



**Development  
Services Agency**

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## **Ohio Procurement Technical Assistance Centers (PTAC)**

### **Calendar Year 2020 Request for Proposals (RFP) for Local Service Centers**

- RFP Released – August 2019
- Letters of Interest due by 3:00 PM – August 30, 2019
- Written Questions – through 3:00 PM – September 13, 2019
- Proposals due by 12:00 Noon – October 11, 2019
- Review and Award approximately – Winter 2019



**Development  
Services Agency**

**RFP administered by:**

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# Ohio Procurement Technical Assistance Centers (PTAC)

## Calendar Year 2020 Request for Proposals (RFP) for Local Service Centers

### 1 Statement of Solicitation

#### 1.1 Background

The purpose of this Request for Proposals (RFPs) is to assist the Ohio Development Services Agency (the "Agency") with its efforts to increase competitiveness of Ohio businesses in government markets, create and retain high-paying jobs, and encourage economic development. The Agency will be partnering with the U.S. Department of Defense (DoD)-Defense Logistics Agency (DLA) and local entities to propose to operate a Procurement Technical Assistance program. Ohio PTA Centers (the "Program") provide assistance to eligible entities by sharing the cost of establishing new and/or maintaining existing PTA offices.

The Agency is seeking Proposals from qualified organizations and consortia of organizations to provide government procurement technical assistance, consulting and training to Ohio businesses. The sum of the Proposals is to provide statewide coverage excluding areas already served by existing Regional PTA Centers. The Program is operated and funded through a cooperative agreement with DoD/DLA. The Proposals are to be funded through a combination of federal, state and local funds.

Proposals shall provide services for the period beginning February 1, 2020 and run for one (1) year. Upon consideration of performance and other evaluation criteria, a successful Proposal may be renewed for up to two additional one-year option periods at the discretion of the Agency. This renewal will be based on submission of a Service Delivery Plan as defined in Section 4 on page 30 of this RFP, and budget that must be approved by the Agency's Office of Business Assistance, Ohio PTAC Program ("State Lead Office").

Ohio PTA Centers awarded under this RFP will operate under the provisions of:

- Title 10, United States Code (USC), Chapter 142.
- The Office of Management and Budget (OMB) Circulars pertaining to educational institutions, state and local governments and nonprofit organizations.
- The DLA Solicitation for Cooperative Agreement Applications.
- The Ohio Development Services Agency Grant Agreement and Guidance.

This RFP will utilize DLA Procurement Technical Assistance Program General Terms and Conditions, Version 1.3 as the guiding document. Please take the time to thoroughly review the DLA PTAP General Terms and Conditions. The terms and definitions provided in the DLA PTAP General Terms and Conditions; Version 1.3 will assist in the interpretation of this document. <http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>

## 1.2 Request for Proposals Issuance

Proposals are sought from partnering organizations to submit Service Delivery Plans and operating budgets to provide procurement technical assistance to Ohio's small, disadvantaged and minority businesses for the period February 1, 2020, to January 31, 2021. Successful applicants will be eligible to have their contract agreements extended for two additional one-year option periods (the Option Periods) at the discretion of the Agency.

Proposals are due to the Agency's PTA Centers State Lead Office ("State Lead Office") no later than 12:00 noon on October 11, 2019. Each applicant is required to submit both in hard copy and electronically. Three stapled copies of the Proposal and a complete electronic copy must be submitted in order for your Proposal to be considered complete. Paper copies are to be stapled in the upper left-hand corner. The proposal shall be submitted electronically to [ohioptac@development.ohio.gov](mailto:ohioptac@development.ohio.gov).

All information submitted in response to the RFP shall be public. All applicants are strongly encouraged not submit trade secret information in their Proposals. Any information submitted with the Proposal that the Proposer reasonably believes to be a trade secret, as that term is defined in Section 1333.61 of the Ohio Revised Code, may be designated as such by marking the information as follows: the phrase "trade secret," marked with two asterisk on each side, must be placed at the beginning and end of the trade secret information (example: **\*\*TRADE SECRET\*\***). In addition, the trade secret information shall be underlined. Information determined to be a trade secret under the laws of the State of Ohio may be protected as trade secrets by the Agency in accordance with Ohio law.

A single organization or a consortium of organizations relevant to the operating guidelines as established herein may submit a Proposal. A single lead organization must be identified in the Proposal.

## 1.3 The RFP Process and Awards Process

Interested applicants should forward a Letter of Interest (LOI) to the PTA Centers Program Manager, [ohioptac@development.ohio.gov](mailto:ohioptac@development.ohio.gov), no later than 3:00 PM August 30, 2019, with PTA Centers LOI in the subject line. The LOI is not required to apply, but it is recommended as its main purpose is to make applicants aware of other organizations that are interested in applying. This LOI information is helpful to organizations that may want to form partnerships or collaborative relationships for PTAC service delivery. The LOI must list the proposed lead organization and contact information, intended partners, proposed office type, anticipated amount of funds requested and proposed service area.

All bid instructions and forms are available at [www.ptac.development.ohio.gov](http://www.ptac.development.ohio.gov). If you experience difficulty in utilizing or accessing this website, or any of the files, please notify the PTA Centers Program Manager at [ohioptac@development.ohio.gov](mailto:ohioptac@development.ohio.gov). Based on the LOI notices, the State Lead Office will provide additional guidance regarding available funds. Please note, no proprietary or trade secret information may be included in the LOI. Submitting an LOI does not obligate the prospective applicant to submit a Proposal.

All questions regarding the RFP must be submitted in writing to [ohioptac@development.ohio.gov](mailto:ohioptac@development.ohio.gov) with a subject line "PTA Centers Q&A: Questions and responses will be accumulated, categorized and posted at [www.ptac.development.ohio.gov](http://www.ptac.development.ohio.gov).

The deadline for submitting questions is September 13, 2019, at 3:00 PM. The Agency reserves the right to edit questions for brevity and clarity and consolidate the same general question if received from more than one individual. Communications with any Agency staff regarding this RFP are strictly prohibited, with the exception of the Q&A process. The Agency reserves the right to request any additional information from any applicant.

All required forms are posted at <http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>.

A responsive Proposal must meet all eligibility requirements and must contain all items noted in Section 2 – Program Description and Section 3 – Program Requirements as detailed in this RFP. Page number restrictions will be strictly enforced. The Agency reserves the right to modify or pull this Request for Proposals in any manner and at any time.

## 2 Program Description

### 2.1 Purpose

The Agency's efforts to increase competitiveness in the private sector, to create and retain jobs for Ohioans, and to encourage economic development will be supplemented by the DoD-DLA and many local entities that propose to operate PTA programs. The Program provides assistance to eligible entities by sharing the cost of establishing new and/or maintaining existing PTA Centers. This assistance will be provided by the Agency in the form of matching funds.

### 2.2 Goals and Objectives

The purpose of this PTAC initiative is to:

- Assist the federal government with increasing competition in the private sector for its requirements for products and services.
- Assist the Agency in expanding market opportunities for small businesses within the local, state and federal government markets utilizing the services of existing resource providers in the State.
- Assist socially and economically disadvantaged Ohio businesses in creating wealth, securing high-paying jobs and expanding global economic opportunities.
- Assist Ohio businesses in successfully competing for subcontracting opportunities with large federal prime contractors.
- Assist Ohio businesses in successfully applying for Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) funding.

The PTA Centers will provide specialized professional assistance to individuals and businesses seeking to learn about contracting and subcontracting opportunities, actively seeking contracting and subcontracting opportunities, and/or performing under contracts and subcontracts with DoD, other federal agencies, or state and local governments. Participants in this program are expected to make concerted efforts to seek out and assist Small Disadvantaged Businesses (SDB), Women-Owned Small Businesses (WOSB), businesses located in Historically Underutilized Business Zones (HUBZone), certified Minority Business

Enterprise (MBE) businesses, certified Encouraging Diversity, Growth and Equity (EDGE) businesses, and Small Business Concerns.

### **2.3 Program Management**

The State Lead Office Program Manager is responsible for the management of the Program, including the issuance of this RFP, overseeing the evaluation of RFPs received, and the awarding of grant agreements to successful eligible entities.

### **2.4 Affiliate Programs**

The Agency operates several affiliated programs and PTA Centers work cooperatively with these programs to the greatest extent possible. The “Affiliate Programs” include the following:

- Minority Business Assistance Centers (MBAC)
- Small Business Development Center (SBDC)
- Ohio Manufacturing Extension Partnership (Ohio MEP)
- Ohio Third Frontier

Ohio PTACs are expected to coordinate their services with other business assistance service providers, higher education programs, economic development, workforce, and community development-related programs. Ohio PTACs’ client-centric focus is to leverage the expertise of affiliated resources, avoid duplication of effort, and improve outcomes for program clients. Proposals should demonstrate that the applicant has a high level of understanding of resources available to small businesses in the region. The analysis should identify where services are specialized, duplicated, and if any gaps in necessary small business services are evident. The applicant should also identify if the applicant has any formal or informal agreements, memorandums of understanding, or other structured arrangements with regional economic development affiliates or business assistance providers. Proposals that demonstrate colocation and collaboration of the PTA Center’s office with an affiliated program will receive preferential review in the evaluation process.

### **2.5 Eligibility**

Educational institutions or organizations that are incorporated in the State of Ohio as "nonprofit" may apply as a PTA Center host. Small business management programs as well as other nonprofits, such as Chambers of Commerce, and economic development agencies are also eligible.

- Applications will not be accepted from applicants that apply as equal partners or equal joint ventures. Only a single organization can have primary responsibility for the proposed program.
- Only one application will be accepted from a single eligible entity. An entity that submits more than one application or enters as a sub-agreement applicant in another eligible entity’s application will not be considered for an award.

"For-profit" organizations shall NOT be considered as eligible applicants to receive funding through this RFP.

## **2.6 Applications**

- All eligible entities are invited to submit applications for participation in the PTA Centers Program in accordance with this RFP.
- Applications submitted in response to this RFP must propose an initial performance period of 12 months.
- In the event that available funds are insufficient to award all applications that meet the requirements of this RFP, only those applications found to be the most meritorious will be funded for an award.
- If any funds remain available, requests for increases of funding over their proposed funding level will then be considered. Should sufficient funds not be available to accommodate all requests for increases in funding, the State Lead Office may request programs that are applying for increased funding to reduce their request for increased funding.

## **2.7 Awards**

- Grant Agreement Awards will be made in accordance with this RFP.
- The award of a grant agreement under this program shall not, in any way, obligate the Agency to enter into a contract, or give preference for the award of a contract, to an individual or business concern that is, or becomes a client of, a PTA Centers Program funded by this grant.
- All provisions and clauses set forth in this RFP and in the federal DLA SCAA shall be incorporated as part of the award.
- If selected for an award, the applicant shall perform the services described in the Proposal. The applicant's application and any amendments shall be incorporated into the grant agreement by the Agency.
- The Agency reserves the right to revise or cancel this RFP before making any awards.

## **2.8 Award Period**

Applicants selected for award will be awarded a contract agreement for a base-year award period of 12 months. The Agency intends to award the initial base-year awards between December 2019 and January 2020. All award recipients will be eligible to have their contract agreements extended for two additional one-year option periods (the Option Periods) at the discretion of the Agency. However, the award of all options shall be contingent upon the availability of funds and a demonstrated acceptable level of performance by the recipient.

## **2.9 Additional Awards after Base Year**

For the Option Periods, funding priority will be for awards of existing program options. Should there be remaining funds available, applications for additional new programs will be accepted only from those applicants proposing to service an area not currently receiving an acceptable level of service by an existing PTA Center. In those years in which it is determined that funds are likely to be available to accept applications for additional

new programs, a public notice will be distributed. Such applications shall be submitted in accordance with this RFP and subject to any additional requirements by the Agency and DoD. Selection and award of additional new programs will be in accordance with this RFP.

### **3 Program Requirements**

#### **3.1 Network Organization**

The Agency is referred to in the statewide application as the State Lead Office. The State Lead Office receives funding from DLA to operate a program of comprehensive government procurement assistance. This funding is provided annually upon the preparation, review and approval of DLA. The State of Ohio provides general revenue funding through the Agency. The statewide program is referred to as the Ohio PTA Centers. The Agency has established the State Lead Office to administer the grant and lead the Program.

#### **3.2 PTA Centers Consortium Organization**

The PTA Centers Program network will function as a statewide partnership of regional centers that serve the businesses in Ohio as a single client base. The State Lead Office will provide leadership for the statewide partnership.

##### **3.2.1 Proposal Host Requirements**

Each Proposed Host must:

- Demonstrate a history of a regional economic development mission, accomplishment and leadership.
- Demonstrate an efficient and successful grant management history.
- Demonstrate ability to process quarterly programmatic and financial reports in a timely manner.
- Demonstrate an ability to convey PTA Centers Program announcements and information in a timely and efficient manner to sub-grantees and partners.
- Assume a leadership capacity to identify and align Program partners who will support and grow the local Program.
- Demonstrate an ability to provide a leadership role in the partnership/consortium Proposal.

##### **3.2.2 Colocation and Collaboration with Affiliated Programs**

Proposals that demonstrate colocation and/or collaboration of the PTA Center's office with an Affiliated Program will receive preferential treatment in the evaluation process. A host may propose to establish an affiliated program in association with the PTA Center's office. A description of how the Affiliated Program will coordinate services with the local PTA Center's office should be included. The description should discuss methods of coordination and collaboration regarding client referral, service and training opportunities for supportive activities.

Applicants will be evaluated on the level of colocation and integration of services. The objective of encouraging colocation is to foster partnership and efficiencies in the larger network, especially between our affiliated programs and PTA Centers offices. The Service Delivery Plan should describe how colocation would impact service delivery to small businesses.

### **3.2.3 Physical Standards**

Each PTA Center must:

- Be separate and identifiable from its host organization. Prominent signage must appear in all locations accessible to the public.
- Provide adequate parking for clients.
- Have a separate and publicly listed telephone number, and it must be answered identifying it as a PTA Center.
- The facilities and staff of each region must be located in such proximity as to provide maximum accessibility and benefits to the small businesses that the PTA Center is intended to serve.
- Maintain a professional work environment and adequate professional work areas for PTA Center business advisors and private areas for client consulting.

### **3.2.4 Marketing and Graphic Standards**

All marketing materials shall contain the identification of the Program in the following manner: e.g. The Ohio PTAC at (location/host).

Each PTA Center shall develop a marketing/outreach plan that includes the statewide PTA Centers' network as well as Program Affiliates.

### **3.2.5 Establishing Networking Mechanism**

Identify and establish a networking mechanism with Ohio PTA Centers Program partners in local and regional areas to maintain and expand working opportunities, eliminate any duplication and stimulate resource sharing where appropriate (i.e. participation in resource meetings, referral process, joint training initiatives, etc.)

The Agency Program Partners and Program Affiliates would include:

- Minority Business Assistance Centers (MBAC)
- Small Business Development Centers (SBDC)
- Historically Underutilized Business Assistance Centers (HUBZone)
- SBDC Export Assistance Network (SBDC-EAN)
- Ohio Manufacturing Extension Partnership (OMEP)
- Ohio Entrepreneurial Services Provider Program (ESP)
- And others as identified by the State Lead Office

### 3.3 PTA Centers Core Services

#### 3.3.1 Minimum Services to be provided by all PTA Centers

Minimum services to be provided by all PTA Centers should include:

- One-on-one counseling
- Electronic commerce
- Specifications and standards
- Screening
- Marketing assistance to government agencies
- Bid match and bid opportunity assistance
- Providing and identifying government opportunities
- Pre- and post-award assistance
- Advocacy and outreach
- Assistance in registrations: System for Award Management (SAM), State and Local
- Assistance in completing certifications: 8(a), Small Disadvantaged Businesses, Minority Business Enterprise (MBE), Historically Underutilized Business Zones (HUBZone)
- Assistance in preparing offers: RFPs, IFBs, GSA schedules
- Assistance with DIBBS, WAWF
- Assistance with SBIR/STTR program, DoD Mentor Protégé program
- Training

#### 3.3.2 Specialized Services

Services to be provided by all PTA Centers should include:

- Assistance to customers seeking assistance in preparing GSA, FED Mall and other federal and local solicitation responses.
- Assistance to customers seeking assistance in preparing SBIR solicitation responses.
- Assistance regarding state procurement initiatives (working in collaboration with the Agency and the Department of Administrative Services (DAS)).
- Assistance regarding quality systems and certification (working in collaboration with the Agency and Affiliate Programs).

#### 3.3.3 Client Counseling Procedures

PTA Centers will provide high-quality business assistance counseling to small business owners who have been qualified by any PTA Center's counselor.

- **"Qualified" is defined** as having completed successful government procurements in the past or, in the case of a first-time procurement client, having successfully completed a capability assessment and found to be qualified by a PTA Center Procurement Specialist.
- A **"Counseling Session"** is defined as a documented session (telephone call, correspondence, or personal discussion) held with a business firm/client, where professional guidance is provided to assist the business firm/client in

marketing its goods and/or services to DoD, other federal agencies, and State and local governments.

- **“Initial Client In-Take”** is defined as a session in which the client should receive information about the PTA Center's program. Each center can add additional information to the client packet as determined by the Center Director, host and associated programs. The counselor should provide an overview of the PTA Center's services available and the counseling process.

### **3.4 Program Operation and Requirements**

#### **3.4.1 Operations**

The Ohio PTA Centers Program Network will be comprised of PTA Centers. Each PTA Center may utilize satellite offices and circuit riders as needed.

#### **3.4.2 PTA Center Service Areas**

The State Lead Office looks to guide applicants in establishing service areas that are contiguous and provide statewide coverage. The PTA Center service areas are to be generally defined as:

- The Dayton metropolitan area
- Northwest
- Northeast
- Southwest
- Southeast
- Central Ohio

Applicants must propose to service, at a minimum, an entire county. A proposed PTA Center location should bring significant value to the Ohio PTA Centers Program Network.

#### **3.4.3 Responsibilities for each PTA Center**

Each PTA Center should be responsible for:

- Providing procurement counseling, client case management, technical assistance and training.
- Establishing Memoranda of Understanding (MOU) with partners located within the same regional service area, such as MBAC SBDC, Regional Minority Purchasing Councils, etc.
- Developing relationships and contacts with government purchasing offices, buying centers and prime contractors.
- Having regular liaison with existing departmental service delivery partners within the PTA Center service delivery area.
- At a minimum, a PTA Center will staff the center with a program manager with duties including both procurement counseling and center administration. Larger centers will employ full-time Government Procurement Specialists.

- Establishing satellite and circuit rider locations, as necessary, with partnering organizations, including those already funded by the Agency (i.e. SBDCs, MBACs, etc.) and other community organizations.
- The frequency and level of services provided will be determined by the PTA Center Director based upon client need and market demand.

#### **3.4.4 Funding Allocation**

The funds available to operate the Ohio PTA Centers Program Network are limited. The State Lead Office anticipates that funding will be available to support three PTA Centers.

Funds requested by the proposed PTA Center must be matched by local resources on a one-to-one basis. The PTA Center budget must be supported by a minimum of 25 percent host cash. The remaining center budget may consist of in-kind match. Third-party in-kind contributions (cash or in-kind) are limited to 25 percent of the PTA Center's total program cost.

#### **3.4.5 PTA Center Staffing**

Personnel must be comprised of individuals who are qualified as defined in Section 3.3.3, to counsel and advise business firms/clients on how to seek, obtain and perform on prime contracts and subcontracts. Proposed staff will be evaluated based on the number of years of staff procurement experience (including government and industry experience), procurement-related training, and the relevance and timeliness of education, training and experience. The Proposal must relate the technical qualifications of the staff to the counseling provided to clients.

#### **3.4.6 Employment Standards**

The PTA Center office shall be, as much as practical, staffed by employees of the PTA Center grantee or subcontractors of the grantee. The State Lead Office establishes minimum employment standards for Program Directors and staff and must provide final approval of all PTA Centers' staff hires. The State Lead Office also exercises programmatic control of all PTA Center staff activities. The grantee, as employer, retains all other authority relating to a PTA Center staff recruitment, selection, direction and retention.

#### **3.4.7 Staffing Requirements**

A properly qualified staff is considered essential to a successful program. Any vacant positions included in the budget are expected to be filled promptly. Any positions, especially the Director position, remaining vacant for an extended period of time will be considered in the assessment of the quality of the recipient's performance and its compliance with the requirements of the program. Failure to fill vacant positions can cause a PTA Center to be placed on probation and will also be taken into consideration when determining whether to exercise an Option Period.

All personnel being directly charged to the Program must directly contribute to the operation of the program and the mission of providing PTA services to clients. Personnel who provide incidental support to the PTA Center in the execution of their duties of their position may not be directly charged to the personnel budget. Such incidental support includes, but is not limited to, marketing, promoting, etc.

Subsequent to award and as detailed in Solicitation for Cooperative Agreement Application (SCAA), the addition of personnel positions not included in the budget at the time of award requires the State Lead Office Program Manager's approval.

The State Lead Office must receive advance notification for all changes in key personnel (hiring or dismissal) and **RETAINS THE FINAL RIGHT OF APPROVAL ON ALL CENTER DIRECTORS AND CONSULTING STAFF HIRES. ALL PROPOSED KEY PERSONNEL CHANGES REQUIRE BUDGET REVISIONS AND MUST BE APPROVED BY THE STATE LEAD OFFICE. CHANGE IN CENTER DIRECTOR MUST BE APPROVED IN ADVANCE.** A potential PTA Center Director must meet the State Lead Office established minimum qualifications.

### **3.4.8 Personnel Budget**

Each Proposal shall be rated by the staffing level on the Key Personnel Chart that is located in the Budget Forms.

Full-time PTA Center staff is greatly preferred over multiple part-time staff. Therefore, each Proposal will be rated based upon the most consulting hours listed on the Key Personnel Chart and on how few staff it takes to provide those hours. The Key Personnel Chart is part of the Budget forms.

Graduate Students in business administration shall appear on the Key Personnel Chart if they are paid employees.

Any host staff that the PTA Center Director reports to shall not be considered as cash or in-kind match.

### **3.4.9 Requirements and Qualifications**

All professional consulting staff will be qualified by reason of education and/or experience to provide high-quality services. A formal search process will be required for each professional position. All positions will be filled on an Affirmative Action/Equal Opportunity basis. In order to ensure the highest level of service to the Ohio PTA Centers Program clients, each funded PTA Center is expected to adopt the minimum qualifications and position guidelines as provided by the State Lead Office.

The minimum qualifications for the position of PTA Center Director must include: previous procurement experience, project management and supervisory experience; business ownership and/or management experience; demonstrated case management and public speaking experience; and a formal degree.

Personnel qualifications should relate to the services being offered by the applicant. Each Proposal must demonstrate the adequacy of the knowledge and experience of the staff to provide counseling and technical assistance to business firms that market or desire to market their products and services to federal, state, and local governments.

Center Directors and consulting staff shall participate in counselor training and development programs as offered by the State Lead Office. In addition, each PTA Center shall make every effort to budget for and participate in training and networking activities as provided by the Association of Procurement Technical Assistance Centers (APTAC).

#### **3.4.10 Staff Salaries**

All PTA Center staff shall be competitive and commensurate with the skills and abilities required by the position descriptions. The State Lead Office reserves the right to intervene in salary-setting activities of host agencies if:

- Salary levels proposed and approved through this budget and RFP process are not implemented.
- Salary levels are not in parity with state and national norms for same or similar PTA Center positions.

#### **3.4.11 Conflict of Interest Policy**

Definitions for purposes of this Section 3.4.11:

- **Conflict of Interest** – a situation in which regard for a private interest or gain leads or has the potential to lead to a disregard for the needs of the Ohio PTA Centers Program Network or for the rights of the client.
- **Client** – a business, individual, or legal entity with which the PTA Center has entered into a contract, written or verbal, to provide any or all of the PTA Center's available services.
- **PTA Center Services** – include, but are not limited to, Ohio PTA Centers Program-related consulting; training; research of materials for a client; referrals to other agencies; provision of printed materials, copies, or magnetic media information; or other services that the PTA Center may commonly and routinely perform for its clients.
- **Agent of the PTA Center** – any person currently employed by or on behalf of the PTA Center for consulting, training or other services are agents. This may include students, university faculty and staff, volunteers or paid consultants. A University or other agency may pay agents, but if their activity is to further PTA Center objectives, they are considered agents of the PTA Center. An intern being paid by a small business directly or indirectly, as part of an internship is not considered a PTA Center agent.
- **Gift** – real property or tangible and intangible personal property of material value that is provided directly or in trust for the benefit of the recipient.

### 3.4.12 Standards of Conduct

It is critical that center staff operate under strict ethical guidelines. A staff person's relations with current or former clients must be disclosed to the State Lead Office.

No agent of the Ohio PTA Centers Program Network or employees of an agent shall:

- Solicit or accept, or appear to solicit or accept, any gift, loan, reward, promise of future employment, favor or service from any current client.
- Solicit or accept, or give the appearance thereof, any compensation or other monetary remuneration for core services-related services provided a client while acting as an agent of the Ohio PTA Centers Program.
- Recommend to a client the purchase of goods and/or services from a firm in which the agent has a material and/or financial interest.
- Accept fees, commissions, gifts or other favors from third parties that have supplied goods and/or services to PTA Center clients.
- Solicit the private engagement of his or her services by the client at any time during the term of the client's relationship with the Ohio PTA Centers Program.
- Release information about any client's relationship with the PTA Centers, or any information about the business or personal matters of any client to any person or agency outside the Ohio PTA Centers Program Network without the written permission of the client.
- Invest monies, personal services or property in the business of current clients of the PTA Center.
- Propose a for-profit, external relationship prior to the end of a 90-day "cooling-off" period.
- Conduct consulting activities (with regard to "moonlighting" or other for-profit activities outside the normal working hours and service delivery of the PTA Center). This section of the Proposal's narrative must contain information that addresses the subject matter delineated below.

Agents of the Ohio PTA Centers Program will:

- Assure that outside activity does not interfere with the full performance of the agent's PTA Center activities and responsibilities.
- Notify the PTA Center State lead office Program Manager, in writing and in advance, of the nature of the proposed activity and any potential for conflict of interest that might arise from it.
- Utilize neither the PTA Center material, equipment or property nor publications, texts or other documents that were developed or prepared with PTA Center funds for outside activities.
- Assure that his or her PTA Center position is not used to arrange, or appear to arrange, the eventual utilization of his or her service for private gains.
- Provide, if requested, a statement of financial interests in any or all business entities with which the agent has such interest to assure compliance with the above standards.

## **3.5 File Management Systems**

### **3.5.1 Client Files (Electronic and Paper Files)**

The primary client file shall be kept in the State Lead Office specified electronic format. At the time of this RFP, the approved tool is known as PTAssist. The PTAssist record is to be updated on a weekly basis. Each PTA Center shall implement and utilize the standardized client assessment and intake tool described in the Ohio PTA Centers Program Policies and Procedures Manual. Each client file should document progress toward consulting goals outlined and agreed upon.

### **3.5.2 Electronic Files**

Each PTA Center shall use PTAssist (or the system designated by the State Lead Office), the electronic client tracking system as directed by the State Lead Office. All counseling and training activities must be entered into PTAssist at the end of each week.

### **3.5.3 Client Paper Files**

A separate paper file shall be maintained for each business. This file shall consist of all paper documentation in regard to that client, as prescribed in the Ohio PTA Centers Program Policies and Procedures Manual.

### **3.5.4 Training Files**

Each center shall use PTAssist, the electronic activity tracking system as dictated by the State Lead Office. A separate paper file shall be maintained for each training activity, as prescribed in the Ohio PTA Centers Program Policies and Procedures Manual.

## **3.6 Financial Management System**

PTA Centers shall maintain a separate accounting and record of all expenditures attributable to the management, operation and conduct of the PTA Center. PTA Centers shall also maintain a separate accounting and record of local or state match funds, program income, and any other fiscal matters relating to the PTA Center budget. Detailed records must facilitate an audit that traces program expenditures by source and use of funds.

Financial records shall adequately identify the source and use of funds and provide for the comparison of actual expenditures to budgeted amounts by line item.

At the end of the third quarter, each region will be asked by the State Lead Office to identify any surplus of the Agency and DLA funds that will not be expended by the end of the program year. Notification of surplus funds must be made to the State Lead Office by October 31 of each year or as determined by the State Lead Office Program Manager. Any funds that are identified as surplus will then become available for reallocation by

the State Lead Office. Reallocation of surplus funds will not affect that region's DLA and the Agency allocation amounts for the following fiscal year.

A Proposal shall include the name, title, address and telephone number of the accountant, comptroller or financial officer who will be responsible for the financial tracking and accounting of the PTA Center program funds.

### **3.6.1 Program Income**

Program income must be recorded and maintained in an account or accounts separate from the PTA Center's operating accounts. There must be controls in place to ensure that all program income and related disbursements are accounted for properly.

The following control procedures should be implemented by each PTA Center:

- Identify each source of program income.
- Report sources and uses of program income.
- Identify all accounts containing program income.

Additional requirements regarding program income requirements of DLA are specified in the PTAP General Terms and Conditions Section VII. Program Income, beginning on page 44 addressing the following areas:

- Program Income
- Earning Program Income
- Cost of generating Program Income
- License fees and royalties
- Use of Program Income
- Duration of accountability for Program Income

It should be noted that all program income must be expended on an annual basis, and no carry-over across the program year shall be permitted.

### **3.6.2 Inventory**

PTA Center equipment or furniture consists of all items purchased for the use of the PTA Center, valued at more than \$500, with a useful life of more than two (2) years and purchased using DLA or the Agency grant funds and/or the matching funds from the host.

An inventory of these items must be maintained at the PTA Center. The inventory will include date of purchase, price, description, identification number and, if necessary, reason and method of disposal. The Code of Federal Regulations and OMB Circulars govern disposal. In the event a service center is closed, the State Lead Office will distribute the inventory where needed within the network.

## **3.7 Budget Preparation and Funding**

### **3.7.1 PTA Center Proposals**

The Agency and DLA provide funds for the operation of the Ohio PTA Centers Program. Funding levels for any PTA Center may change based on the federal budget for the program. The level of funding per center may also change based upon the State of Ohio's Biennium budget. In order to qualify for funding, each Proposal must provide an additional amount called "match" based on the total federal dollars requested.

Cash match and in-kind funds must be expended in equal proportion to funds drawn from the State. The cash match and in-kind funds should be properly reported on each quarterly invoice along with supporting documentations.

### **3.7.2 Cash Investment Strategy**

Investment of cash from federal and state funds should be allocated first and foremost to staff on the Key Personnel Chart; second to directly related personnel costs; third to travel costs; fourth for consulting by faculty and graduate students; and finally, for new costs solely incurred by the PTA Center directly attributable to marginal costs, i.e., phone, supplies. Allocations for travel expenses must follow host travel rules and rates except where the cost exceeds the State allowable rates.

### **3.7.3 Match Requirement**

The ratio of PTA Center match dollars required to request the Agency/DLA dollars is \$1 (PTA Center match) to \$1 (funds requested). A minimum of 25 percent of the match funds from the host must be in cash, with the remaining percent coming from a total of in-kind with third party in-kind contributions not to exceed 25 percent of total program cost. No portion of the match may be from other federal sources. Program income and fees collected are not eligible to be used as match.

Cash match is the dollars spent for the sole benefit of the PTA Center. Cash match must tie to delivery of core services. A lease agreement or Memorandum of Understanding (MOU) entered into for the express purpose of PTA Center occupancy is an eligible expense for cash match.

### **3.7.4 In-Kind Contributions**

Allowable charges, allocations, and reasonableness for in-kind contributions follow the same rules as items included in the budget as direct costs.

Federal funds cannot be used as cash match. Any contributions used to satisfy cost-sharing requirements, including the expenditure of cash and the receipt of third-party in-kind contributions, must be verifiable from the receipt's records (See PTAP General Terms and Conditions ARTICLE VI. Cost Sharing or Matching, page 43.)

### **3.7.5 Third-Party In-Kind Contributions**

Third-party in-kind contributions must be valued in accordance with 32 C.F.R. 32.23 and 33.24, or 34.13, as applicable. The applicability of a particular part, i.e., part 32, 33, or 34, depends on the type of organization receiving the contribution. (See PTAP General Terms and Conditions ARTICLE VI. Cost Sharing or Matching, page 43 for additional guidance concerning the acceptability of third-party in-kind contributions.)

Third-party in-kind contributions are acceptable only where they are items that would have otherwise been necessary to include in the budget as direct costs had they not been donated. Acceptable third-party in-kind contributions are performed by the third party for the direct benefit of the PTA Center. The activities of third parties performed in their ordinary course of business, in pursuit of their own organization's mission, are not acceptable as in-kind contributions even if at the same time they support the PTA Center.

Third-party in-kind contributions are limited to 25 percent of the total program cost. For the purpose of this requirement, third party in-kind contributions include in-kind contributions from any party other than the recipient of the Agency/DLA award (PTAP General Terms and Conditions ARTICLE VI. Cost Sharing or Matching, page 43.)

Direct cash match committed by the applicant may be included in the cash match only to the extent that these costs were committed as part of the specific direct line-item costs verified by the certifying representative prior to funding.

Cash match shall be committed upfront and identified by source and amount in the PTA Center budget Proposal and must be identified from the general funds of the host. The cash account allocated to the PTA Center budget, must be under the direct management of the PTA Center Director. Cash match shall not include: (1) funds contributed from other federal sources; (2) program income or fees collected from recipients of assistance in the current program year; or (3) amounts committed by the applicant organization for unidentified and/or contingent costs in the budget Proposal (4) indirect cost.

Under no circumstances will a Proposal be funded without the match commitment being made and certified.

### **3.7.6 Indirect Costs**

Indirect costs are considered NON-CASH MATCH to the Ohio PTA Centers Program. Indirect costs are NOT reimbursable expenses. Each PTA Center must submit a copy of its current indirect cost rate agreement as negotiated with their federal cognizant agency. The negotiated rate in effect at the time of the initial award should be used throughout the entire award period covered by the Proposal. Indirect costs cannot be claimed for any PTA Center that does not furnish approved cost rate agreements applicable to the proposed funding

period. Costs may not exceed the amount allowable under the approved Indirect Cost Rate Agreement furnished with the Proposal.

The DLA and the Agency Fund represent 50 percent of the Center budget. The remaining 50 percent is a combination of host cash and in-kind contributions. A minimum of 25 percent of the budget can come from host and other cash. A maximum of 25 percent of the host budget can come from host or third-party in-kind (cash or in-kind).

### **3.7.7 Administrative Requirements and Cost Principles**

Federal OMB Circulars govern administrative and financial management of the Ohio PTA Centers Program. The following OMB Circulars regarding administrative regulations and cost principles are applicable to the respective agency as indicated:

OMB Circular A-102 – Uniform Requirements for Assistance to State and Local Government

OMB Circular A-110 – Grants and Agreements with Institutions of Higher Education, Hospitals and other Nonprofit Organizations

OMB Circular A-21 – Cost Principles for Educational Institutions

OMB Circular A-87 – Cost Principles for State and Local Governments

OMB Circular A-122 – Cost Principles for Non-Profits

OMB Circular A-88 – Indirect Cost Rates for Educational Institutions

OMB Circular A-133 – Audits of Institutions of Higher Education and other Non-profit Organizations

OMB Circular A-128 – Audits of State and Local Governments

Each proposed PTA Center host agency shall be responsible for the accounting of program expenditures in accordance with the relevant OMB circulars.

Each host agency shall provide for the proper fund accounting procedures that ensure the separate tracking of sources and uses of PTA Center funding streams. A separate account shall also be set up to track program income. Activities and costs pledged as in-kind match shall be tagged in an appropriate accounting manner to establish a clear audit trail.

The proposed PTA Center shall submit the name, title, address and telephone number of the Accountant, Comptroller or Chief Financial Officer responsible for the accounting of PTA Center funds.

### **3.7.8 Center Costs**

The PTA Center Proposal must show the total cost of the program. Costs include personnel, fringe benefits, travel, equipment, supplies, contracts, and other costs as well as the source of the funds for the particular line item. Sources include DLA, the Agency, host cash, other cash and in-kind. Allowable indirect costs are listed in total on the Budget Summary page.

The proposed budget must include a description of the proposed out-of-state travel, indicating estimated costs and purpose of the travel. All travel performed, as part of this agreement shall be in accordance with PTA Center objectives and in compliance with the recipient's travel policy and governed by OMB Circular A-21 or A-87, as applicable. All mileage and travel expenses, regardless of the funding source, shall be reimbursed at a rate not to exceed the State of Ohio rates; local travel is considered for 12 hours or less (regardless of distance); expenses for per diem, lodging, meals or other subsistence expenses are not allowable for local travel.

The budget should specify which costs would be covered by federal dollars, by match dollars, or in-kind/indirect match dollars. Each PTA Center budget must provide a breakout by line item.

All proposed costs require justification and/or explanation. Provide the details necessary to show how all budgeted amounts were arrived at and describe the basis of any estimates. Proposals shall furnish their current indirect cost rate agreement as negotiated with their agency.

The budget Proposal must describe the financial resources offered by the applicant. The amount and source of funds being provided as match must be clearly indicated, i.e., state, university, and private-sector funds, distinguishing between cash match and in-kind match.

In addition, the budget must disclose financial resources secured by the applicant from other the Agency divisions; specifically, the Community Development Division, Office of Housing and Community Partnerships, CDBG, Micro-enterprise funds for technical assistance, SBA financial intermediary funding or fees, etc.

### **3.7.9 Guidelines for Eligible Cost Allocations**

- **Personnel** - Salaries of the PTA Center's employees, student salaries and other pay for services are eligible costs. The center program manager must be full time and at least 75 percent of their time should be spent on counseling small businesses.

PTA Center activities performed by a person in the host organization who is a superior to the center director may not be counted as match. Similarly, PTA Center activities performed by a person who is in the host organization, but not part of the PTA Center staff, may be counted only as an in-kind contribution. Personnel who provide incidental support to the PTA Center in the execution of their duties of their position may not be directly charged to the personnel budget.

In-kind personnel contributions must be described in detail, and **ALL PERSONNEL WHOSE TIME FOR THE PTA CENTER IS LESS THAN 100 PERCENT,**

**MUST** document the allocation of their time locally by the completion of time and effort records.

- **Fringe Benefits** - Employer-contributed benefits related to personal service costs are eligible costs, provided such benefits are granted in accordance with established host policies.
- **Travel** - Receipts and documentation are required for workshops, training expenses, meals, lodging, etc. When providing documentation and copies of receipts, please highlight, circle or otherwise note the charges that are being requested for reimbursement. **TRAVEL EXPENSES ARE TO BE REIMBURSED USING THE HOST TRAVEL GUIDELINES FOR ALL TRAVEL AUTHORIZED UNDER THE TERMS AND CONDITIONS OF THIS GRANT** (as long as it does not exceed the Agency's allowable amount). This applies to travel paid for from federal, state or match sources. When preparing your budget Proposals, please use the host travel guidelines, which cover mileage rates and per diem meal and lodging parameters. Please note that expenses incurred by program staff and not fully reimbursed by the grant because they exceed host guidelines cannot be claimed as match for the program even if the host pays the difference.

All travel and per diem costs of non-consultant personnel are not reimbursable in local travel (PTAP General Terms and Conditions Part 4), unless in travel status (overnight); otherwise meals are considered entertainment. Meal receipts can be submitted for only one person. A receipt that covers multiple meals will be considered entertainment, unless a detailed explanation is attached. Entertainment is not an eligible expense.

Out-of-country travel must receive prior approval from the State Lead Office. Inclusion in the approved budget is considered prior approval. Any other out-of-country trips must be submitted to the State Lead Office Program Manager for approval prior to any expenditures and must include who is traveling, where, when, purpose of trip and source of funds.

- **Equipment** - Charges reported in this category should exceed \$5,000 for each unit purchased. Purchase or lease of all articles of non-expendable tangible personal property having a useful life of more than two years and an acquisition cost of \$5,000 or more per unit are eligible costs. Items that do not meet these criteria must be added to the supply sheet.
- **Supplies** - Costs of goods used in the operation of the program such as office consumables, office and computer supplies, equipment maintenance and equipment less than \$5,000 per unit cost should be included in the budget. All equipment, not eligible for the Equipment Sheet, should be itemized in the budget. Do not include any item costing less than \$500.

- **Contractual** - Itemize all costs if not allocated directly throughout the budgeted line items. Include all contractual costs other than those for equipment, consultants and space; examples include computing, accounting, audit and other professional services.
- **Consultants** - The following information must be listed for each proposed consultant: name, number of annual hours planned and hourly rate. Every consultant must be justified by listing the following information and answers to the questions: Name. Why is the consultant needed? What is the consultant's specialty? Explain why PTA Center staff cannot perform these duties. Explain how the center will review and approve the consulting activity.

Consultants can be reimbursed only for new hours of counseling that are documented in PTAssist. An exception may be granted for additional hours based on an explanation of the non-consulting duties, why a consultant must perform them and how the center will track and verify non-counseling hours. A resume for every consultant must accompany the Proposal.

- **Training** – For training, the submission must identify the actual course to include name, source and duration. All training costs for PTAC personnel must be thoroughly documented and justified. A detailed explanation of the benefits to the program derived from the expenditure must be included. The most cost-effective methods of obtaining training must be utilized, and this should be addressed in the justification.

When a course is available through the Defense Acquisition University (DAU), DAU should be the primary source of that training. If a course is available through DAU (including online through DAU) but that budget includes an equivalent course through a source other than DAU, a cost/benefit analysis is required along with the justification. This requirement does not restrict training to only those courses that are offered by DAU.

- **Other** - This category includes all necessary, justifiable and allowable costs not included elsewhere. Miscellaneous and contingency costs are not allowable, so all costs in this line item must be described; examples include printing, copying, space, utilities, dues, subscriptions, library resource materials and staff recruitment. See section describing Match eligibility to determine how to assign the cost for space.

Failure to complete all sections of the RFP as required and outlined above may result in the disqualification of the Proposal.

## 3.8 Reporting and Invoices

### 3.8.1 Annual Services Delivery Plan

In preparation for the Ohio PTA Centers Program plan that is submitted to DLA in the fall of each year, the State Lead Office will require each PTA Center to submit a Service Delivery Plan and corresponding operating budget. The plan and budget, unless otherwise indicated will be for a 12-month period that commences on February 1 of the following year.

The purpose of the annual Service Delivery Plan and budget is as follows:

- To assure continued mission fit of our partners to the National PTA Centers and Ohio PTA Centers Program mission.
- To establish new program initiatives and priorities as identified by our stakeholders, our customers or changing economic markets.
- To provide a forum for aligning these new initiatives and priorities with local and state priorities.
- To assure alignment of partner goals at all levels of the organization.
- To establish, review and/or change program staffing patterns as required by stakeholders, funding sources and customers.
- To review and/or change our network service delivery sites to assure services and funding priorities are consistent with stakeholders, funding sources and customers.
- To establish counseling and training objectives for the following annual operating period.
- To establish operating budgets that are consistent with the above.
- To establish special projects, initiatives, or research objectives.

The Service Delivery Plan shall not exceed eight pages excluding budget pages, certification of cash match, resumes of personnel, performance goals and other required attachments. Pages beyond eight pages will not be read nor considered in the review process.

The Service Delivery Plan must include the following information and documents:

- Goals and objectives showing integration with statewide network priorities.
- Description of services and delivery methods.
- Procurement outreach efforts.
- Description of outreach efforts to local buying center(s) and significant partners.
- Efforts to develop relations with local prime contractors.
- One-on-one activities.
- Marketing activities.
- Training activities.
- Description of staffing: including current positions and anticipated changes.
- Description of facilities.
- Budget (use template).

### 3.8.2 Reimbursement Invoices

The PTA Center must compile and submit its quarterly reimbursement invoice to the State Lead Office staff person on or before the fifteenth (15) day of the month following the end of the quarter (May 15, August 15, and November 15). The fourth quarter invoices must be submitted 60 days following the end of the fiscal year (March 31). The invoices must be submitted in both printed and digital formats.

A revised budget must be submitted and approved if an invoice will be submitted reflecting changes to Object Classifications from the current approved budget. This requirement includes staff changes. The State Lead Office must approve changes to the center budget if they exceed 10 percent of the total budget.

The fourth quarter invoice acts as the final year-end reconciliation for the financial components of the grant.

### 3.8.3 Consulting

Client consulting is a core service of every PTA Center. Consulting records must demonstrate high-quality consulting. Procedures to preserve confidentiality must be in place. Clients should receive timely consulting. The PTA Center shall provide timely, high-quality, in-depth, one-to-one consulting to small business owners and entrepreneurs. Consulting is provided on a free and confidential basis to all clients. This is the core of the PTA Center's services.

### 3.8.4 Definitions Related to Consulting Activities

**Client** – is each person or business firm who has received at least one (1) hour of substantive and significant consulting assistance from a PTA Center resource.

**Contact** – is an individual or business entity that requests and receives information pertaining to procurement or other related issue.

**Consulting** – is an ongoing process of two-way communication between client and consultant(s). This process includes identifying and analyzing the client's needs and problems. To accomplish this, the consultant may need to gather information and conduct research in order to implement the appropriate strategy. The goal of PTA Center consulting is to increase the procurement capability of the business.

**Consulting Hours** – all time spent by consultants in the following activities: direct one-on-one with the clients in person, by electronic communication technology, or by telephone; preparation for client meetings, including preparation of correspondence, or communication by whatever the medium; and research activities on behalf of clients.

### **3.8.5 Case Management System**

Every contact with a client shall be entered into PTAssist, which then becomes the official record.

Each Center shall develop and maintain a "Case Management System" that ensures that PTA Center resources are being effectively managed and that client needs are being met. This system shall include, but not be limited to:

- Review weekly PTAssist reports.
- Regular staff meetings, for case discussion, evaluation and monitoring for progression.
- Regular review of client files by PTA Center Director.
- Recommended random calling of clients.

### **3.8.6 Operations Manual**

Each Center shall develop and maintain an operations manual outlining standard policies and procedures. Policy statements should include methods of recruiting and assigning volunteer and/or paid consultants, a conflict-of-interest policy, etc. The Center operations manual shall adopt the Ohio PTA Centers Program Policies and Procedures manual.

### **3.8.7 Resource Materials**

Each PTA Center shall maintain a library of relevant business books, publications, business periodicals, SBA pamphlets and statistical data as may be required by clients. Direct electronic access to these materials is acceptable and encouraged. The PTA Center may substitute or complement library resources on the premises by providing a list of available resources through formal linkages with public libraries, educational facilities and other resources. In lieu of on-site library materials, a PTA Center must demonstrate formal negotiated relationships with other resources.

Each Center must maintain adequate work areas for PTA Center business advisors and private areas for client consulting.

### **3.8.8 Fee Prohibitions**

- No fees may be charged for client consulting related to core services.
- Fees cannot be used to offset local cash match.
- Fees cannot be used to pay for items already in the budget.

## **3.9 Legal**

### **3.9.1 EEO and Disabled – Accessibility/Accommodation Requirements**

All PTA Center services must be rendered on a nondiscriminatory basis, and no individual may be excluded from any program because of race, color, religion, sex, age, disability or national origin. Workshops, seminars and conferences

must be held in disabled-accessible locations. Reasonable accommodations will be made, upon request, for visually and hearing-impaired attendees. The PTA Center is required to make modifications and accommodations (which do not fundamentally alter the program or activity or entail financial or administrative burdens) to enable otherwise qualified disabled individuals to participate. The PTA Center must comply with 13 CFR Parts 112, 113, 117, and 136.

### **3.9.2 Conflict of Interest**

Each PTA Center shall ensure that a conflict-of-interest policy is developed and disseminated to all employees, consultants, instructors, and volunteers of the network.

### **3.9.3 Legal Regulations**

- All applicants must have on file a Drug Free Workplace Requirements Certification.
- All applicants must have on file a Certification Regarding Lobbying.
- All applicants receiving federal funds shall ensure that sufficient financial controls exist to prevent any waste, fraud or abuse of funds provided through the PTA Center grant agreement.

## **3.10 On-Site Review**

Throughout the contract period, the State Lead Office shall schedule a minimum of one on-site review evaluation and follow-up visits as deemed necessary. The purpose of the review process is to review all aspects of a PTA Center operation, to ensure compliance with State and Federal Guidelines, and to identify areas for a PTA Center improvement. Any PTA Center found having gross violations can be immediately penalized or closed.

## **4 Submission of Proposal and Service Delivery Plan**

### **4.1 Submission of Proposal**

This section sets forth the requirements for providing procurement technical assistance under a cooperative agreement awarded as a result of this RFP. A complete Proposal must do the following:

- Be labeled “**Service Delivery Plan.**”
- Be labeled to match the structure provided below.
- Strictly adhere to the page number limitations.

Any additional pages will be ignored. A page is considered one-side of a sheet of paper. A double-sided sheet will be considered two pages.

Further detailed information for each of the following sections can be found at this link: <http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>, then click on the PTAP General Terms and Conditions-Version 1.3, beginning on page 21, Part 2: Program Requirements.

Proposals must be received by the Agency's Ohio PTA Centers State Lead Office no later than 12:00 noon on October 11, 2019. Proposals received after this date will not be considered. Proposals will not be returned to the applicant.

Each applicant is required to submit both in hard copy and electronically. Three stapled copies of the Proposal and a complete electronic copy must be submitted in order for your Proposal to be considered complete. Paper copies are to be stapled in the upper left-hand corner.

- The Proposal margin must be no less than 1 inch on the top and bottom and 1.25 inches on the sides. The font must be Times New Roman and no less than 12 point. Paper size must be 8 1/2 by 11 inches. Text must be single-spaced.
- Staple and send an original Proposal (original signatures) package as well as two stapled copies with all certifications.
- Identify the PTA Center name on each sheet.
- All costs incurred in the preparation and delivery of the Proposal shall be borne by the applicant alone, and neither the Agency, nor DoD/DLA shall contribute, in any way, to the cost of the preparation of the Proposal.

**\*\*\*ALL MATERIALS MUST BE RECEIVED BY THE STATE LEAD OFFICE  
NO LATER THAN 12:00 Noon October 11, 2019 \*\*\***

## **4.2 Service Delivery Plan**

A complete Service Delivery Plan must be organized as follows:

- A. Resources**
  - 1. Personnel
    - a. Program Manager
    - b. PTA Center Staff
    - c. Limitation on Consultant Services
  - 2. Funds
  - 3. In-Kind Contributions
  - 4. Facilities
  - 5. Website & Email
  - 6. Disclaimer and use of Logos
- B. Service**
  - 1. The PTA Center's Service Area
  - 2. Limitations on the Service Area
- C. Methods and Procedures**
  - 1. Outreach Effort

2. Counseling Services
  3. Maintain Regulations and Publications
  4. Purpose
- D. Financial Reporting**
- E. Performance Reporting and Record Keeping**
1. Performance Reporting
  2. Success Stories
  3. Client Survey
- F. Evaluation Factors**
- G. Description of Evaluation Factors**
1. Past Performance
  2. Technical Capability
    - a. Personnel
    - b. Facilities
  3. Management
    - a. Technical Understanding
    - b. Program Management
    - c. Matching Contributions
  4. Cost
- H. Resumes of Key Personnel**  
Resumes should not contain personal information, such as home addresses, personal telephone numbers or Employee ID or Social Security numbers.
- I. Proposed Performance Goals (Use template provided)**  
(DLA Form 1806) <http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>
- J. Proposed 2020 Base Year Budget**  
(Use both State and Federal worksheets provided and budget justification document)
1. Cost Share Budget Information Worksheet (CSBIW)  
<http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>
  2. State of Ohio Budget Information Worksheet
  3. Budget Justification
    - a. List all PTA Center Staff Salaries
    - b. Describe and provide a basis for fringe benefit amount
    - c. Detail all budget other related expenses
- K. Additional Attachments:**
1. Certification of Cost Matching Funds (signed original hard copy)  
<http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>

2. Third Party Letter of Commitment (use provided template)  
<http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>
3. Certificate of Eligibility (template provided)  
<http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>
4. Representation for Tax Liability and Felony Violations (template provided)  
<http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>
5. Supporting Documentation of in-kind contributions
6. Indirect Cost Rate Agreement (if applicable) from the cognizant Federal Agency
7. PTA Center Personnel Detail (use provided template)  
<http://www.dla.mil/HQ/SmallBusiness/PTAP/SCAA.aspx>  
- Click on PTAC's Personnel Detail
8. Narrative providing the rationale for the quarterly proposed performance goals
9. Organizational chart showing PTA Center's placement within the host organization and lines of reporting for the Program Manager to the head of the organization.
10. Copy of host organization's latest audit conducted in accordance with OMB Circular A-133
11. PTAC Past Performance Data (DLA Part 1) [DLA-202001A-B Past Performance Data Sheet](#) (template provided)

**The Agency reserves the sole right to renew a grant agreement, depending upon funding availability and the performance of the PTA Center in achieving its goals.**

**The Agency reserves the right to revise and adjust the dates for this RFP for whatever reason it deems appropriate.**

## **5 Award Procedures**

### **5.1 Review of Proposals**

Proposals submitted in response to this RFP will be reviewed and processed in accordance with the following procedures. The Agency contemplates that multiple awards will be made. However, awards may not be made to all acceptable Proposals. Award decisions will optimize the use of program funds while at the same time maximizing the availability of procurement technical assistance. The Agency will make funding decisions on an agreement-by-agreement basis and in the best interest of the overall program.

The State Lead Office may provide an applicant the opportunity to cure any deficiency resulting from informality or irregularities contained in the application or waive the deficiency, when it is deemed to be to the advantage of the Agency to do so. The State Lead Office reserves the right to request any additional information determined necessary to evaluate

the application. Failure to provide the requested information in the time frame requested may result in the application being rejected.

## **5.2 Acceptable Application Determination**

The State Lead Office will evaluate each Proposal received to assure the applicant:

- Meets all of the requirements stated in this RFP.
- Certifies the availability of its cost or matching share.
- Does not propose more than 25 percent of its total program costs to be in the form of third-party in-kind contributions.
- Has submitted only one application.
- Has submitted an application for an initial performance period of 12 months;
- Meets all the eligibility criteria listed in this RFP.
- Has submitted all required documents and otherwise meets the requirements of the RFP.

Proposals that fail to meet all the above requirements may be removed from consideration for an award, and the applicant will be promptly notified of the reason for removal. All Proposals, successful and unsuccessful, will be retained by the State Lead Office.

### **5.2.1 Duplicate Coverage**

The goal of this RFP is to provide statewide coverage for a minimum of 75 counties of Ohio less those counties covered by other cooperative agreements awarded by the Defense Logistics Agency. A situation may arise in which multiple Proposals propose coverage for significantly identical service areas. Proposals that produce a duplicate coverage situation will be reviewed by the State Lead Office to determine the most meritorious applicant. Only one applicant will be selected to provide service to a service area.

At the time of award, the State Lead Office will have coordinated the service areas of successful applicants to create contiguous statewide coverage.

### **5.2.2 Cooperative Agreement Award**

All acceptable Proposals will be evaluated in accordance with the Evaluation Criteria. Awards for grant agreements will then be made for the most meritorious Proposals until available funds are exhausted. The State reserves the right to negotiate with applicants to fully utilize all funds and provide contiguous statewide coverage.

## **6 RFP Evaluation Criteria**

This section outlines the procedures the State Lead Office will use to evaluate acceptable applications to determine which are the most meritorious for award consideration. The State Lead

Office contemplates that multiple awards will be made as a result of the applications received in response to this RFP.

## **6.1 Evaluation Factors**

Listed below are the factors that will be used to select those applicants that best meet the purpose and objectives of the Ohio PTA Centers Program. Proposals will be evaluated for merit and compliance with this RFP and SCAA requirements. In order to provide full consideration of the qualification of each Proposal, each applicant should ensure that the information furnished is current, accurate, and complete. The content should be presented in a manner that will allow evaluators to determine the applicant's understanding of the Ohio PTA Centers Program, RFP, PTAP General Terms and Conditions and the operating environment desired in PTA Center. Failure to provide the information requested or failure to provide the information requested in an easily readable manner may adversely impact the assessment of the application's merits. The State Lead Office reserves the right to verify information provided in the Proposal for evaluation purposes and to request additional supporting information, if needed. The evaluation factors (in order of importance) are:

### **6.1.1 Past Performance and Experience**

Evaluation of past performance will be a subjective assessment based on a consideration of all relevant facts and circumstances. The State Lead Office is seeking to determine whether the applicant has consistently demonstrated a commitment to client satisfaction and timely delivery of quality service.

The State Lead Office will evaluate the quality of the applicant's past performance record of providing PTA services. Similar experience gained in other programs or employment will also be reviewed. A Proposal with an exceptional performance record will receive a more favorable evaluation than another whose record of past performance is merely acceptable, even though both may have otherwise equally acceptable Proposals.

When evaluating an applicant's past performance, the State Lead Office will consider the information in the Proposal and information obtained from other sources, such as past and present clients, the Agency field offices, and other government agencies.

- When the State Lead Office cannot determine an applicant to have any significant relevant past performance, a neutral rating will be given under this factor and additional weight will be given to Section 6.1.2, Personnel.

### **6.1.2 Resources**

The State Lead Office will evaluate the applicant's available resources and how they will be used to provide acceptable PTA services. These resources should include the following:

- Personnel are to be comprised of individuals who are qualified to counsel and advise business firms/clients on how to seek, obtain and

perform on prime contracts and subcontracts. Personnel qualifications should relate to the services being offered by the Proposal. Each Proposal must demonstrate the adequacy of the knowledge and experience of its staff to provide counseling and PTA services to business firms that market or desire to market their products and services to federal, state and local governments. The number of years of staff procurement experience (including government and industry experience), procurement-related training, and the relevance and timeliness of education, training and experience will be evaluated. The Proposal must relate the technical qualifications of the proposed PTA Center staff to the counseling to be provided to clients. To be considered during the evaluation process, an employee must spend at least 50 percent of his/her time working on the program.

- Facilities, equipment and supplies that directly contribute to providing acceptable PTA services, such as internet access, professional subscriptions, possession of or access to databases necessary for client counseling, etc.

### **6.1.3 Management**

Each Proposal will be evaluated on its management approach to implement a PTA Center. The responsive Proposal should propose a model that addresses each area and how the PTA Center will move clients through the counseling and/or referral process. The evaluation will include an assessment of the overall strength and soundness of the organization. Specific management areas to be reviewed will include, but are not limited to:

- An understanding of the program requirements.
- Plans, policies and procedures for overall program management.
- Plans, policies and procedures for maintaining and improving staff proficiency.
- Procedures for identifying and resolving problems that impact the program.

### **6.1.4 Costs**

The nature and types of in-kind matching funds will be evaluated to determine the degree that these in-kind funds will directly contribute to the success of the PTA Center proposed program. The greater the degree that these contributions can be shown to directly benefit the successful operation of the proposed program, the more meritorious the Proposal will be considered.

Cost realism will be evaluated on the basis of the proposed PTA Center's ability to deliver the scope of the work required for the costs proposed. Costs reflected in the Proposal determined to be unrealistic will be treated as an indication of the applicant's lack of understanding of the requirements of the program and/or the methods that must be utilized and their related cost in order to provide the PTA Center services proposed.

### **6.1.5 Other**

Should Proposals become equal or nearly equal in terms of the factors shown above, other factors may be used as distinguishing elements for determining the selection of Proposals among otherwise substantially equal Proposals. These factors (in order of importance) are:

- Demographic and geographic makeup, to include population and unemployment.
- Methods employed to stimulate outreach efforts aimed at small disadvantaged businesses, small women-owned businesses.
- Other strengths and weaknesses of note demonstrated in the Proposal.

## **7 APPENDICES**

- A. 2020 Base Year Proposal Cover Page**
- B. 2020 Base Year Grant Proposal Checklist**
- C. Proposal Review Checklist**
- D. 2020 State Budget Worksheet**
- E. Local Service Center RFP Evaluation Form**