



## EXHIBIT B

### PROPOSAL INSTRUCTIONS AND SELECTION CRITERIA

#### I. PROPOSAL DELIVERY/SUBMISSION:

**A. Due Date.** The due date for the Authority's receipt of the proposals responding to this Request for Proposal ("RFP") is July 10, 2008 at 4 p.m.

**B. Originals and Copies:** Submit one (1) original and three (3) copies of a proposal to provide the services described in Exhibit A (Scope of Work).

**C. Delivery of Proposal:** Addresses for the delivery of proposals are as follows:

***DELIVERY VIA HAND DELIVERY OR COMMERCIAL OVERNIGHT SERVICE:***

David Allen  
Michigan State Housing Development Authority  
735 E. Michigan Avenue  
Lansing, MI 48912

***DELIVERY VIA U.S. POSTAL SERVICE:***

David Allen  
Michigan State Housing Development Authority  
P.O. Box 30044  
Lansing, MI 48909

***DELIVERY VIA E-MAIL***

David Allen  
Allend1@michigan.gov

**D. Selection of Proposal.** It is anticipated that the MSHDA review will take two weeks after the closing date for submitting proposals. The selected proposal will be announced July 23, 2008 via e-mail and posting on the Authority's website.

## II. PROPOSAL FORMAT:

- A. Overview:** Proposals must be submitted in the format described in Section B (Format of Proposal) below. There should be no attachments, enclosures or exhibits other than those considered by the prospective contractor ("Prospective Contractor") to be essential to a complete understanding of the proposal. Each section must be clearly identified with appropriate headings.

The proposal should be clear, accurate, and complete, with sufficient detail to enable the Authority to evaluate the services and methods proposed. Brevity is appreciated.

### **B. Format of Proposal:**

1. **BUSINESS ORGANIZATION.** Answer/Address the following:
  - a. Full name and address of Firm:
  - b. Branch office if applicable:
  - c. Type of entity (e.g., Michigan Corporation, Michigan nonprofit corporation, Michigan Limited Liability Company):
  - d. If entity is foreign (i.e., non-Michigan), is it licensed to do business in Michigan?
  - e. Submit Certificates of Status dated within 30 days if firm is a Michigan entity. (Certificate to proposal.)
  - f. Submit Certificate Authorizing Firm to Do Business in Michigan dated within 30 days if firm is a not a Michigan entity.
  - g. **Submit Tax Identification Number for Firm.**
2. **MANAGEMENT & PERSONNEL:** Answer/Address the following:

- a. **Officer and Management Summary:** Identify officers and managers by name and position. Identify managers and/or officers who will manage the contract if it is awarded. Provide resumes or Curriculum Vitae of managers or officers.
- b. **Bidder's Authorized Contact:** Include the name and telephone number of person(s) in your organization authorized to expedite any proposed contract with MSHDA. An official authorized to commit the bidder to the terms and conditions of the proposal must sign the proposal. The Provider must clearly identify the full title and authorization of the designated official and provide a statement of bid commitment with the accompanying signature of the official.

### 3. EXPERIENCE

- a. **Prior Experience of Firm:** Indicate prior experience of your firm that you consider relevant to the successful accomplishment of the project described in this RFP. Include sufficient detail to demonstrate the relevance of such experience. Include descriptions of qualifying experience, including project descriptions, costs, and starting and ending dates of projects successfully completed. Also include name, address, and telephone number of the responsible official of the client organization who may be contacted.
- b. **Experience of Proposed Personnel Assigned to Provide Services:** Describe the education and experience of personnel who will likely be assigned to provide the proposed services, including managers who may oversee work of personnel. Provide resumes or Curriculum Vitae of assigned personnel as attachments/enclosures.
- c. **Additional Information and Comments:** Include any other information that is believed to be pertinent but not specifically asked for elsewhere.

#### 4. PROPOSED SERVICES

- a. **How Service Will be Rendered:** Describe how the services will be rendered. Address and describe the process used to render the services.
- b. **Use of Subcontractors:** If any work will be subcontracted, describe the following:
  - i. Work that will be subcontracted;
  - ii. The process used to select the subcontractors;
  - iii. The contractor's experience and expertise; and
  - iv. The names of the firms/individuals (s) who will perform the subcontracted work.
- c. **Standards:** Describe or address the following:
  - i. The standards that the services will satisfy. (If standards of a professional association will be followed, identify the standards and the association.)
  - ii. How quality of service will be monitored and ensured.
  - iii. Whether "best practices" will be followed. (If applicable, identify the organization and/or document that establishes such standards.)
- d. **Security of Data:** If the services to be rendered require the collection and/or use of confidential and/or personal data, confirm the following:
  - i. Has your firm established and used a policy to address the security of paper and electronic data. ***(Please do not submit a copy of your security policy.)***
  - ii. Does your policy address the removal of confidential and/or personal data from storage media? (For example, does your firm's policy include the removal or "wiping" of data from hard drives when a computer is no longer used?)
- e. **Copyrighted Materials.** If the services require the production of a written product for the Authority, please confirm the following

- i. Any and all products produced as a result of this contract shall be the property of the Authority.
- ii. Your agreement that the Authority shall (a) hold a copyright on all materials or products produced under the contract and (b) be allowed to file for a copyright with the United States Copyright Office.
- iii. Your acknowledgment that submitted documents will not contain in part or whole copyrighted materials.

**5. PRICE PROPOSAL & BUDGET**

**a. Price Proposal:** All rates quoted in proposals submitted in response to this RFP will be firm for the duration of the contract. No price changes will be permitted.

**b. Budget:** Include in the proposal a line item budget that identifies all expenses related to the work to be performed. By submitting the bid, the provider acknowledges that it bears the risk that its expenses may exceed the proposed amount. The budget should include applicable items, which may include the following:

- Staff costs (# of hours/per hour rate/etc.)
- Costs of supplies and materials
- Other direct costs
- General and administrative burden or overhead
- Transportation costs
- Total budget

**6. SIGNATURE CLAUSE TO BE SIGNED BY AUTHORIZED SIGNATORY OF FIRM**

**Signature Clause:** Insert the following signature clause at the end of the proposal and have an authorized signatory for the firm sign it:

**I confirm that I have submitted this proposal on behalf of \_\_\_\_\_ (INSERT NAME OF FIRM) in response to the Michigan State Housing Development Authority's**

**Request for Proposals for (INSERT SERVICE SOUGHT BY AUTHORITY).**

**By:** \_\_\_\_\_

**Its:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**III. Selection of Proposal**

**A. Selection Criteria.** The Authority's Office of Public Policy and Market Research will select the proposal based on Selection Criteria listed below:

1. Experience, education or certification in market analysis (35 Points)
  2. Prior Experience with MSHDA (15 Points)
  3. Communication skills, including clarity of proposal (10 Points)
  4. Adequacy of staff necessary to perform services (10 Points)
  5. Amount of time available to perform services (10 Points)
  6. Reasonableness and Feasibility of Fee (20 Points)
- Total Possible Points: 100 Points**

**B. Expected Deadline for Selecting Proposal.** The Authority expects to confirm selection of the proposal by e-mail and/or First Class Mail by July 23, 2008.

**C. Cancellation of Selected Proposal.** The selection of a proposal by the Authority may be cancelled at any time prior to the complete execution of a contract. Reasons for canceling the selected proposal may include, but are not limited to, the following:

1. Refusal of Department of Civil Service to process required forms; and/or
2. Refusal of duly authorized Authority signatory to execute the contract.

If the Authority cancels its selection of a proposal, the Authority may repost this or a similar RFP and re-see proposals.