

# **Bond Case Briefs**

*Municipal Finance Law Since 1971*

---

## **Advice for Preparing an Effective RFP.**

Requests for proposals (RFPs) are designed, not only to attract suitable private partners, but to help the issuer to weed out unqualified bidders. Incomplete, vague or poorly written RFPs can have unfavorable consequences ranging from time wasted reviewing unsuitable bid submissions to charges of favoritism in the selection process.

“As more American municipalities embrace the P3 model, it is important for them to understand the risks and rewards of using the model,” explains Regina Sharrow, partner at Faegre Baker Daniels. “Risks include the potential for a losing bidder to claim that the winner was not selected fairly, which could result in a loss of credibility for the municipality and the selected bidder. In some industries, unsuccessful bidders’ challenges to the P3 selection process are becoming the norm rather than the exception. However, a carefully crafted RFP, including objective evaluation criteria, along with a disciplined evaluation process and an independent selection committee, can help the municipality gain public support for the project, maintain its credibility and avoid valid claims of foul play from unsuccessful bidders.”

Sharrow will be one of the featured speakers at the “Approaches for Preparing Effective Requests for Proposals” at P3 Connect 2015. She will be joined by John Finke, senior program manager and team leader of HEDC Public-Private Partnerships at the National Development Council and Bret Carlstad, director of the Pierce County (Wash.) Public Works & Utilities. They will address the critical components of an RFP, including creating objective evaluation criteria and a solid scoring matrix, and running a process that supports the client’s ultimate decision and deflects complaints from losing bidders.

This is one of five introductory-level sessions planned for P3 Connect, NCPPP’s annual conference, which are designed for attendees who are unfamiliar with P3s and wish to learn more about them. This session track kicks off with our first-ever Introduction to P3 Bootcamp, a comprehensive overview of many different aspects of the P3 process. This three-hour session will provide valuable insights into how to develop and maintain an effective partnership.

P3 Connect 2015 will be held July 20-22 in Boston. For more information about P3 Connect registration, sessions and speakers, please visit the [conference website](#).

By Editor June 26, 2015