## Narrative Proposal Template

An editable version of the template below has been posted to Long Beach Buys. Proposers should complete the editable template and submit it as their narrative proposal.

Organizational Capacity & Experience

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| **PROPOSER CONTACT INFORMATION** | | |
| **Organization** | Company Name |  |
| Company Address |  |
| Federal Tax ID Number |  |
| Website |  |
| **Authorized Representative** | Name |  |
| Title |  |
| Email Address |  |
| Phone Number |  |
| **Other Point of Contact (if required)** | Name |  |
| Title |  |
| Email Address |  |
| Phone Number |  |
| **PROPOSER CAPACITY & EXPERIENCE** | | |
| What type of enterprise is the organization? | | Non-Profit |
| Sole Proprietorship |
| General Partnership |
| Corporation |
| *State and Date of incorporation:*  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Limited Liability Company |
| Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Please describe the length of time the organization has been providing the services described in this RFP (1-3 sentences). | |  |
| How many employees does the organization have in total and residing in Long Beach? | |  |
| Where are the representative(s) that would service the City’s account located? | |  |
| Does the proposal include subcontractors? | | Yes  No |
| If selected to proceed to the Secondary Evaluation, do you understand the expectations of Demo Day? | | Yes  No |
| Describe your experience demonstrating your solution and/or participating in events similar to Demo Day? (1-3 sentences) | |  |
| **REFERENCES** | | |
| **Reference 1** | Company |  |
| Project Manager |  |
| Phone Number |  |
| Project Description |  |
| Project Start and  End Dates |  |
| **Reference 2** | Company |  |
| Project Manager |  |
| Phone Number |  |
| Project Description |  |
| Project Start and  End Dates |  |
| **Reference 3** | Company |  |
| Project Manager |  |
| Phone Number |  |
| Project Description |  |
| Project Start and  End Dates |  |

Responses to each question must be no longer than 250 words.

Overview

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| 1. Describe your proposal in 100 words or less. Think of this as your elevator pitch for your product or service. Evaluators should understand what your offering is and the problem it is solving. |

Qualifications

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| 1. Please describe why the organization is qualified to provide the services described in this RFP (1-2 paragraphs). |
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| 1. Please provide a plan or overview for how the project will be staffed. Include any subcontractors, if applicable. Describe the technical and business expertise of your core team in addressing the problem statement. |
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| 1. If you have any existing customers (specifically municipal organizations), who are they and what did you accomplish? What did you learn from prior implementations and how might this apply to this project? |
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| 1. Explain the data and reporting systems that will be used to routinely evaluate program performance to meet the objectives of the challenge. Describe how data will be collected, maintained, and used. Additionally, please describe how you can ensure the privacy and security of any personal identifiable information. |

Feasibility

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| 1. Summarize your proposed workplan to implement and conduct a project with timelines for key milestones. |
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| 1. What resources (City staff, Facilities, Land, Public right-of-way, City infrastructure, Equipment, Software, Hardware, Data, etc.) would you need access to for your proposal? |
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| 1. Describe how your company will provide the necessary training, technical assistance, customer support, and onboarding to ensure successful adoption and optimization of your proposed solution. |
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| 1. Please identify any anticipated risks or challenges and explain how you plan to mitigate or address them. |
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| 1. (OPTIONAL) If other stakeholders will be involved in implementation of the proposal, how will you coordinate between these groups? |
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Impact

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| 1. Describe your proposal and the impact you believe your product or service would have on the Long Beach community. Please reference the Neighborhood Brief (Section 1.3) above. |
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| 1. If the project is successful within the initial 12-month period and the City opts to renew the contract for the proposed solution, please describe how you would continue providing services. How might you propose scaling up or iterating upon the services provided in the first year? |
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| 1. Given the objectives identified in Section 1.2, the City’s proposed performance metrics in Section 1.5, and the scale of the project, please identify at least one quantitative metric per objective to measure the success of your solution. |
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Originality

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| 1. What sets your solution apart from your competitors? Please describe in specific terms your value proposition. |
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| 1. Given the originality of your submission, what could the community and City learn from conducting your proposed project? |
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Understanding of the Challenge

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| 1. Describe your company’s general problem-solving approach and how you will tailor it for the specific “challenge statement” outlined in this RFP? |
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| 1. How does the proposed solution reduce visible blight and prevent encampments on problematic vacant lots without relying on enforcement or ordinance changes? |
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| 1. In what ways does the proposal encourage voluntary property owner participation and accountability in maintaining or activating their vacant lots? |
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| 1. How does the proposed solution involve or engage local community members, especially those living, working near the lots? |
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| 1. (OPTIONAL) Please make any recommendations to the City to improve the scope or outcomes of the project. |
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Other

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| 1. Is your proposed service or product a one-time cost to the City or are there anticipated recurring expenses (should the City choose to renew its contract beyond the initial 12-month period)?   If there are recurring expenses, please provide the estimated cost structure for ongoing implementation of the service or product beyond the initial 12-month term (cost per device, cost per user, ongoing license or as-a-service costs, maintenance costs, etc.) |
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| 1. How will you present your solution as a Proof of Concept (POC) as part of Demo Day (See Section 1.7- Contract Management)? You may also use this space to describe any additional resources you may wish to have to effectively present at Demo Day. |
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