



COOK COUNTY GOVERNMENT

Office of the Chief Procurement Officer

**Request for Proposal
(RFP) No. 2210-09190**

for

Communications Consultant

Non-Mandatory Pre-Proposal Meeting:

Date: November 4, 2022

Time: 10:00 a.m. Local Time – Chicago

Web Link: [Click here to join the meeting](#)

Questions:

Any questions regarding this RFP should be submitted via Bonfire.

Questions submission deadline: November 9, 2022, at 10:00 a.m. Local Time - Chicago

Proposal Due Date:

Proposals are due no later than 10:00 a.m. Local Time- Chicago on November 30, 2022

Proposal Must be Uploaded to: <https://cookcountyil.bonfirehub.com/portal/?tab=openOpportunities>

LATE PROPOSALS WILL NOT BE CONSIDERED

Buyer Contact Information:

Buyer: Anna Epps

E-Mail: anna.epps@cookcountyil.gov

Toni Preckwinkle
Cook County Board President

Raffi Sarrafian
Chief Procurement Officer

1	INTRODUCTION.....	5
1.1	Overview.....	5
1.2	Purpose.....	5
1.3	Business Goals and Objectives.....	5
1.4	Cook County Background.....	5
2	SCOPE.....	6
2.1	Scope of Service.....	6
3	SCHEDULE (Revise as applicable).....	7
4	INSTRUCTIONS TO PROPOSERS.....	7
4.1	Instructions.....	7
4.2	Availability of Documents.....	7
4.3	Pre-Proposal Conference.....	8
4.4	Special Access to the Pre-Proposal Conference.....	8
4.5	Clarifications.....	8
4.6	Submitting the Proposal Package.....	8
4.7	Uniformity.....	8
4.8	Proposal Material.....	8
4.9	Addenda.....	9
4.10	Proposer’s Responsibility for Services Proposed.....	9
4.11	Errors and Omissions In the RFP.....	9
4.12	RFP Interpretation.....	9
4.13	Confidentiality and Response Cost and Ownership.....	9
4.14	Use of Subcontractors.....	9
4.15	MBE/WBE Participation Goals.....	9
4.16	Proposer’s Disclosure and Conflict of Interest.....	10
4.17	Cook County RFP Format.....	10
4.18	Pricing.....	10
4.19	Period of Firm Proposal.....	10
4.20	Awards.....	10
4.21	Cook County Rights.....	10

4.22 Alteration/Modification of RFP Content.....	11
4.23 Recycling	11
5 EVALUATION AND SELECTION PROCESS.....	11
5.1 Responsiveness Review	11
5.2 Acceptance of Proposals.....	11
5.3 Evaluation Process	11
5.3.1 Proposer Presentations.....	11
5.3.2 Right to Inspect	11
5.3.3 Best and Final Offer.....	12
5.4 Selection Process	12
6 EVALUATION CRITERIA.....	12
6.1 Responsiveness of Proposal.....	12
6.2 Technical Proposal	12
6.3 Price Proposal	13
6.4 Oral Presentations	13
6.5 Best and Final Offer	13
7 SUBMISSION OF PROPOSAL.....	13
7.1 Instructions for Submission	13
7.1.1 Electronic Submission	13
7.1.2 Time for Submission.....	13
7.1.3 Format.....	13
7.1.4 Complete Proposals	13
7.1.5 Packaging and Labeling.....	14
7.1.6 Timely Delivery of Proposals.....	14
7.1.7 Late Proposals	14
7.1.8 Schedule of Revisions to RFP Schedule.....	14
7.2 Submission Requirements	14
7.2.1 Cover Letter	14
7.2.2 Executive Summary.....	14
7.2.3 Qualifications of the Proposer	14
7.2.4 Proposed Plan of Action, Implementation and Solution	14
7.2.5 Key Personnel.....	15

7.2.6	Subcontracting or Teaming.....	15
7.2.7	MBE/WBE Participation	15
7.2.8	Financial Status	15
7.2.9	Legal Actions	15
7.2.10	Conflict of Interest	15
7.2.11	Economic Disclosure Statement	16
7.2.12	Cook County Professional Services Agreement (PSA).....	16
7.2.13	Identification of Subcontractor/Supplier/Subconsultant Form.....	16
7.2.14	Addendum Acknowledgement Form.....	16
7.2.15	Price Proposal	16
7.2.16	Certification for Consulting or Auditing Services Form.....	16
7.2.17	Other	16
8	Exhibit I Pricing Proposal Form	17
9	Exhibit II Instructions for Submitting an Electronic Bid/Proposal/Qualification	18
10	Exhibit III Economic Disclosure Forms	19
11	Exhibit IV Cook County Professional Services Agreement	20
12	Exhibit V Addendum Acknowledgement Form.....	21
13	Exhibit VI MBE/WBE Utilization Plan Forms	22
14	Exhibit VII Identification of Subcontractor/Supplier/Subconsultant Form.....	23
15	Exhibit VIII Certification for Consulting or Auditing Services Form	24
16	Exhibit IX Electronic Payables Program.....	25

1 INTRODUCTION

1.1 Overview

Cook County Government (“the County”) is seeking proposals from qualified firms to serve as Communications Consultant for the Office of the Cook County Treasurer.

1.2 Purpose

The selected firm will efficiently and effectively communicate to the taxpayers of 1,800,000 parcels of real property in Cook County, and other stakeholders in the real property tax collection process, the instrumentalities, capabilities and services available through the Office of the Cook County Treasurer that will enable the tax collection, investment, collateralization and process to be more efficient and effective.

The County intends to enter into a two (2) year agreement with two (2) one (1) year renewal options with the successful Proposer.

1.3 Business Goals and Objectives

Upon successfully completing this initiative the County expects to meet the following goals and objectives:

- a. Define, develop, and oversee the execution of a robust public relations strategy.
- b. Identification of innovative communications strategies to promote and brand the office.
- c. Production of all materials developed by the communications team, including but not limited to: press releases, editorials, letter to the editor, newsletters, social media content, print ads, radio video scripts and speeches, PowerPoint presentations, reports, brochures and various promotional items such as posters, fact sheets and flyers.
- d. Arranging of press conferences, editorial board meetings and interviews.
- e. Maintain and expand press contracts.
- f. Successful coordination of ongoing content management of website in conjunction with webmaster.
- g. Develop a comprehensive understanding of all functions of the Cook County Treasurer’s Office and the other governmental real estate offices including the Office of the Assessor, Clerk, Recorder and Board of Review.

1.4 Cook County Background

Formed on January 15, 1831, by an act of the Illinois State Legislature, Cook County is currently estimated to have 5.2 million residents, making it the second largest county and the 19th largest government body in the United States. It is a home rule county pursuant of Article VII, Section 6 of the Illinois State Constitution. It contains 132 municipalities, including the City of Chicago, 30 townships, 237 special districts, and 160 school districts. The County employs over 24,000 people and has an annual budget of approximately \$6.18 billion. As mandated by State law, County government has three principal responsibilities, which include the protection of persons and property, the provision for public health services and the maintenance of County highways. The Cook County Board of Commissioners is the legislative body of county government, and the President is the Board’s Chief Executive Officer. There are eleven additional Cook County governmental offices, run by their independently Elected Officials.

- President of the County Board: The President is the Chief Executive Officer of the County and presides over the meetings of the County Board and directly supervises departments which

provide a variety of direct and support services. The President is elected to a four-year term by citizens of the County.

- Board of Commissioners: The Cook County Board of Commissioners is the governing policy board and legislative body of the county. It is comprised of 17 Commissioners, each serving a four-year term and is elected from single member districts. Each district represents approximately 300,000 residents.
- Elected Officials: Eleven independently elected officials run the additional Cook County governmental offices that oversee many functions and services of county government. Information about Cook County leadership can be found at: www.cookcountyil.gov/agencies/

2 SCOPE

2.1 Scope of Service

The following provides general overview of the specific scope of work CCTO will expect Proposers to perform. These should not be considered an exhaustive listing of work to be completed. Proposers must be able to develop notifications, press releases, and web content, and to attend public events, including but not limited to the following:

- a. Notification of 1st and 2nd Installment property tax bills to taxpayers and Third-Party Agents.
- b. Notification to taxpayers of the Annual Tax Sale.
- c. Notification to taxpayers of the Scavenger Sale.
- d. Notification to taxpayers of refunds due.
- e. Notification to taxpayers with regard to explanation of information contained in and pursuant to the Cook County Debt Disclosure Ordinance.
- f. Drafting of correspondence to and from taxpayers, taxing districts, Cook County officials, and other units of local government.
- g. Attendance at and reporting to the Treasurer on the proceedings of the Cook County Board of Commissioners, the Cook County Forest Preserve District, and their respective committees.
- h. Attending and reporting on meetings of the Cook County Land Bank Board and its committees.
- i. Attendance at and participation in Cook County Treasurer's Office Senior Staff meetings.
- j. Drafting and coordination of responses to media inquiries.

3 SCHEDULE (Revise as applicable)

The County anticipates the following Schedule:

RFP posted to the County website	Friday, October 28, 2022
Pre-Proposal Conference	Friday, November 4, 2022
Proposer Inquiry Deadline	Wednesday, November 9, 2022
Response to Inquiries	Wednesday, November 16, 2022
Proposal Due Date	Wednesday, November 30, 2022

4 INSTRUCTIONS TO PROPOSERS

4.1 Instructions

This RFP provides potential proposers with sufficient information to enable them to prepare and submit proposals. This RFP also contains the instructions governing the submittal of a proposal and the materials to be included therein, including the County requirements, which must be met to be eligible for consideration. All proposals must be complete as to the information requested in this RFP in order to be considered responsive and eligible for award. Proposers providing insufficient details will be deemed non-responsive. The County is not obligated, either to purchase the full services or the products proposed by the proposer, nor to enter into an agreement with any one proposer.

4.2 Availability of Documents

The County will publish its competitive bid, RFP, and other procurement notices, as well as award information, at:

[Current Purchasing and Contract Opportunities \(cookcountyil.gov\)](https://cookcountyil.gov/procurement)

<https://cookcountyil.bonfirehub.com/portal/?tab=openOpportunities>

[Procurement - Awarded Contracts & Amendments | Cook County Open Data \(cookcountyil.gov\)](https://cookcountyil.gov/procurement)

Interested proposers should note that, unless otherwise stated in the bid or RFP documents, there is no charge or fee to obtain a copy of the bid documents and respond to documents posted for competitive solicitations. Proposers intending to respond to any posted solicitation are encouraged to visit the web site above to ensure that they have received a complete and current set of documents. Some procurement notices may provide a downloadable version of the pertinent documents and any amendments to them, that will be available to proposers after they have completed a simple registration process.

Any proposers receiving a copy of procurement documents from a bid referral service and/or other third party are solely responsible for ensuring that they have received all necessary procurement documentation, including amendments and schedules. The County is not responsible for ensuring that all or any procurement documentation is received by any proposer that is not appropriately registered with the County.

4.3 Pre-Proposal Conference

The County will hold a Pre-Proposal conference on the date and time indicated below. Representatives of the County will be available to answer any questions regarding the services requested or proposal procedures.

Click Link Below for Pre-Proposal Conference Sign-In:

Prospective proposers attending the Pre-Proposal Conference will sign in using the link below. This sign-in link will only be open during the hour slated for the Pre-Proposal Conference. Final list of Pre-Proposal Conference attendees will be made available publicly.

[RFP 2210-09190 Communications Consultant Sign-In Form](#)

Click Link Below to Join the live Pre-Proposal Conference:

Date: November 4, 2022, at 10:00 AM (Local Time – Chicago)

Web Link: [Click here to join the meeting](#)

4.4 Special Access to the Pre-Proposal Conference

If special accommodations are required for Proposer to participate in the Pre-Proposal Conference, contact the contact person listed on the cover page of this RFP via email no later than three (3) days before the event.

4.5 Clarifications

All Questions regarding this RFP will be submitted in writing, **no later than Wednesday, November 9, 2022 at 10:00 AM Local Time – Chicago, ONLY** through the link below:

<https://cookcountyil.bonfirehub.com/portal/?tab=openOpportunities>

4.6 Submitting the Proposal Package

The Proposal and the Pricing Proposal shall be submitted to the OCPO electronically as per the instructions in Exhibit II-Instructions for Submitting an Electronic Bid/Proposal/Qualification. OCPO will not accept hardcopy proposals. The Proposer remains responsible for ensuring that its Proposal is received at the time, date and manner specified. The County assumes no responsibility for any Proposal not so received. **Late Proposals will not be accepted.**

4.7 Uniformity

To provide uniformity and to facilitate comparison of Proposals, all information submitted must clearly refer to the page number, section or other identifying reference in this RFP. All information submitted must be noted in the same sequence as its appearance in this RFP. The County reserves the right to waive minor variances or irregularities.

4.8 Proposal Material

The Proposal material submitted in response to the RFP becomes the property of the County upon receipt by the Office of the Chief Procurement Officer and will be part of any contract document for the goods or services which are the subject of this RFP.

4.9 Addenda

Should any proposer have questions concerning conditions and specifications, or find discrepancies in or omissions in the specifications, or be in doubt as to their meaning, they should notify the Office of the Chief Procurement Officer no later than Wednesday, November 9, 2022, by 10:00 AM Local time - Chicago to obtain clarification prior to submitting a Proposal. Such inquires must reference the proposal due date and the County RFP number.

Any clarification addenda issued to Proposer prior to the Proposal due date shall be made available to all proposers. Since all addenda become a part of the Proposal, **the Addenda Acknowledgement Form (found in Exhibit V) must be signed by an authorized Proposer representative and returned with the Proposal on or before the Proposal opening date. Failure to sign and return any and all addenda acknowledgements may be grounds for rejection of the Proposal.**

Interpretations that change the terms, conditions, or specifications/scope will be made in the form of an addendum to the solicitation by the County. If issued, the County will post the addenda on the County website: <https://cookcountyil.bonfirehub.com/portal/?tab=openOpportunities>.

4.10 Proposer's Responsibility for Services Proposed

The Proposer must thoroughly examine and will be held to have thoroughly examined and read the entire RFP. Failure of Proposers to fully acquaint themselves with existing conditions or the amount of work involved will not be a basis for requesting extra compensation after the award of a Contract.

4.11 Errors and Omissions In the RFP

The Proposer is expected to comply with the intent of this RFP taken as a whole and shall not avail itself of any error or omission to the detriment of the services or the County. Should the Proposer suspect any error, omission, or discrepancy in the specifications or instructions, the Proposer shall immediately notify the County in writing, and the County will issue written corrections or clarifications. The Proposer is responsible for the contents of its Proposals and for satisfying the requirements set forth in the RFP. Proposer will not be allowed to benefit from errors in the RFP that could have been reasonably discovered by the Proposer in the process of putting its proposal together.

4.12 RFP Interpretation

Interpretation of the wording of this document shall be the responsibility of the County and that interpretation shall be final.

4.13 Confidentiality and Response Cost and Ownership

From the date of issuance of the RFP until contract award, the Proposer must not make available or discuss its Proposal, or any part thereof, with any employee or agent of the County. The Proposer is hereby advised that any part of its Proposal or any other material marked as confidential, proprietary, or trade secret, can only be protected to the extent permitted by Illinois Statutes.

4.14 Use of Subcontractors

The Proposer's response must include a description of which portion(s) of the work will be subcontracted out, the names and addresses of potential Subcontractors and the expected amount of money each will receive under the Contract. The County reserves the right to accept or reject any subcontractor if in the County's sole opinion, it is in the best interest of the County.

4.15 MBE/WBE Participation Goals

Consistent with Cook County, Illinois Code of Ordinances (Article IV, Section 34-267 through 272), the County has established a goal that MBE/WBE firms retained as subcontractors receive a minimum of

MBE/WBE Percentage:0% of the overall estimated expenditures for this procurement. In an effort to continue to promote and expand the participation of certified MBE/WBE firms, the proposer shall make good faith efforts to utilize MBE/WBE certified firms as subcontractors. In its response, a proposer shall state the name(s) of the MBE and WBE subcontractor(s) and the level of participation proposed for each MBE and WBE to be awarded a subcontract and submit the MBW/WBE Utilization Plan Forms (included in this RFP in Exhibit VI).

4.16 Proposer's Disclosure and Conflict of Interest

The Proposer must complete and return the enclosed "Economic Disclosure Statement & Forms" along with their proposal. In the event that further clarification is required on any of the information provided, the County reserves the right to make any necessary inquiry with a proposer for such purpose. Such inquiry, if made, may include a deadline by which time any necessary clarifying information must be submitted.

4.17 Cook County RFP Format

All proposers will use this solicitation format for submitting their proposal. Variations or exceptions from the specifications and general conditions should be submitted in writing. Such variations or exceptions may be considered in evaluating the offers received. Any exception taken must be noted and included in the proposal. Failure to comply with this requirement may cause a proposer's proposal to be considered "nonresponsive."

4.18 Pricing

All price and cost information requested in this solicitation should be provided by the proposer. While price is a factor in the evaluation of responses received, the relevant importance of price may vary based on the nature of the purchase and the related significance of other criteria as may be expressed elsewhere in this solicitation. In evaluating price, the County may give consideration to all cost of ownership factors relevant to determine the total final cost to the County, including but not limited to: administrative cost of issuing multiple awards. The County will be the sole determinant of the relevant and appropriate cost factors to be used in evaluating any Base or Alternate offers and/or Options.

4.19 Period of Firm Proposal

Prices for the proposed service must be kept firm for at least one hundred and twenty (120) days after the time specified for submitting Proposals. Firm Proposals for periods of less than this number of days may be considered non-responsive. The Proposer may specify a longer period of firm price than indicated here. If no period is indicated by the Proposer in the Proposal, the price will be firm until written notice to the contrary is received from the Proposer.

4.20 Awards

The County may, at its discretion evaluate all responsive Proposals. The County reserves the right to make the award on an all or partial basis or split the award to multiple Proposers based on the lowest responsible proposers meeting the specifications, terms and conditions. If a split award impacts the outcome of the project it must be so stated in the proposal.

4.21 Cook County Rights

The County reserves the right to reject any and all offers, to waive any informality in the offers and, unless otherwise specified by the Proposer, to accept any item in the offer. The County also reserves the right to accept or reject all or part of your Proposal, in any combination that is economically advantageous to the County.

4.22 Alteration/Modification of RFP Content

The Proposer certifies that no alterations or modifications have been made to the content of this Bid/RFP or other procurement documents (either text or graphics). Any alternates or exceptions (whether to products, services, terms, conditions, or other procurement document subject matter) are apparent and clearly noted in the offered proposal. Proposer understands that failure to comply with this requirement may result in the proposal being disqualified and, if determined to be a deliberate attempt to misrepresent the proposal, may be considered as basis to suspend or debar the proposer from future County procurement opportunities.

4.23 Recycling

Packaging which is readily recyclable, made with recyclable materials, and designed to minimize potential adverse effects on the environment when disposed of by incineration or in a landfill is desired to the extent possible. Product(s) offered which contain recycled materials may be acceptable provided they meet all pertinent specifications and performance criteria outlined in this RFP. If the product(s) offered are manufactured utilizing recycled materials, identify the percentage composition and nature of the recycled content within.

5 EVALUATION AND SELECTION PROCESS

5.1 Responsiveness Review

County personnel will review all proposals to ascertain that they are responsive to all RFP requirements.

5.2 Acceptance of Proposals

Chief Procurement Officer reserves the right to reject any or all Proposals or any part thereof, to waive informalities, and to accept the Proposal deemed most favorable to the County.

5.3 Evaluation Process

An evaluation committee comprised of the County personnel will evaluate all responsive proposals in accordance with the evaluation criteria detailed below.

This evaluation process may result in a short-list of proposals. The evaluation committee, at its option, may request that all or short-listed proposers make a presentation, other customer testimonials, submit clarifications, schedule a site visit of their premises (as appropriate), provide a best and final offer, provide additional references, respond to questions, or consider alternative approaches.

5.3.1 Proposer Presentations

The County reserves the right to, but is not obligated to, request and require that each Proposer provide a formal presentation of its Proposal at a date and time to be determined. If required by the County, it is anticipated that such presentation will not exceed four (4) hours. No Proposer will be entitled to present during, or otherwise receive any information regarding, any presentation of any other Proposer.

5.3.2 Right to Inspect

The County reserves the right to inspect and investigate thoroughly the establishment, facilities, equipment, business reputation, and other qualification of the Proposer and any proposed subcontractors and to reject any Proposal regardless of price if it shall be administratively determined that in the County's sole discretion the Proposer is deficient in any of the essentials

necessary to assure acceptable standards of performance. The County reserves the right to continue this inspection procedure throughout the life of the Contract that may arise from this RFP.

5.3.3 Best and Final Offer

The County reserves the right to request a Best and Final Offer from finalist Proposer(s), if it deems such an approach necessary. In general, the Best and Final Offer will consist of updated costs as well as answers to specific questions that were identified during the evaluation of Proposals.

If the County chooses to invoke this option, Proposals will be re-evaluated by incorporating the information requested in the Best and Final Offer document, including costs, and answers to specific questions presented in the document. The specific format for the Best and Final Offer would be determined during evaluation discussions. Turnaround time for responding to a Best and Final Offers document is usually brief (i.e., five (5) business days).

5.4 Selection Process

Upon review of all information provided by shortlisted proposers, the evaluation committee will make a recommendation for selection to the Chief Procurement Officer for concurrence and submission to the County elected officials. The County reserves the right to check references on any projects performed by the proposer whether provided by the proposer or known by the County. The selected proposal will be submitted for approval to the County Board. The County intends to select a proposal that best meets the needs of the County and provides the best overall value. Upon approval of the selected Proposer, a contract will be prepared by the County and presented to the Selected Proposer for signature.

6 EVALUATION CRITERIA

6.1 Responsiveness of Proposal

Proposer is compliant with all the requirements of the RFP.

6.2 Technical Proposal

Proposals will be reviewed and selected based on the following technical criteria:

Technical Evaluation Criteria	Weight
1. Quality of the proposed Plan of Action, Project Approach, Project Management and Methodology, including implementation schedule, support in the post implementation phase and understanding of the County’s needs goals and objectives.	23%
2. Qualifications and specialized experience for the Proposer to successfully perform the services for the County, as evidenced by the successful implementation of similar projects in at least three (3) large complex public sector organizations. Preferably city, county, state, or other government entities.	22%
3. Qualifications and experience of the proposed key personnel as evidenced by relevant experience.	20%
4. Financial Stability of the Proposer.	10%
5. Level, quality and relevancy of the proposed participation by certified MBE/WBE firms.	5%

6.3 Price Proposal

Proposals will be reviewed and selected based on the following pricing criteria:

Pricing Evaluation Criteria	Weight
Proposed pricing is fair and reasonable to fulfill the requested Scope of Work.	20%

6.4 Oral Presentations

Should oral presentations be requested, they will be evaluated based on the following criteria:

Oral Presentation Evaluation Criteria	Weight
Vendor addressed all topics, questions, and concerns of the evaluation committee.	5%

6.5 Best and Final Offer

Should Best and Final Offers (BAFO) be requested, they will be evaluated based on the following criteria:

BAFO Evaluation Criteria	Weight
Degree to which the Best and Final Offer decreases the original Price Proposal for the proposed Scope of Work	10%

7 SUBMISSION OF PROPOSAL

7.1 Instructions for Submission

7.1.1 Electronic Submission

Proposers are required to electronically submit their proposal to <https://cookcountyil.bonfirehub.com/portal/?tab=openOpportunities> no later than the time and date indicated in the RFP.

The proposer is responsible to ensure the electronic copy is complete.

7.1.2 Time for Submission

Proposals shall be submitted no later than the due date and time indicated in this RFP. Late submittals may not be considered.

7.1.3 Format

Material should be organized following the order of the Submission Requirements.

7.1.4 Complete Proposals

Proposers are advised to carefully review all the requirements and submit all documents and information as indicated in this RFP. Incomplete proposals may lead to a proposal being deemed nonresponsive. Nonresponsive proposals will not be considered.

7.1.5 Packaging and Labeling

All electronically submitted files be clearly marked to identify the 1) RFP solicitation number 2) Name of the proposer 3) Contents of the file (i.e. Price Proposal, Technical Proposal, MBE/WBE Utilization Plan Forms).

7.1.6 Timely Delivery of Proposals

The Proposal, including the Technical Proposal and the Pricing Proposal must be submitted electronically to Cook County, Office of the Chief Procurement Officer as per the instructions in Exhibit II-Instructions for Submitting an Electronic Bid/Proposal/Qualification. Include the RFP number on any correspondence related to the Proposal.

7.1.7 Late Proposals

The proposer remains responsible for ensuring that its Proposal is received at the time, date, place, and office specified in this RFP. The County assumes no responsibility for any Proposal not so received, regardless of the cause of delay.

7.1.8 Schedule of Revisions to RFP Schedule

Should the Proposer consider that changes in the County's RFP schedule are required; the Proposer shall submit a revised summary schedule with an explanation for the revision for the County's review. The County will be under no obligation to accept revised schedules.

7.2 Submission Requirements

7.2.1 Cover Letter

The cover letter shall be signed by an authorized representative of the Proposer. The letter shall indicate the Proposer's commitment to provide the services proposed at the price and schedule proposed.

7.2.2 Executive Summary

The executive summary should include a brief overview of the Services and the key personnel who will be responsible for the services to be provided. The Summary shall also identify the members of the team that comprise the Proposer. Indicate the organizational relationship of the team members and include an organization chart for the project.

7.2.3 Qualifications of the Proposer

Include a description of the organization's track record, including history, number of employees, number of years in business, and a list of projects relevant to this RFP. Provide a list of references where relevant projects were implemented. Include the name of the contact person, name of the organization, project dollar value, address, telephone number and email address. Please provide at least three (3) references, preferably with municipal government projects. In addition, for each firm included in the proposal, provide at least three (3) references with relevancy to the project scope.

7.2.4 Proposed Plan of Action, Implementation and Solution

Provide a detailed proposed plan of action indicating how all requirements will be met and the methodology proposed recommendations and implementation plan to successfully meet the goals of the County. In addition, the proposed plan of action shall include key milestones, staff & schedule, and ability to deliver value with a solution evidenced by cost savings.

7.2.5 Key Personnel

The proposer must identify the key personnel that will be committed to the project. The Chief Procurement Officer reserves the right to reject any key personnel proposed if it is determined in the County's best interest. Provide a chronological resume for each of the key personnel proposed. Each key personnel shall have three (3) references. In addition, provide the time commitment for each key personnel. Indicate the level of their commitment to other projects if any.

7.2.6 Subcontracting or Teaming

The proposer may be comprised of one (1) or more firms as to assure the overall success of the project. The firm shall identify each team member and specify their role. The Chief Procurement Officer reserves the right to accept or reject any of the team members if in the Chief Procurement Officer's sole opinion replacement of the team member, based on skills and knowledge, is in the best interest of the County.

7.2.7 MBE/WBE Participation

For each MBE/WBE certified firm proposed, provide the name of the MBE/WBE firm(s), level of participation, the role that the subcontractor(s) will perform, the type of services that it will provide, and a brief background and resumes of proposed personnel proposed and submit the MBE/WBE Utilization Plan Forms (see Exhibit VI). The County may only award a contract to a responsible and responsive proposer. In the event that the proposer does not meet the MBE/WBE participation goal stated by the County for this procurement, the proposer must nonetheless demonstrate that it undertook good faith efforts to satisfy the participation goal. Evidence of such efforts may include, but shall not be limited to, documentation demonstrating that the proposer made attempts to identify, contact, and solicit viable MBE/WBE firms for the services required, that certain MBE/WBE firms did not respond or declined to submit proposals for the work, or any other documentation that helps demonstrate good faith efforts. Failure by the proposer to provide the required documentation or otherwise demonstrate good faith efforts will be taken into consideration by the County in its evaluation of the proposer's responsibility and responsiveness.

7.2.8 Financial Status

Provide the audited financial statements for the last three fiscal years. Include the letter of opinion, balance sheet, schedules, and related auditor's notes.

7.2.9 Legal Actions

Provide a list of any pending litigation in which the proposer may experience significant financial settlement and include a brief description of the reason for legal action.

7.2.10 Conflict of Interest

Provide information regarding any real or potential conflict of interest. Failure to address any potential conflict of interest upfront may be cause for rejection of the proposal.

7.2.11 Economic Disclosure Statement

Execute and submit the Economic Disclosure Statement (“EDS”). In the event any further clarification is required on any of the information provided, the County reserves the right to make any necessary communication with the Proposer for such purpose. Such communication, if made, may include a deadline by which time any necessary clarifying information must be submitted.

7.2.12 Cook County Professional Services Agreement (PSA)

The PSA is provided for information only. Execution of the PSA is not required at the time the proposal is submitted. In the event you disagree with the PSA provisions, submit any exceptions to the PSA and include the rationale for taking the exception. If you are proposing alternate language, please include the language for consideration.

7.2.13 Identification of Subcontractor/Supplier/Subconsultant Form

Completion of Exhibit VII Identification of Subcontractor/Supplier/Sub consultant Form is a requirement for proposal submission.

7.2.14 Addendum Acknowledgement Form

The Addenda Acknowledgement Form (found in Exhibit V) must be signed by an authorized Proposer representative and returned with the Proposal on or before the Proposal due date. Failure to sign and return any and all addenda acknowledgements may be grounds for rejection of the Proposal.

7.2.15 Price Proposal

Proposer must complete Exhibit I Price Proposal Form and submit with electronic response.

7.2.16 Certification for Consulting or Auditing Services Form

Proposer must complete Exhibit VIII Certification for Consulting or Auditing Services Form and include in response. This Certification must be completed by any Contractor providing consulting or auditing services for Cook County or Elected Officials.

7.2.17 Other

Submit any information the Proposer deems pertinent to demonstrate its qualifications to perform the services being requested such as memberships in any professional associations.

8 Exhibit I Pricing Proposal Form

Proposers are required to submit the attached pricing proposal separate from the technical proposal.

The pricing proposal must be submitted in electronic format.

If your company has specific, unique and/or innovative ideas to implement this system that are outside of the parameters defined on the pricing proposal, please provide your firm's recommendations on a separate sheet.

****Exhibit I Pricing Proposal Form is attached to this PDF. To view attachments, download this document and save it locally in your computer. Open with Acrobat or similar program.****

9 **Exhibit II Instructions for Submitting an Electronic Bid/Proposal/Qualification**

INSTRUCTIONS FOR SUBMITTING AN ELECTRONIC BID/PROPOSAL/QUALIFICATION

For electronic submissions, firms shall use the following link to submit Bids/Proposals/Qualifications electronically:

<https://cookcountyil.bonfirehub.com/portal/?tab=openOpportunities>

Follow the steps listed in the below article to access the opportunity and submit your bid/proposal.

<https://support.gobonfire.com/hc/en-us/articles/360011034814-Creating-and-Uploading-a-Submission-for-Vendors->

There is also a video on Vendor Registration & Submission at this link:

<https://support.gobonfire.com/hc/en-us/articles/203903356-Vendor-Registration-and-Submission->

If you have questions or technical issues accessing or submitting your bid/proposal, please reach out to Bonfire at:

support@gobonfire.com

1 (800) 354 8010 Extension #2

10 Exhibit III Economic Disclosure Forms

****Exhibit III Economic Disclosure Forms are attached to this PDF. To view attachments, download this document and save it locally in your computer. Open with Acrobat or similar program.****

11 Exhibit IV Cook County Professional Services Agreement

****Exhibit IV Cook County Professional Services Agreement is attached to this PDF. To view attachments, download this document and save it locally in your computer. Open with Acrobat or similar program.****

12 Exhibit V Addendum Acknowledgement Form

****Exhibit V Addendum Acknowledgement Form is attached to this PDF. To view attachments, download this document and save it locally in your computer. Open with Acrobat or similar program.****

13 Exhibit VI MBE/WBE Utilization Plan Forms

****Exhibit VI MBE/WBE Utilization Plan Forms are attached to this PDF. To view attachments, download this document and save it locally in your computer. Open with Acrobat or similar program.****

14 Exhibit VII Identification of Subcontractor/Supplier/Subconsultant Form

****Exhibit VII Identification of Subcontractor/Supplier/Subconsultant Form is attached to this PDF. To view attachments, download this document and save it locally in your computer. Open with Acrobat or similar program.****

15 Exhibit VIII Certification for Consulting or Auditing Services Form

****Exhibit VIII Certification for Consulting or Auditing Services Form is attached to this PDF. To view attachments, download this document and save it locally in your computer. Open with Acrobat or similar program.****

16 Exhibit IX Electronic Payables Program