



Solicitation Getting Started Toolkit

Worksheet for Getting Started on a Request for Proposals (RFP)

Instructions: This worksheet is designed to jumpstart your brainstorming about the important questions that will guide the development of your RFP. With the team working on your RFP, push yourself to answer these questions before you put pen to paper to start drafting. We recommend you also keep track of where you don't have all the answers immediately and may need to gather more information before drafting. Other documents in this [toolkit](#) include:

1. A [procurement intake form](#), and
2. A [guide to kickoff meetings](#) with departments

This worksheet pairs well with the GPL's [Guidebook: Crafting a Results-Driven Request for Proposals \(RFP\)](#), which provides additional instructions about designing and drafting a results-driven RFP.

10 Guiding Questions For Getting Started On Your RFP:

	Answer:	Open questions / additional information to gather:
1 PROBLEM What is the problem this procurement is intended to help address? How have you tried to solve this problem in the past?		
2 GOALS What outcome goal(s) is the department trying to make progress on? What is the gap between where you are today and where you want to be?		

	Answer:	Open questions / additional information to gather:
3 TARGET POPULATION Who is the target population, or intended user, for this product or service? Describe this population and their needs.		
4 METRICS How will you measure using data whether you have made progress on the goal(s) you defined in question 2? Which metrics can be used to measure progress towards that vision?		

	Answer:	Open questions / additional information to gather:
5 CONTRACT MANAGEMENT What contract management activities will provide sufficient oversight? Consider required progress reporting, meeting frequency, and data collection.		
6 REQUIRED SCOPE What does the vendor need to do as part of the Scope of Work? Which elements are required to: • Realize your outcome of interest • Comply with the law, or • Align with your government's priorities		

	Answer:	Open questions / additional information to gather:
7 INNOVATIONS Where could you adjust the Scope of Work to allow vendors flexibility to develop innovative solutions? Which specifications and requirements can be loosened or eliminated? Where can you ask vendors to use their expertise to propose a solution?		
8 INCENTIVES What payment and timing structure will align vendor incentives with cost-effective performance? Where might there be opportunities to link provider payments to results? What contract term or length is most appropriate?		

	Answer:	Open questions / additional information to gather:
9 CHALLENGES & RISKS What is keeping you up at night about this procurement? What are the biggest risks to successful service delivery? How will you mitigate these?		
10 SCORING CRITERIA Which priorities are most important to integrate into scoring criteria? What specific proposal questions best capture those priorities?		

What Works Cities Certification provides cities at all points in their data journey with a standard of excellence that shows how investing in data and evidence practices can lead to better and more equitable results for residents. This guide includes strategies in alignment with the following What Works Cities Certification criteria:

- Results-Driven Contracting (RDC) 1: Defining Goals for Key Procurements
- Results-Driven Contracting (RDC) 2: Measuring Outcomes for Key Procurements
- Results-Driven Contracting (RDC) 4: Structuring Procurements to Support Strategic Goals

[Learn more](#) about how to get your city Certified.

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