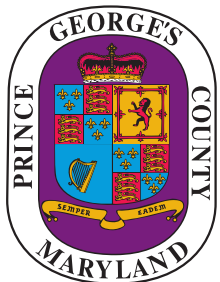




HOW TO RESPOND TO A PRINCE GEORGE'S COUNTY REQUEST FOR PROPOSAL



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County Executive

DOING BUSINESS WITH
PRINCE GEORGE'S COUNTY
GOVERNMENT

P R O U D T O S E R V E .

PROCUREMENT PRINCIPLES

- A.** Integrity, confidence in the fairness and accountability of the procurement process
- B.** Promote opportunities for County, small and minority business enterprises
- C.** Foster greater open competition
- D.** Meet the need of the agency
- E.** Promote positive relationships
- F.** Provide timely and impartial resolution of disputes
- G.** Provide “Best Value” for the taxpayers

PROCUREMENT METHODS

INVITATION FOR BID

Award is made to the lowest responsive, responsible Bidder

MULTI-STEP INVITATION FOR BID

Award is made to the lowest responsive, responsible Bidder whose technical response has met the minimum technical score

REQUEST FOR PROPOSAL (RFP)

When price is not only determining factor. Proposal Analysis Group (“PAG”) is appointed to evaluate proposals and recommend best value award to Purchasing Agent

REQUEST FOR PROPOSAL (RFP)

USED WHEN

- 1 | Requirement is more loosely defined
- 2 | Customer seeking the best solution to meet their requirements
- 3 | Factors other than price are important
- 4 | Negotiation is optional
- 5 | Publicly advertised
- 6 | Pre-Proposal conference
- 7 | Specific closing time announced not public opening
- 8 | Vendor response consist of:
Technical Proposal | Cost Proposal
- 9 | Proposal Analysis Group (PAG)
- 10 | Evaluates Proposals
- 11 | Ranks Offerors
- 12 | Recommends Award

WHERE TO START

FIRST

Read the entire solicitation once, then read it again and again!

SECOND

Read all of the instructions and explanations to ensure that you understand the County's requirements

THIRD

Be aware that information critical to your Proposal may be scattered among many sections of the RFP

TO
PROPOSE
OR NOT
TO
PROPOSE

- 1 | IS THE PROJECT TOO BIG OR TOO SMALL?
- 2 | IS THE PROJECT OUTSIDE YOUR EXPERIENCE AND AVAILABLE RESOURCES (HUMAN AND FINANCIAL)?
- 3 | IS THE TIMING RIGHT? ARE YOU TOO BUSY?

P R O U D T O S E R V E .

ASK

QUESTIONS (SMALL PURCHASES 10A-115)

- 1 | QUESTIONS CAN BE SUBMITTED IN WRITING TO THE PROCUREMENT OFFICER**
- 2 | ATTEND THE PRE-PROPOSAL CONFERENCE**
- 3 | SOME SOLICITATIONS SPECIFY A DATE BY WHICH QUESTIONS ARE DUE**
- 4 | BE AWARE THAT THE COUNTY'S RESPONSE TO ALL SUBMITTED QUESTIONS ARE DISTRIBUTED THROUGH A WRITTEN ADDENDUM TO THE SOLICITATION**
- 5 | VERBAL INFORMATION IS NOT BINDING GET IT IN WRITING**

SCHEDULING

- 1 | Make a schedule and stick to it!
- 2 | Make sure you leave plenty of time for copying, binding and delivering the proposal ON TIME
- 3 | Some solicitations specify a date by which questions are due
- 4 | Be aware that the County's response to all submitted questions are distributed through a written addendum to the solicitation
- 5 | Distribute the schedule to all members of your team

MANDATORY VS. DESIRABLE CRITERIA

MANDATORY CRITERIA

Describes the features your proposal must have or elements it must contain, in order to receive further evaluation

DESIRABLE CRITERIA

Represents the features and/or functionality that the County would like to see in your proposal

Your score in this section indicates how far your proposal goes in providing what the County is seeking to procure

ESSENTIALS

- 1 | Proposal is professional
- 2 | Proposal is organized & Tabbed per the technical Response criteria
- 3 | Proposal demonstrate vendors understanding of the proposal requirements
- 4 | Proposal provides evidence of sufficient resources (human & financial)
- 5 | Proposal contains a quality control process/program
- 6 | Address transition plan
- 7 | Training program included & adequate
- 8 | Backup plan for continuity of services
- 9 | Address hiring policy retention strategy
- 10 | Experience meets the requirements of the Proposal
- 11 | Identify Inspection/maintenance program for equipment
- 12 | Background check process/documentation
- 13 | Provide complete/updated references

EVALUATION CRITERIA

- 1 | Experience
- 2 | Licenses and qualifications of the firm
- 3 | Qualifications of key employee and subcontractors
- 4 | Capacity to perform the work
- 5 | Quality Control and safety programs
- 6 | Past performance based on references and past County performance
- 7 | County-based business or Minority Business Requirements
- 8 | Implementation Plan and or timeline for associated tasks

EVALUATION OF THE PROPOSAL

- 1 | Identify Inspection/maintenance program for equipment
- 2 | Proposals are reviewed by Procurement to ensure they meet the mandatory requirements
- 3 | Proposals that meet the mandatory requirements are distributed to the Proposal Analysis Group
- 4 | Proposals are scored based upon the evaluation criteria established in the RFP

SOCIAL AND ECONOMIC FACTORS

COST AND PRICE

- 1 | Direct Labor
- 2 | Material Costs
- 3 | Equipment Costs
- 4 | Overhead Costs
- 5 | Profit

- 1 | Non Discrimination
- 2 | County Based Businesses
- 3 | Wages and Benefits
- 4 | Job Safety
- 5 | Employees are County Residents

GOING GREEN

- 1 | Strategies and equipment
- 2 | Life cycle costing
- 3 | Leadership in energy and environmental
- 4 | Economic impact on the community

PITFALLS TO AVOID

- 1 | Vendor repeats scope of work word for word (reflects vendors lack of understanding)
- 2 | Proposal fails to address all areas of the solicitation
- 3 | Failure to include licenses and permits as required
- 4 | Minority Business Enterprises Utilization Plan/County-Based Business Plan missing or incomplete
- 5 | Underestimating the evaluators. Proposals that contain too much “glitz” and little substance will not score well
- 6 | Failure to follow the Proposal instructions regarding organization of the Proposal, inclusion of required information
- 7 | Failure to take the evaluation criteria into consideration when preparing your response
- 8 | Failure to understand and to demonstrate an understanding of the County’s requirements

- 1 | Failure to tailor your response to the specific Proposal
- 2 | Failure to include all of the information requested by the County
- 3 | Submitting an unprofessional proposal (typos, blank pages, unnumbered pages, etc.)
- 4 | **FAILURE TO SUBMIT YOUR PROPOSAL BEFORE THE DATE AND TIME SPECIFIED!**

FIRST IMPRESSIONS

- 1 | Your proposal should be professional and organized
- 2 | Use a binding method that works
- 3 | Make as much materials as possible look like it was created specifically for this solicitation
- 4 | Avoid cross-references to the extent possible-it makes it difficult for evaluators to evaluate the proposal if they have to jump between sections in order to get the full picture.
- 5 | Use section headings
- 6 | Always number pages
- 7 | Related topics should be kept together and most statements should not be repeated
- 8 | Make sure each copy of the proposals completed
- 9 | The proposal should be easy to read and understand. You want to make sure the evaluation team gets the right message

PROPOSAL WEAKNESSES

- 1 | Document is not professional, not organized
- 2 | Document does not respond to every technical element to the solicitation
- 3 | Document does not demonstrate vendors clear understanding of the requirements of the solicitation
- 4 | Document reflects lack of resources
- 5 | Document does not include a quality control process
- 6 | Performance tracking process
- 7 | Training program weak or missing
- 8 | Experience does not meet the requirements of the solicitation
- 9 | Inspection/maintenance program for equipment if appropriate

PROPOSAL STRENGTHS

- 1 | Professional and organized
- 2 | Is clear and detailed as appropriate
- 3 | Contains a detailed project approach addressing all aspects of the solicitation
- 4 | The proposal contains reference for work similar to solicitation with current contact information

MISTAKES IN PROPOSALS

- 1 | Failure to acknowledge amendments
- 2 | Failure to sign the proposal
- 3 | Failure to enclose product literature
- 4 | Failure to submit the required number of copiers
- 5 | Failure to include bid bond
- 6 | Failure to provide required subcontractor list
- 7 | Failure to separate technical from cost proposal

TIPS FOR DOING BUSINESS

- 1 | Attend Pre-proposal Conferences
- 2 | Make Sure You Understand The Requirements – Ask Questions
- 3 | Be Cost Competitive
- 4 | Look for Partnerships with Other Vendors
- 5 | Deliver Proposals on Time



CONTACT INFORMATION

CONTACT ADMINISTRATION & PROCUREMENT DIVISION (CAP)

301-883-6400 (O) / 301-883-6440 (FAX)

Website: <http://procurement.mypgc.us>

Website: <https://emaryland.buyspeed.com/bs0>

SUPPLIER DEVELOPMENT & DIVERSITY DIVISION (SDDD)

301-883-6480 (O)
301-883-6479 (FAX)

Website: <http://diversity.mypgc.us>

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