annexes to your technical proposal. These annexes will *not* be counted towards the seven-page limit and may be submitted in PDF or Word format:

- **Full CV of proposed key personnel: lead evaluator.** Offerors may use their preferred template, but it must include a summary of qualifications paragraph at the top and list 3 professional references (name, title, email). CV should not exceed 5 pages.

Part 2 – Cost Proposal

Cost proposals must be submitted in the Excel template provided with formulas shown, and budget notes included, either in Word or PDF format, providing descriptions of cost reasonableness of each proposed line item.

Offerors should include a detailed cost breakdown of individual costs for evaluating the overall proposed price. This should include daily rates for proposed personnel, level of effort, and applicable overhead rates (or present burdened daily rates). Unburdened daily rates should not exceed the USAID max contractor salary threshold of \$750. Per the cost template, the Offeror should propose a payment schedule that reflects a reasonable price per deliverable.

Basis for Award: DAI will use a best value determination based on the Trade Off Method for the basis of award of this RFP. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to the MSP Activity in response to the requirements stated in this RFP, using a combination of technical and cost/price factors. DAI may also exclude an offer from consideration if it determines that an offeror is "not responsible or fully responsive," i.e., that it does not have the management and financial capabilities required to perform the work required, is not able to register on SAM.gov, or has failed to meet the full RFP requirements.

Evaluation of Technical Proposals: the following weighted technical evaluation criteria will be used in evaluating technical proposals:

Criteria	Evaluation Sub-criteria	Maximum Points
A. Technical Approach		50 points
	Technical approach and Methodology know-how – Do the insights and possible methods proposed fulfill the requirements of executing the Scope of Work effectively and efficiently for the PSE PIA? Does the Offeror inspire confidence that the proposed research approach, questions, instruments, collection, and analysis will be comprehensive and innovative?	30 points
	Collaboration with Team Lead/Technical Expert- Does the proposal indicate how the Lead Evaluator will collaborate with the Team Lead/Technical Expert to implement the assessment and to produce the deliverables indicated in the Implementation Phases and Deliverables Table within the required timeline?	10 points
	Oversight of Research Assistant – Does the proposal demonstrate how the Lead Evaluator will effectively guide, direct, and oversee the work of the Research Assistant?	10 points
B. Proposed Personnel		30 points

	<p>Staffing – proposed key personnel (Lead Evaluator) should demonstrate the following experience and qualifications:</p> <ul style="list-style-type: none"> Served as Team Lead or Lead Evaluator, and also as primary author, on at least three USAID PIAs since April 2020. At least fifteen years' experience in evaluation and research, performance management/result-based management, learning approaches, and CLA on USAID-funded activities. Master's degree in international development. Native-level fluency in English and superb writing skills. Excellent ability to collaborate across a multi-institution team. 	30 points
C. Corporate Capability and Past Performance		20 points
	Corporate capability – Has the offeror demonstrated a technical and operational capacity as an organization to implement this work, and have they sufficiently proven to have experience doing similar PIAs for USAID?	20 points
Total Points		100 points

Evaluation of Cost Proposals – Evaluation of cost proposals will not be based on a point scale or weighted scoring. Cost will primarily be evaluated on cost effectiveness, cost realism, and cost reasonableness criteria. All costs necessary to implement the activities and Scope of Work, incorporated as Attachment 1 to this RFP, including the required deliverables, should be included in the cost proposal. Cost proposals exceeding the ceiling referenced on page 1 of the RFP are at the risk of the offeror and will be deemed non-responsive to this RFP.

3. Resulting Subcontract Structure and Management: *The following information pertains to the anticipated subcontract issued as result of this RFP.*

MSP intends to issue a firm fixed price deliverables-based contract. MSP will assign an Engagement Manager to serve as the key point of contact for the subcontracted firm on day-to-day coordination and management. MSP's Senior Private Sector Engagement Advisor will oversee the subcontractor's technical work, will be the subcontractor's primary counterpart for technical collaboration and coordinate approval of deliverables. Likewise, the successful offeror will be expected to designate a representative to serve as the dedicated key point of contact for the MSP team on this assignment. MSP will manage communications and relationships with all USAID points of contact as related to the activity and will invite the subcontracted firm to participate and engage as required, which is expected to be regularly on this assignment. The MSP team—including the Engagement Manager and the Senior Private Sector Engagement Advisor—will provide substantive oversight and input on all deliverables, as well as on the strategic direction of the activity as a whole. MSP will submit all deliverables produced under this activity directly to USAID. Deliverables produced under this activity will be marked and branded as USAID products and acknowledgement given that the evaluation was funded through

USAID/DDI/ELD, in coordination with the Feed the Future Market Systems and Partnerships Activity (MSP). Authors will be named and contributing organizations credited in any published materials, per MSP practice. All deliverables produced under this activity will be property of the U.S. Government.

- 4. Offeror's Agreement with 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 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). 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. DAI conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods, services, and equipment. DAI does not tolerate corruption, bribery, collusion, or conflicts of interest. Any requests for payment or favors by DAI employees should be reported as soon as possible to ethics@dai.com or by visiting www.dai.ethicspoint.com. Further, any attempts by an offeror or subcontractor to offer inducements to a DAI employee to influence a decision will not be tolerated and will be grounds for disqualification, termination, and possible debarment. See Attachment II for more details.

Attachments that form a material part of this RFP:

- Attachment I: Scope of Work
- Attachment II: Representations and Certifications of Compliance
- Attachment III: Budget Template (Cost Proposal)
- Attachment IV: Firm Fixed Price Subcontract template (for reference)

Thank you and we look forward to your response,

MSP Procurement Team
MSP_submissions@ftf-msp.org

ATTACHMENT I:
Scope of Work
USAID Private Sector Engagement Policy, Policy Impact Assessment

I. Background

USAID requires all policies to undergo a Policy Implementation Assessment (PIA) approximately five years after they are launched. According to the guidance issued by the Bureau for Policy, Planning, and Learning, a PIA is a rigorous research process undertaken to better understand what changes to Agency programming and processes, if any, have resulted from the issuance of a policy document and any follow-on guidance and efforts related to its implementation. The aim of a PIA is to generate data and lessons that can help relevant Operating Units (OUs) better achieve the goals of the policy, or in some cases inform policy revision. The assessment should evaluate the progress made toward achieving the policy's goals, examine whether requirements of the policy are being followed, and seek to understand successes and/or roadblocks encountered in policy implementation. An assessment generates objective information about policy implementation beyond impressions and assumptions, and can also illuminate aspects of implementation that are working well or facing challenges.

The [Private Sector Engagement \(PSE\) Policy](#) was launched in 2018 and has reached its five-year mark in 2023. As a result, the PSE Hub plans to conduct a PSE PIA this year consisting of a document review and stakeholder interviews/focus groups, culminating in a final report with an accompanied validation workshop to discuss recommendations.

The PIA Team will include a Team Leader/Technical Expert, a Lead Evaluator, and a Research Assistant (RA). The Market Systems and Partnerships (MSP) activity, implemented by DAI Global, seeks a subcontractor to provide a Lead Evaluator to join MSP's PSE Policy PIA Team.

II. Activity Description

The subcontractor shall provide a Lead Evaluator to join MSP's PSE Policy PIA Team. MSP is providing the other two positions. The PIA Team tasks and responsibilities include:

- Co-develop a PIA Concept Note consisting of the PIA's approach, research questions, and methodology
- Design data collections materials
- Collect and review data for the PIA which may include the following

- Document review
- Key informant interview and focus groups
- Survey
- Analyze the results from the data collection
- Draft and finalize the PIA report with recommendations
- Participate in the design and facilitation of a dissemination strategy and validation workshop

III. Implementation Phases & Deliverables

The Subcontractor's Lead Evaluator will deliver the following deliverables within the timeframe indicated in the table below.

Deliverable Name	Deliverable contents	Payment	Timing
<i>PIA Concept Note</i>	PIA's approach, research questions, methodology, and timeline		May 2023
<i>Methodology/Evaluation Design</i>	<i>Evaluation Design Document including assessment questions and dissemination plan</i>	Payment 1	June 2023
Data Collection Instruments	Final data collection Instruments (survey, etc)		June 2023
<i>List of Literature/Document Review</i>	Background documents (CDCSSs, PADs, RFPs, etc) read		June/July 2023
<i>Data Collection Summary Report (interviews, FGDs, survey, documents)</i>	All interviews and Focus Group Discussions (FGDs) completed with notes finalized (with support from RA). Survey data collected via google forms. All documents reviewed using instrument and saved in google folder.	Payment 2	Aug-Sept 2023
<i>Data Analysis Database</i>	<i>Excel database with all data (support from RA)</i>		
Data Analysis Summary	A summary of the data analysis completed through RA		October/ November 2023

Annotated PIA Outline	Annotated outline with bullets of findings and analysis		November 2023
PIA Draft	Draft narrative in google docs for half of the assessment questions.		November/December 2023
Final narrative for the Assessment Questions	Final narrative for the Assessment Questions (inputs to all questions). Full draft (accepted by TL) submitted to USAID	Payment 3	December 2023 / January 2024
Final Approved PIA	Final draft approved by USAID with no remaining comments or edits		
<i>Dissemination Plan</i>	Dissemination Plan finalized - findings and recommendations disseminated according to the dissemination plan (e.g. infographic, workshop, presentation)		January 2024
PPT Presentation for Validation Workshop	Draft of PPT and presentation of slides and talking points	Payment 4	Jan - Feb 2024

Anticipated Period of Performance

May 2023– February 2024

Branding and Marking

This buy-in engagement will require USAID branding.

ATTACHMENT II:
Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Offeror Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification - FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS).
3. Executive Order on Terrorism Financing - The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked Persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Offeror certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Offeror certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Offeror certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Offeror further certifies that if the Offeror becomes aware of information bearing on whether a potential conflict may exist, that Offeror shall immediately provide DAI with a disclosure statement describing this information.
7. Business Size and Classification(s) – The Offeror certifies that is has accurately and completely identified its business size and classification(s) herein in accordance with the definitions and requirements set forth in FAR Part 19, Small Business Programs. This certification applies to Offerors identifying as small businesses.

8. Prohibition of Segregated Facilities - The Offeror certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
9. Equal Opportunity – The Offeror certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
10. Labor Laws – The Offeror certifies that it is in compliance with all labor laws.
11. Federal Acquisition Regulation (FAR) – The Offeror certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
12. Employee Compliance – The Offeror warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a Proposal, Offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.