**CITY OF MADISON**

**REQUEST FOR PROPOSALS**



|  |  |
| --- | --- |
| RFP #: | [Enter RFP #] |
|  |  |
| Title: | [Enter Title] |
|  |  |
| City Agency: | [Enter Agency e.g. "Engineering Division"] |
|  |  |
| Due Date: | [Enter RFP due date] |
|  | 2:00 PM Central Time |

*Our Madison – Inclusive, Innovative, & Thriving*

# OPPORTUNITY AND WELCOME

Thank you for your interest in bidding on a City of Madison contract opportunity. The City’s [mission](https://www.cityofmadison.com/vision-awards) is to provide the highest quality service for the common good of our residents and visitors.

The City of Madison [Enter Agency e.g. "Engineering Division"] is seeking proposals from qualified vendors for [Enter Title].

[Enter a brief overview of this RFP. See bulleted prompts below.]   
**\*\*\* DELETE THIS HIGHLIGHTED AREA BEFORE PUBLISHING \*\*\***

**\*\*\* MAKE SURE SECTION 2 BELOW STAYS ON THIS PAGE \*\*\***

* Project summary – expand on the summary on the title page with a brief synopsis of the service or product you are seeking. This can include more specifics about what you are procuring and the type of assistance you are looking for contractors to provide.
* Background
  + Optional overview of the agency – If there is any information about the agency or key aspects of its operations that is relevant to the RFP’s desired service or product, provide a concise summary. Use hyperlinks to relevant websites where additional information is required.
  + Optional project background – If there is any background information about the service or product that is relevant for proposers to understand, provide a concise summary. This may include:
    - Short description of how this service or work been provided in the past, **if useful**
    - Any recent initiative (such as racial equity analysis) that is prompting the need for this product/ service, or a change in how they are provided
    - Any special funding sources (such as state, federal or private grants)

Thank you for considering this opportunity to work with the City and further our mission!

# IMPORTANT INFORMATION

**DEADLINE FOR PROPOSALS: [Enter RFP due date] at 2:00 PM Central Time.**

The City will not accept late proposals. Any changes to the deadlines will be posted as an addendum on the bid distribution websites listed below. See [Section 3.1](#_Official_Bid_Distribution) for instructions for using these websites.

|  |  |
| --- | --- |
| **RFP NAME:** [Enter Title] | |
| **DEADLINE FOR QUESTIONS:** | The deadline for questions is [Enter Questions Due Date] at 2:00 PM Central Time. Questions and/or inquiries must be submitted by email. |
| **CITY’S ANSWERS POSTED BY:** | The City’s answers to your questions will be posted as an addendum by [Enter Answers date]. You must check the bid distribution websites for any addendums. |
| **DUE DATE FOR PROPOSALS:** | [Enter RFP due date]  2:00 PM Central Time |
| **BID DISTRIBUTION WEBSITES:** | <https://vendornet.wi.gov/Bids.aspx>  [https://www.demandstar.com/](https://www.demandstar.com/app/agencies/wisconsin/city-of-madison-purchasing-services/procurement-opportunities/573ff565-ce2b-4c75-86ec-401cd5abf736/) |
| **CONTACT INFORMATION:** | [Enter Buyer Name]  Purchasing Services  210 Martin Luther King, Jr. Blvd. Room 407 City-County Building  Madison, WI 53703-3346  Phone: (608) [Enter Buyer Phone Number]  Email: [bids@cityofmadison.com](mailto:bids@cityofmadison.com) |

**Table of Contents**

[1 OPPORTUNITY AND WELCOME i](#_Toc152752107)

[2 IMPORTANT INFORMATION i](#_Toc152752108)

[3 HOW TO FIND RFP DOCUMENTS AND CONTACT THE CITY OF MADISON 1](#_Toc152752109)

[3.1 Official Bid Distribution Websites – IMPORTANT 1](#_Toc152752110)

[3.2 Contact Information 1](#_Toc152752111)

[4 OUR PURCHASING VALUES 2](#_Toc152752112)

[4.1 Local Preference Purchasing Policy 2](#_Toc152752113)

[4.2 Equity in Contracting 2](#_Toc152752114)

[4.3 Equitable Hiring & Affirmative Action Plan 2](#_Toc152752115)

[4.4 Limitations on Nuclear Weapons Producers 2](#_Toc152752116)

[4.5 Sweatfree Purchasing 2](#_Toc152752117)

[5 SCOPE OF WORK AND REQUIRED INFORMATION 3](#_Toc152752118)

[5.1 Scope of Work 3](#_Toc152752119)

[5.2 Required Information and Content of Proposals 3](#_Toc152752120)

[5.3 Basis for Selection 3](#_Toc152752121)

[6 HOW TO SUBMIT YOUR PROPOSAL 4](#_Toc152752122)

[6.1 Proposal Checklist 4](#_Toc152752123)

[6.2 Submit your Proposal by the Deadline 4](#_Toc152752124)

[6.3 Format 5](#_Toc152752125)

[6.4 Questions 5](#_Toc152752126)

[6.5 Addendum (Changes or Clarifications to this RFP) 5](#_Toc152752127)

[6.6 Multiple Proposals 5](#_Toc152752128)

[6.7 Changing or Withdrawing your Proposal 5](#_Toc152752129)

[6.8 Correcting Errors in your Proposal after the Due Date 5](#_Toc152752130)

[6.9 No Exceptions from Bidders 6](#_Toc152752131)

[6.10 You are Responsible for all of your Costs in Making a Proposal 6](#_Toc152752132)

[6.11 Public Records and Trade Secrets 6](#_Toc152752133)

[7 RULES FOR THE SELECTION PROCESS 7](#_Toc152752134)

[8 LEGAL CONTRACT REQUIREMENTS 8](#_Toc152752135)

[8.1 Sample Contract 8](#_Toc152752136)

[8.2 Affirmative Action Requirements for Contractors 8](#_Toc152752137)

[8.3 Insurance 8](#_Toc152752138)

Sample Contract

Form A: Price Proposal and Signature Affidavit

Form B: References

Form C: Vendor Profile

# HOW TO FIND RFP DOCUMENTS AND CONTACT THE CITY OF MADISON

## Official Bid Distribution Websites – IMPORTANT

The City of Madison posts all requests for proposals (RFPs), addendums, updates, awards, and announcements on two websites: VendorNet and DemandStar. Both sites are free to register for City of Madison bids.

**These two websites are the only places to get the official RFP and updates to the RFP.**

**Updates and addendums will only be posted on these websites.** It is your responsibility to check the websites for updates and “addendums.” An addendum is a document that answers questions from bidders. It could make important changes to the RFP. **If the addendum requires a response, and you fail to respond to it, you could be disqualified.**

|  |  |
| --- | --- |
| State of Wisconsin  VendorNet System | State of Wisconsin and local government bid network. Registration is free. Search for City of Madison in the Agency search field. |
|  |  |
| VendorNet link | <https://vendornet.wi.gov/Bids.aspx> |
|  |  |
| DemandStar by Onvia | National bid network. Free subscription is available. Sign up for the free “Basic Plan” and select Wisconsin Association for Public Procurement (WAPP) as the agency to access City of Madison RFPs. |
|  |  |
| DemandStar link | <https://www.demandstar.com/app/agencies/wisconsin/city-of-madison-purchasing-services/procurement-opportunities/573ff565-ce2b-4c75-86ec-401cd5abf736/> |
|  |  |
| Register on DemandStar | [www.demandstar.com/app/registration](https://www.demandstar.com/app/registration) |

## Contact Information

|  |  |
| --- | --- |
|  |  |
| City of Madison Purchasing Contact (Buyer) | [Enter Buyer Name]  Purchasing Services  210 Martin Luther King, Jr. Blvd. Room 407 City-County Building  Madison, WI 53703-3346  PH: (608) [Enter Buyer Phone Number]  [bids@cityofmadison.com](mailto:bids@cityofmadison.com) |
|  |  |
| Questions about Affirmative Action Plans | Contract Compliance, Department of Civil Rights  210 Martin Luther King, Jr. Blvd. Room 523 City-County Building  Madison, WI 53703  PH: (608) 266-4910  [dcr@cityofmadison.com](mailto:dcr@cityofmadison.com) |
| Email note | Some email to the City gets lost in “spam.”  If you send the City an email and you do not hear back within 3 days, please call the Buyer at (608) [Enter Buyer Phone Number]. |

# OUR PURCHASING VALUES

## Local Preference Purchasing Policy

The City of Madison gives preference to local vendors and suppliers. You must be registered with the City as a local vendor by the RFP due date to get preference points. Learn more and register at the City of Madison website: [www.cityofmadison.com/finance/purchasing/local-businesses/register-business/](https://www.cityofmadison.com/finance/purchasing/local-businesses/register-business/)

If you are a local vendor, be sure to complete the Local Vendor section on Form C.

## Equity in Contracting

The mission of the City of Madison is to provide the highest quality service for the common good of our residents and visitors. The City’s [values](https://www.cityofmadison.com/vision-awards) include

* Equity - fairness, justice and equal outcomes for all, and
* Shared prosperity - where all are able to achieve economic success and social mobility.

It is our goal to spend money equitably among businesses owned by women, people of color, and small businesses. Our contractors should reflect shared dedication to equity in their work and employment practices, and we invite you to become part of this mission!

## Equitable Hiring & Affirmative Action Plan

**Affirmative Action Plan** The City of Madison values diversity in hiring and contracting. We expect our contractors to do the same. Contractors with 15 or more employees and more than $50,000 in annual contracts with the City (each calendar year) must submit an **Affirmative Action Plan.**

Information about the Affirmative Action Plan and how to comply is found here: <https://www.cityofmadison.com/civil-rights/contract-compliance/affirmative-action-plan/vendors-suppliers>

Or call the Affirmative Action Division at (608) 266-4910.

See **Section 13. B. of the Sample Contract** forAffirmative Action Plan requirements.

**Job Openings in Dane County** You must notify the City of openings for jobs in Dane County, Wisconsin if you have 15 or more employees. You must agree to interview candidates that we refer to you through our Referrals and Interviews for Sustainable Employment (RaISE) program. Information is here: <http://www.cityofmadison.com/civil-rights/programs/referrals-and-interviews-for-sustainable-employment-raise-program>

The job posting requirement is found in **Section 13 A. of the Sample Contract.**

## Limitations on Nuclear Weapons Producers

It is the City’s policy not to make purchases from companies that produce nuclear weapons, or their subsidiaries. See [Common Council Resolution 79719](https://madison.legistar.com/ViewReport.ashx?M=R&N=Text&GID=205&ID=5490426&GUID=A7280DE2-DFCB-40F2-8200-E9C3EA95902B&Title=Legislation+Text) for more information.

## Sweatfree Purchasing

It is the City’s policy not to purchase apparel (clothes made from textiles, shoes, footwear) from vendors who source their materials from sweatshops, where labor practices are inconsistent with international standards of human rights. See Madison General Ordinances Section 4.25 (<https://library.municode.com/wi/madison/codes/code_of_ordinances?nodeId=COORMAWIVOICH1--10_CH4FI_4.25PRITAP>) for more information.

# SCOPE OF WORK AND REQUIRED INFORMATION

## Scope of Work

[The scope of work should:

* Include all expected activities/tasks of the vendors in order to meet the goals laid out above, taking into account vendors’ expertise.
* Be broken into categories, and then each category should have a list of activities/tasks.
  + Some examples of categories include: project goals, project phases, subject areas, events.
  + If certain activities or tasks need to be completed by certain dates, include that information.
* Be specific, but not prescriptive. The scope of work should encourage, not hinder, vendor creativity and expertise. You should focus on what you’re trying to achieve, rather than limiting how a vendor should achieve it.
  + For example, an activity might include “market event to community members,” but does not need to be “market event to community members with at least 5 emails and 3 phone calls to 95% of residents in X neighborhood.”]

## Required Information and Content of Proposals

[Enter specific information here]

## Basis for Selection

[Enter specific information here]

# HOW TO SUBMIT YOUR PROPOSAL

## Proposal Checklist

|  |  |  |
| --- | --- | --- |
| **Required Documents to Submit:** | |  |
| Your Technical Proposal | |  |
| Technical Requirements spreadsheet (if any) | |  |
| Any other info / questionnaires required for this RFP? | |  |
| **Required Forms to Submit:** | |  |
| Form A: Price Proposal and Signature Affidavit | |  |
| Form B: References | |  |
| Form C: Vendor Profile | |  |
| **RFP ADDENDUM**  Check the bid websites for any addendum. See [Section 3.1](#_Official_Bid_Distribution).   * You can use the area below to track addendums. * An addendum might require you to submit additional documents. Make sure to read it carefully and send any additional documents. | |  |
| Addendum # (if any) | Have you read it? | Have you submitted any documents required by the addendum? |
| Addendum # \_\_\_\_\_\_\_ | |  |
| Addendum # \_\_\_\_\_\_\_ | |  |

## Submit your Proposal by the Deadline

Submit your proposal by email to City of Madison Purchasing Services by [Enter RFP due date] at 2:00 PM Central Time.

* Make sure your proposal is complete (see [checklist](#_Proposal_Checklist) above) and readable.
* **Include RFP [**Enter RFP #] **in the email subject line.**
* **Email proposals to:** [bids@cityofmadison.com](mailto:bids@cityofmadison.com)
* Do not send your proposal to any other City email or agency
* If you cannot send your proposal by email, please contact the Buyer at (608)

You must include RFP [Enter RFP #] on your proposal and all other communication to the City. **For email,** **include RFP [Enter RFP #] in the subject line.**

For example, an email subject line could read: RFP [Enter RFP #] [Enter Title] Questions

## Format

* **Electronic** – proposals are submitted electronically. Exceptions can be made for paper submittals but you must contact the Buyer ahead of time to make those arrangements.
* **Legible and readable** – if not the City might reject it.
* **Simple** – not necessary to include elaborate/ high tech/ expensive graphics or similar features.
* **Complete** – your proposal must include all required sections and forms. See [checklist](#_Proposal_Checklist).

## Questions

You can ask questions about the RFP until the **deadline for questions of [Enter Questions** Due Date] **at 2:00 PM Central Time.**

***Email questions*** to [Enter Buyer Name] at [bids@cityofmadison.com](mailto:bids@cityofmadison.com). Remember to include RFP [Enter RFP #] in the subject line.

We post answers to bidder questions as an **addendum** on the bid websites. Check the websites regularly.

## Addendum (Changes or Clarifications to this RFP)

RFP addendums make clarifications, answer bidder questions, make changes to RFP timeline, and provide other important information. Addendums are posted on the bid websites listed in [Section 3.1](#_Official_Bid_Distribution).

**IMPORTANT**: It is your responsibility to check for addendums. An addendum might require you to submit additional information. Your proposal could be disqualified if you do not:

* **Check the bid websites regularly during the posting period**
* **Read all addendum**
* **Follow the instructions in the addendum**

## Multiple Proposals

You may submit more than one proposal if you are proposing more than one way to fulfill the scope requested by this RFP. If so, each proposal must meet the requirements of the RFP. Clearly label each proposal by number (Proposal #1, Proposal #2) and submit each separately.

## Changing or Withdrawing your Proposal

You may make changes to your proposal before the due date of [Enter RFP due date] at 2:00 PM Central Time.

You may withdraw your proposal before the due date. After the due date, no proposals may be withdrawn for 90 days or as otherwise provided by law.

## Correcting Errors in your Proposal after the Due Date

The City will notify you if we believe you made an error in your proposal and may allow you to correct the error. The City will decide if correcting the error is in the City’s best interest, is fair to the other bidders, and preserves competition. The City will decide whether an error can be corrected and will notify you.

## No Exceptions from Bidders

**Exceptions to this RFP are not permitted.** The City of Madison reserves the right to reject bids that take exceptions or don’t follow the requirements of this RFP. If you ask to change the requirements, specifications, sample contract, or legal terms, that is considered an “exception.” A statement that you will not or cannot comply with any part of this RFP or the sample contract will also be considered an “exception.” *(If this RFP allows substitutions or alternate solutions, the Scope of Services (*[*Section 5*](#_SCOPE_OF_WORK_1)*) will make this clear, and that is not considered an “exception.”)*

## You are Responsible for all of your Costs in Making a Proposal

You participate in this RFP at your own expense. You may be asked to attend virtual or in-person meetings, make presentations, give demonstrations, inspect City locations, or make your facilities available for a site inspection. The City will not pay any costs incurred in your preparation of bids, even if this RFP is changed or cancelled.

## Public Records and Trade Secrets

Your response to this RFP is a public record. Wisconsin and other public records laws may require the City to share your proposal or the resulting contract if someone makes a public records request. If a public records request is made, the City’s Records Custodian applies the law to decide whether the record must be disclosed, or if any part of the record can be redacted or not disclosed. There are very few exceptions to disclosure under Wisconsin law. One exception is for “trade secrets” as defined by sec. 134.90(1)(c) of the Wisconsin Statutes. It is your responsibility to research trade secrets as defined by Wisconsin law if you think any part of your proposal might be a “trade secret.” The City cannot give private legal advice to you. Most things will NOT meet this exception.

You may label items you believe meet this definition as a “trade secret” and submit them separately from the rest of your proposal, **but the City cannot guarantee that information will be treated as a trade secret or confidential.**

**Things that are not considered confidential:** your proposal or bid in its entirety, price proposal, pricing information, references, or the resulting contract. This is not a complete list.

**Preserving competition:** To the extent permitted by law, the City intends to withhold proposals under this RFP from public view until competitive or bargaining reasons no longer require it, in the City’s opinion. At that time, all proposals will be available for review in accordance with public records laws.

The City will not provide advance notice to bidders prior to releasing any requested public record.

# RULES FOR THE SELECTION PROCESS

**This RFP does not commit the City to award a contract.** The City can cancel this RFP at any time. There is no guarantee that the City will award any contract as a result of this RFP. While the City considers this procurement important to City operations, the circumstances could change.

**The City might make a partial award.** By submitting a proposal you are willing to accept an order for all or part of the items/services. Note in your proposal if you do not agree to accept a partial award.

**The City reserves the right to make changes to this RFP.** Any changes will be made with an Addendum.Changes could impact due dates or specifications, or could require additional information from all bidders.

**The City reserves the right to reject any proposal.** We can reject all or part of a proposal without explaining the reason. Proposals could be rejected if they are missing information (non-responsive) or fail to demonstrate that the bidder is responsible and capable of doing the work (not responsible.)

**The City may negotiate** **with finalists or the selected vendor**. One or more bidders may need to submit additional technical proposals, best and final price proposals, or other changes to their bids.

**Federal or State Laws** may apply to this RFP (such as federal regulations or procurement policies that apply to grant funding). Those laws will apply over any conflicting procedure in this RFP.

**Responsible and Responsive Bidders** You should read the Scope of Work ([Section 5](#_SCOPE_OF_WORK_1)) carefully to determine your ability to perform and complete the work required. This contract will only be awarded to a bidder who is “responsible” and “responsive” and whose bid is most advantageous to the City, with price and other factors considered. This RFP is designed to help the City select responsive and responsible bidders.

“Responsive” means that your proposal responds to all parts of this RFP – it is complete, not missing any information, and addresses all of the required work. Failure to provide all of the information requested in this RFP could result in being considered “not responsive.”

A “Responsible” bidder has demonstrated the ability to perform successfully under the terms of the proposed contract. This includes having adequate financial resources or the ability to obtain them; can perform and deliver on time, delivery taking into account other business commitments; has a satisfactory performance record; has a satisfactory record of integrity and business ethics; and has the necessary organization, experience and technical skills. A bidder that cannot demonstrate these things may be considered “not responsible.”

**Contractors with past problems with the City** The City reserves the right to refuse to accept any bid from any person, firm or corporation who

* owes the City money
* is in default to the City
* has been debarred through an official process such as through the Department of Civil Rights
* has had performance or other problems on past contracts with the City

Such bidders may be deemed “not responsible.”

# LEGAL CONTRACT REQUIREMENTS

## Sample Contract

You must review the Sample Contract attached to the end of this RFP. This contract\* will be used for the work resulting from this RFP.

**By submitting a proposal, you are willing to enter into a contract with the terms found in the Sample Contract**. **Exceptions to the legal terms are not allowed and may result in your proposal being rejected. The City does not negotiate legal terms prior to award.**

*\*While the City strives to provide the most appropriate sample contracts, the City reserves the right to modify the form for any contract resulting from this RFP.*

## Affirmative Action Requirements for Contractors

City contractors must show they hire and promote employees equitably and make their best efforts to have a diverse workforce.

**Affirmative Action Plan:** Bidders with 15 or more employees that will earn $50,000 or more in total contracts with the City in the calendar year must file an Affirmative Action Plan (AA plan) with the City. Submit your AA plan online using the form provided by the City. See the sample AA plan for “vendors and suppliers” at: <https://www.cityofmadison.com/civil-rights/contract-compliance/affirmative-action-plan/vendors-suppliers>

**Exemptions:** Bidders who have fewer than 15 employees or will earn less than $50,000 in total contracts with the City in the calendar year will be exempt from filing a full AA plan. You will need to fill out a request for exemption form. If you have 15 or more employees, you must complete an exemption form, provide some workforce statistics, and participate in the “RaISE” program.

**Release of Payment:** The City cannot make any payments under a contract until the Affirmative Action plan or request for exemption form are completed.

**Referrals and Interviews for Sustainable Employment (RaISE) Program:** The RaISE program is designed to match qualified people to employment. If you have 15 or more employees and are awarded the contract, you must let the City know about all external job openings in Dane County, Wisconsin. You must also agree to interview candidates the City refers to you. See this link for information and instructions: <https://www.cityofmadison.com/civil-rights/programs/referrals-and-interviews-for-sustainable-employment-raise-program>

The City has a **Small Business Enterprise program** described here: <https://www.cityofmadison.com/civil-rights/contract-compliance/targeted-business-enterprise-programs>. You will be encouraged to provide opportunities for small business enterprises (SBE) to compete for any subcontracts allowed in the contract.

**See the Sample Contract**, section 13, for all requirements for the City’s Affirmative Action program for contractors. Call the Contract Compliance Specialist at (608) 266-4910 with questions.

## Insurance

All City contractors must provide a Certificate of Insurance. You must carry the insurance policies required by section 27 of the **Sample Contract.** This includes general liability insurance, workers compensation, and could include automobile and professional liability insurance. Please see the instructions and section 27 of the Sample Contract for the insurance requirements.

**\*PLACE HOLDER FOR BUYER TO INSERT THE APPROPRIATE SAMPLE POS CONTRACT\***