

INSTRUCTIONS FOR PREPARATION OF THE TECHNICAL PROPOSAL

(a) Offerors shall submit the technical proposal in sealed envelopes clearly marked on the outside with the following information:

“Technical Proposal
Central American Condom Availability in Private Sector High-Risk Outlets
Project”

(b) Since the technical proposal will be a major consideration in the award of a Task Order, it should be specific and complete and should set forth in detail the offeror’s approach and schedules, technical resources, technical expertise and background, unique or specialized skills, and physical facilities. The proposal will demonstrate the offeror’s capabilities and expertise with respect to achieving the project results.

(c) Technical proposals shall be no longer than 20 pages including a separate section with a description of the activities to be funded by USAID/Nicaragua that will be additive to what the regional program will do there, excluding annexes. Proposals will be on pages of 8-1/2 inch by 11-inch (210mm x 297 mm) paper, single-spaced, 12-point type in a single column with one-inch margins on all sides, with tabs to distinguish each section. Cover pages, dividers, table of contents and attachments (i.e., personnel resumes, letters of commitment, past performance references) are not included in the 20-page limit.

(d) The technical proposal should demonstrate an overall understanding of the statement of work described in this task order, and of how proposed activities will lead to the desired outcomes and results. Offerors should address key opportunities and constraints that will affect implementation of the project and discuss how opportunities will be exploited and constraints addressed.

(e) The technical proposal shall be divided into sections corresponding to, and following the order of the evaluation criteria set forth in Attachment 2 of this solicitation. The technical proposal need not be divided by sub criteria. The relative order of importance of the evaluation criteria is indicated by approximate weighting, so that offerors will know which areas require emphasis in the preparation of proposals.

(f) The technical proposal should include the following:

(1) The **overall technical approach** to the task areas presented in Section III of the SOW, including a rationale for the relative weights or emphasis given to each major task area;

(2) A **detailed technical approach** to each tactical area:

Communications: The offeror should describe any communications plans including information distribution and materials that it proposes to use to increase the availability of condoms in high-risk private sector outlets. These plans must conform to the USAID

Communications Product Clause included in the IQC Information provided about the use of condoms shall be medically accurate and include the public health benefits and failure rates of such use and shall be consistent with USAID's fact sheet entitled, "USAID: HIV/STI Prevention and Condoms"

(http://www.usaid.gov/our_work/global_health/aids/TechAreas/prevention/condomfactsheet.html).

Products and Services: Offeror technical proposals should outline a strategy, including the underlying rationale for that strategy, for implementing each of the components of the Project. If offerors propose to distribute products other than condoms, these products should be identified and a rationale provided for their inclusion.

The offerors' strategies should include proposed activities, refined outcomes, and illustrative indicators and targets for monitoring performance of this component.

(3) Management Plan: Offeror proposals must include a comprehensive management plan, which clearly shows how the project will be managed and implemented. The Management Plan for the Project should incorporate attributes of a successful and well-managed enterprise. In general, the Management Plan should demonstrate operations that are accountable, cost-effective, responsive and results-oriented with a commitment to modern management approaches, including strategic and tactical partnerships, active collaboration and coordination and best practices in service delivery. USAID encourages offerors to propose working with local and regional organizations, which may include, for example, private sector distributors and organizations, NGOs, community and faith-based organizations (C/FBOs), and other agencies to increase impact, reduce costs, and enhance possibilities for condom availability in these high-risk outlets after the end of the project period.

The Management Plan should explain how all substantive project activities will be managed to ensure achievement of anticipated results, and contain an organizational chart that indicates key positions and any institutional relationships included in the proposal.

(4) Staffing and Key Personnel

The offeror should propose an overall staffing pattern that demonstrates the breadth and depth of technical expertise and experience required to manage and implement the Project. The staffing plan should demonstrate a solid understanding of key technical and organizational requirements and an appropriate mix of skills (both long- and short-term), while avoiding excessive staffing. This section of the proposal should include: 1) a brief description of each key position and 2) a skills matrix linking needed skills to each position (key and non-key positions). The offeror should also stipulate the percentage of time that proposed staff will be working on the project if it is less than 100%.

Offerors are free to propose the number of key personnel positions appropriate to their management and program structures, but should limit this number to five or less, including a Chief of Party (COP) and the Nicaragua Country Program Manager. Offerors are required to propose an individual to fill these two positions and attach their resumes (five page maximum) and letter of commitment in an annex. Offerors may also propose individuals to fill other key positions.

The COP is a critical position and requires an exceptional individual who can provide expert overall leadership, management and vision to the project. The COP is expected to have the ability to exercise significant delegation of authority from the home office, allowing for on-site decisions. At a minimum, the COP must have the following qualifications:

- Demonstrated successful leadership in managing large, complex programs in a developing country context;
- Demonstrated leadership in fostering successful partnership approaches and relationships among a variety of varying organizations/institutions;
- Demonstrated experience in working with commercial and civil society sectors;
- Demonstrated ability to communicate effectively orally and in writing in English and Spanish (FS 3/3); and
- Demonstrated ability to develop and maintain effective working relationships with a variety of partners and sectors.

Another important position is the Nicaragua Country Manager who will have to manage regionally-funded activities there as well as the accelerated effort in Bluefields and Puerto Cabezas supported by the bilateral Mission and will report to USAID/Nicaragua on those activities funded with their Mission funds. The skills required for that position are similar to those for the COP except for the English language requirement. All changes in key personnel will require prior approval of USAID.

To complement the COP and Nicaragua Country Manager, it is anticipated that the staffing pattern as a whole will provide skills in the following areas through a combination of accessing the expertise of partner organizations and through short- and long-term personnel:

Finance/Administration
Commercial distribution
Partnership building
Grants/contracts management/administration
Monitoring and evaluation

(5) A draft **Performance Monitoring Plan**: Per instructions in [Section VI.\(A\) “Monitoring and Evaluation, Performance Monitoring”](#) of the SOW, the offeror shall submit a draft Performance Monitoring Plan (PMP) as part of its technical proposal.

(6) Approach to **gender issues**:

Program activities will fully subscribe to USAID’s gender policy that requires that all policies, programs, plans, projects be “gender sensitive” in pursuit of sustainable economic growth, job creation, better household security, and poverty reduction. Gender equity concerns will be an integral element of program activities. Appropriate internal management structures and personnel processes to ensure that likely gender impacts of all major efforts will be incorporated into program activities.

(7) **Annex attachments** should include the following:

- Resume of proposed Chief of Party and Nicaragua Country Manager and any other key personnel (five page maximum for each). While not required, offerors may include any other proposed personnel (three page maximum per position), including three references and contact information.
- Letters of commitment for the COP and Nicaragua Country Manager and any other key personnel.
- Past performance references for the offeror, to include a list of up to 5 similar projects completed within the past three years and points of contact with phone numbers and email addresses.

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