



The National Advanced Mobility Consortium

Request for Proposal (RFP)

For

Consortium and OTA Management

The National Advanced Mobility Consortium

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STE 130

Ann Arbor, MI 48108

www.NAMConsortium.org

Revision 1: 26-MAY-2020 (changes are shown in red)



SUMMARY

Independent and industry-led, the National Advanced Mobility Consortium (NAMC) is a membership based, nationwide alliance of traditional and nontraditional defense contractors (NDC), academic institutions, and other research organizations. The NAMC serves as the Defense Department's primary applied research and development (R&D) partner for the complete range of prototype, ground vehicle system, sub-system, and component technologies. The NAMC uses a variety of methods, including market research, end-user input and rapid acquisition initiatives, to achieve its primary objectives:

- Enable its members to better understand warfighter needs
- Funnel leading edge ideas and concepts to Department of Defense (DoD) program and technical managers so they gain the broadest possible insight as to what's technologically possible
- Ease and accelerate the process for getting R&D projects under contract

Since its inception in 2008, the NAMC has outsourced the majority of its business operations to a single, separate entity which has functioned as its Consortium Administrative Organization (CAO). Doing so has served to simplify and streamline the NAMC's operations, while enabling it to maintain low operational overhead and ensure that members' fees are kept as low as possible.

The purpose of the effort described by this Statement of Work (SOW) is to provide the professional management services necessary to effectively manage the member specific outward facing functions of the National Advanced Mobility Consortium and its Other Transaction Agreements (OTA)(s).

This solicitation represents the requirements for a competitive process open to experienced and credible organizations to deliver customer satisfaction and increase the Consortium's value proposition to its member organizations and Government customers. This effort shall include, but not necessarily be limited to 1) consortium management and administration; 2) other transaction agreement support; and, such other consortium management activities as may be requested by the National Advanced Mobility Consortium (NAMC) leadership. Please note that an offeror is not required to propose to all items listed within the statement of work, however it must be clear in your submission which items you are proposing to as multiple awards may be made.

NAMC BACKGROUND

Headquartered in Ann Arbor, Michigan, the NAMC was formed in 2008 as a 501c3 non-profit and currently holds multiple funding vehicles with the DoD. The NAMC manages a membership of nearly 450 organizations who propose against government projects solicited through the consortium. As a membership benefit, the NAMC provides training and assistance to its member companies in the areas of contracting, costing, compliance and regulations. As a service, the NAMC manages single and multi-participant projects (150 per year), workshops/demonstrations (1-3 per year), project solicitations (15-20 per year) and processes for the government. More information on the NAMC can be found on our website at www.NAMConsortium.org.

The NAMC is overseen by a member-elected majority Board of Directors and a sub-set of the Board called the Executive Committee. The NAMC currently employs a part-time Executive Director and two full time, exempt employees: A Director of Operations, who oversees the day-to-day business



operations, and a Senior Program Manager, who manages NAMC’s project portfolio. The NAMC also currently engages three full-time consultants in the areas of Business Development and Strategic Partnerships. The NAMC anticipates possibly growing to include five (5) full-time, exempt employees in the next 1-3 years, based on future strategic business analysis.

NAMC currently manages three (3) Other Transaction Agreements (OTAs) for the Government. Two (2) have ongoing projects that receive incremental funding, and one (1) that is actively accepting new projects. Per Government Fiscal Year (GFY), the current NAMC OTAs obligate and award between \$130-\$160M. The NAMC manages ~150 active projects, executes ~100 contract actions, and receives ~300 whitepapers/proposals. The consortium currently has 450 members. Below is a snapshot of relevant metrics pertaining to our volume for pricing consideration in the cost proposal. The NAMC’s 2019 990 Form is available upon request.

	GFY 18	GFY 19	Cumulative (since 2014)
# of Membership Applications Processed	111	102	670
\$ OTA Modifications	\$151.2M	\$151.8M	\$592.4M
# of Projects Awarded	36	32	194
# of Project Amendments	193	175	710
# of Projects Complete	11	4	28
# of Solicitations Released	7	15	41
# of Proposals/ Whitepapers Processed	88	273	1,243

REQUEST FOR PROPOSAL (RFP)

Process

The NAMC is soliciting organizations to enter into a services contract for the Consortium and OTA Management functions outlined within this RFP. Contracts will range from 12-36 months based on the service, organization and negotiations. It is NAMC’s preference that costs proposed be either as a monthly retainer or hourly rate format.

Please follow the procedures outlined in this section in preparing your response and structure your proposal to address the items listed under the SOW. This RFP has been structured to reduce, where possible, the time and effort needed to prepare a response and for the NAMC to evaluate the proposal.

Brief, direct and objective responses are preferred. Supplemental documents can be included if needed.

Two separate documents (Management Proposal and Cost Proposal) are requested so that the selection team can separately review your company’s service capabilities without being biased by pricing information. Both documents must be signed by an individual authorized to commit your company to provide the proposed services at the proposed fees. The Cost Proposal should also include a statement of commitment that can be accepted by the NAMC at its discretion on or before August 31, 2020. **Effective date for completed transition would be October 1, 2020.**



Proposals

Two separate documents must be submitted, as follows:

- 1) A Management Proposal, presenting your company's services against any/all of the list found in the SOW as well as answering key questions, and
- 2) A Cost Proposal, presenting your company's fees related to the performance of services outlined in the Technical Proposal.

Please ensure the following is provided on cover page: name of company, business type, point of contact (POC); telephone number for POC, e-mail address for POC, mailing address, CAGE Code, and a list of functions from the SOW your organization is proposing.

Format

The Management Proposal shall be a maximum of ten pages, no smaller than 10pt font. Cover pages and tables of content do not count against the page limit.

The Cost Proposal does not have a page limit and information can be presented in a way that makes sense to the proposer.

Management Proposal

Offerors may propose against any/all functions listed in the SOW. Please indicate clearly which functions you are proposing to. Please address the following within your Management Proposal:

- 1) A general strategy statement indicating how your organization will meet the varying needs of the NAMC.
- 2) Identify what makes your organization uniquely qualified for this project.
- 3) For each major function identified within the SOW, please include:
 - a. A detailed analysis of how they will be assumed/transitioned
 - b. A description of your approach, capabilities and experience
 - c. Measurement tools to evaluate success/failure
 - d. An outline of the structure of the service team that would be assigned to the NAMC to include physical location and reporting structure.
 - e. A detailed list of assumptions and requirements for NAMC staff for successful execution.
 - f. Identify any potential risks or challenges you foresee with a division of functions (e.g. which functions should be contracted with one organization and why).

Cost Proposal

The NAMC is soliciting organizations to enter into a services contract for the Consortium and OTA management functions outlined within this RFP. Contracts will range from 12-36 months based on the service, organization and negotiations. It is NAMC's preference that costs proposed be either as a monthly retainer or hourly rate format.

Please present your company's fees related to the performance of services outlined in the Management Proposal. There is no page limit to this proposal and information can be presented in a way that makes sense to the proposer. In addition to your cost proposal with explanation, please address the following items:



- 1) Explanation of the fee structure you are proposing with the reasoning behind it. It is NAMC's desire to contract on a work-for-hire/hourly basis but will entertain other fee structures that make sense.
- 2) A total number of projected hours required for a period of performance of 12 months (10/1/2020 to 9/30/2020).
- 3) Identification of three clients (if possible) that you have worked with that we may contact for reference purposes.

STATEMENT OF WORK

The selected organization(s) will be responsible for managing the NAMC enterprise and support the leadership, specifically the director of operations, with critical day-to-day services. The services to be provided will include, but not limited to following:

Consortium Management

Major Function	Illustrative Sub-Tasks
a) Membership	<p>Manage membership administration such as member database applications, mailing lists, dues, and good standing status reports.</p> <p>Support NAMC expansion of Membership Directory portal showcasing member capabilities and monthly member spotlights.</p> <p>Support NAMC in execution of training calendar for members.</p> <p>Support NAMC in developing strategy to retain and grow membership in adjacent capability areas. This includes stakeholder mapping and research.</p>
b) Communications	<p>Support NAMC in communications plan and strategy, both internal and external with stakeholders.</p> <p>Manage NAMC social media accounts and ensure timely updates and posts that align with brand guidelines.</p> <p>Support NAMC in development of marketing materials, presentations and webinar content that align with brand guidelines.</p>
c) Programs	<p>Support development and execution of internal and external NAMC programs. This includes managing all administrative functions in securing venues, budgets, developing agendas, shipping materials, registrations and on-site execution. Travel required.</p> <ul style="list-style-type: none"> ○ Operations Board meetings, membership meetings, webinars, monthly meetings.



	<ul style="list-style-type: none"> ○ External Trade shows, industry days, demonstrations, innovation workshops, market research, and training,
d) Website	<p>Manage NAMC Drupal website (external and secure site) and communities of interest portals. This includes working with the web developer and web hosting contractors for design and modifications.</p> <p>Author and add content to NAMC sites.</p> <p>Manage user registrations, access changes, password resets and document management.</p> <p>Assist and train staff and members on how to use site functions.</p> <p>Troubleshooting.</p> <p>Support NAMC site rebuild into Drupal 8/9 in FY21.</p>

OTA Management

Major Function	Illustrative Sub-Tasks
a) OTA Administration	<p>Manage and monitor all required reporting including nontraditional tracking, milestones, and other requirements for three Other Transaction Agreements (OTAs).</p> <p>Participate in meetings, teleconferences, etc. as requested by the NAMC.</p> <p>Ensure compliance with all regulatory filing requirements of the U.S. Government.</p> <p>Capture and document standards and best practices.</p> <p>Train membership on cost, compliance, cybersecurity, tools and submissions as well as other relevant topics.</p> <p>Compile monthly metrics.</p> <p>Collect and compile quarterly and annual project reports.</p>
b) Project Finance	<p>Perform fiduciary tasks associated with transferring funds from government to members.</p> <p>Track AOR acceptance of the deliverables/milestones.</p> <p>Process payment of project invoices.</p>
c) Contracts	<p>Execute contract action items associated with each funding modification for three (3) OTAs.</p>



	<p>Manage cost compliance and analysis functions on proposals selected for award.</p> <p>Active participation in negotiation functions in support of membership.</p> <p>Report generation and creation as required.</p> <p>Close out projects.</p> <p>Prepare selection notifications and feedback letters to consortium members.</p>
<p>d) Project Management</p>	<p>Dedicate project staff reporting into NAMC senior project manager to manage projects under NAMC OTAs and funding vehicles.</p> <p>Project Managers must possess a Defense Acquisition Workforce Improvement Act (DAWIA) Program Management Level II (min), Level III (preferred); or Certified Associate in Project Management (CAPM) (min), Program Management Professional (PMP)(preferred).</p> <p>Operate as main point of contact between government customer and the consortium from project announcement to proposal evaluation.</p> <p>Manage all project specific communications to the membership to include website notices and mass emails.</p> <p>Collect and post questions and answers and teaming lists associated with individual solicitations.</p> <p>Facilitate RWP and RPP collection, compliance audit and management in alignment with government customer.</p> <p>Support content development to support projects including virtual industry days, webinars, demonstrations, and training.</p>

SUBMISSIONS

Responses must be submitted to: Info@NAMConsortium.org. There is a size limit of 10MB per volume.

Responses must be received by **3:00 p.m. (Eastern Time) on or before 15 June 2020**. Responses received after this date will not be considered.

Prospective Bidders may submit written questions concerning this RFP prior to 5:00 p.m. (Eastern Time), 29 May 2020 to Info@NAMConsortium.org. A summary of all questions with answers will be posted to the NAMC website at www.NAMConsortium.org for all potential respondents to see.



IMPORTANT INFORMATION BEFORE YOU SUBMIT

- Organizations proposing against any portion of the OTA Management SOW must have the ability to handle controlled unclassified information (FOUO, proprietary, etc.), should have a Facility Clearance Level of at least SECRET, and maintain a Facility Security Officer (FSO).
- No proposal will be accepted from, or contract awarded to any person, firm, or corporation that is in arrears or is in default to the NAMC, upon any debt or contract, or that is in default as surety or otherwise, or failed to perform faithfully any previous contract with the NAMC.
- Work performed under this contract may include collaboration with other awarded organizations as functions may intersect.
- To ensure fairness in the review process, prospective bidders should not discuss their proposal or this Request for Proposals with individuals who are members of the NAMC, sit on the Board of the NAMC or staff prior to the completion of this procurement process.
- Organizations proposing against any portion of the statement of work are prohibited from competing against NAMC members or participating on a team with NAMC members responding to NAMC customer competitive solicitations.
- **The NAMC is willing to execute NDAs with any proposers in advance of proposal submission.**

OCI Disclosure

- **Selected organizations will be required to certify that they will not compete with NAMC on future competitive opportunities or support organizations competing with NAMC, a statement to this effect should be included in any RFP response.**
- **If an organization currently supports any entity operating in the same competitive space as NAMC, firewalls and NDAs will be put in place to ensure NAMC is protected. An explanation of organizational conflict of interest (OCI) policies and protections currently in place should be included in any RFP response.**
- **Any selected proposers will be asked to disclose current OTA related activities to identify any conflicts prior to award. All work in support of NAMC is considered proprietary and is not to be shared with other organizations. This includes, SOPs, project formats, etc.**

SELECTION

Selection(s) will be made after a review and analysis by the NAMC. Outside experts, interested parties or employee representatives may be consulted to advise staff during the review and analysis process. Respondents may be requested to meet with NAMC representatives and advisors to expand on proposal qualifications and experience. Offerors are not required to propose against all services listed. The NAMC may make awards to multiple proposers for specific functions.

The successful organization will be selected upon the demonstrated ability to:

- Act as a partner with the NAMC to manage its Consortium and OTAs.
- Provide a proven and reliable account manager who will be focused on the NAMC.
- Provide superior levels of service to the NAMC's members and customers.
- Proposal of reasonable costs associated with the functions proposed.