

# Solicitation Management

## TRA and Solicitation Management

TRA has a strong background in the sphere of public solicitation representing both public agencies in developing their offers and in guiding private entities in effective responses to such offers. We have a track record of success on both sides of the transaction equation.

We successfully assist public agencies in crafting clear and marketable public solicitation documents that are well received by the target bidding community. We also use our intimate knowledge of public sector needs and goals to serve private firms in preparing effective proposal responses. We are adept at understanding complex multi-faceted solicitations and preparing proposals that are clear, complete well-received responses.

## TRA and Public Clients

TRA serves public entities in routine dispositions as well as specialty procurement projects. TRA has designed bid documents tailored to unique circumstances and has also devised templates that can be easily and quickly modified for multiple offers requiring short preparation schedules.

**TRA recognizes that achieving a successful public solicitation serves a range of goals and objectives and must include the following attributes:**

- ✓ Clear presentation of the business program
- ✓ Transparent public process and evaluation criteria
- ✓ Compliance with regulations as well as best practices
- ✓ Attract high quality bidders
- ✓ Will stand up to audits and bid challenges

Where TRA differs is in the breadth of experience with the offering subject matter - sales, leasing, and management opportunities in the fields of real estate, retail, advertising, telecommunications, naming rights, transit oriented development, parking management, property management, alternative energy, among others - that allows us to prepare documents and devise a process that presents the project realistically from a technical, financial and

## TRA and Private Clients

TRA knows what public agencies want and need from private responders. We understand the “lingo” as well as the public legal and regulatory constraints. We are uniquely positioned to guide our clients in providing responses that will be complete, conforming, and well-received.

TRA is well-connected in a variety of industries that position us well to assemble a whole team or fill a small gap to create a strong response to public solicitations. Further, we can assist in identifying appropriate Disadvantaged Business Enterprises (DBE) in a variety of fields. TRA is a federal and Commonwealth of Massachusetts Small Business Enterprise.

## Solicitation Services

### Private

#### Team Development

- ✓ Team building and coordination
- ✓ M/W/DBE identification

#### Proposal Preparation

- ✓ Detailed analysis of bid requirements
- ✓ Preparation of proposal documents
- ✓ Legal requirements and forms
- ✓ Graphic design, production and delivery
- ✓ Representation in negotiations

### Public

#### Development of Bid Documents

- ✓ Drafting of public bid documents
- ✓ Preparation of model legal documents

#### Management of Process

- ✓ Quality Control
- ✓ Regulatory and policy compliance
- ✓ Pre-bid meetings/Site visits
- ✓ Legal notices and advertisements
- ✓ Review and analysis of proposals
- ✓ Technical consultation with review committee

#### Marketing

- ✓ Industry outreach
- ✓ Bid list development

## Results with TRA

TRA represented the MBTA and the CTA in their real estate solicitation services encompassing a wide variety of sales, leasing, and management opportunities in the fields of real estate, retail, advertising, telecommunications, naming rights, transit oriented development, parking management, property management, alternative energy. TRA completely revamped the public solicitation documents for the Massachusetts Bay Transportation Authority and the Chicago Transit Authority to more effectively and efficiently obtain successful revenue generating programs. We are currently working on updated real estate solicitation documents for North Carolina DOT. TRA has lead, partnered, and advised on private consulting and development teams on proposals responding to agencies throughout the country.