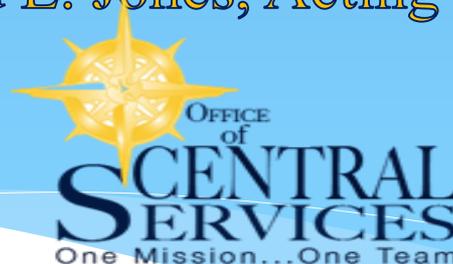




Prince George's County Contract Administration & Procurement Division

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Our Vision Statement

- The OCS vision is to become a recognized leading agency, with a superior standard of quality and customer satisfaction.***

Our Mission Statement

- To provide goods and services to our internal and external customers with a commitment to:***
 - ☀ Exemplary customer service***
 - ☀ Accountability***
 - ☀ Quality service delivery***
 - ☀ Cost Consciousness and***
 - ☀ High ethical standards***

“Ground Rules”

- * Interactive Participation
- * Every question is a good question
- * Place Cell phones on vibrate

Introductions

- * Your name and company
- * Type of business
- * Prince George's County
Certifications
- * One Expectation for today's
workshop

**HOW TO RESPOND TO A
PRINCE GEORGE'S COUNTY
REQUEST FOR PROPOSAL
(RFP)**

Procurement Principals

- ❖ Integrity, confidence in the fairness and accountability of the procurement process
- ❖ Open competition
- ❖ Promote opportunities for County, small and minority business enterprises
- ❖ Meet the need of the agency
- ❖ Provide “Best Value” for the taxpayers
- ❖ Provide timely and impartial resolution of disputes

Procurement Methods

- * IFB- Invitation for Bids
 - * Award is made to the lowest responsive, responsible bidder.
- * Multi-Step Invitation for Bids
 - * Award is made to the lowest responsive, responsible bidder whose technical response has met the minimum technical score.

Procurement Methods (continued)

- * RFP-Request for Proposals
 - * An RFP is a formal solicitation document to solicit binding proposals for a product and/or service

Where to Start

- * Read the entire solicitation once, then read it again and again!
- * Read all of the instructions and explanation to ensure that you understand the County's requirements.
- * Be aware that information critical to your bid may be scattered among many sections of the RFP.

To Bid or Not to Bid?

- * Is the project too big or too small?
- * Is the project within our expertise?
- * Do we have the required experience?
- * Do we have the time or are we too busy?
- * Can we do it in the time allowed?
- * Do we have enough staff to do the job?

Asking Questions

- * Questions should be submitted in writing to the Buyer.
- * Attend the Pre-Proposal Conference to obtain clarification of RFP and networking opportunities.
- * Verbal responses are not binding, only the addendum(s) issued by the County.
- * Note the deadline for submission of questions.
- * Be aware that the County's written response to all submitted questions and distributed via a written addendum to vendors who have either downloaded or purchased the RFP.

Scheduling

- * Make a schedule and stick to it!
- * Distribute the schedule to all members of your team.
- * Make sure you leave plenty of time for copying, binding and delivering the

~PROPOSAL ON TIME~

First Impressions Count

- * Your proposal should be professional and organized.
- * Use section headings.
- * 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.
- * Always number pages.
- * Make sure each copy of the proposal is completed.
- * The proposal should be easy to read and understand. You want to make sure the evaluation term gets to the right message.
- * Use a binding method that works.

Evaluation of the Proposals

- * The evaluation is done by a committee
- * After the closing time, the Proposals are reviewed by Procurement to ensure that they meet the mandatory requirements.
- * Those that meet the mandatory requirements are distributed to the evaluation committee.
- * The proposals are scored against the evaluation criteria stated in the RFP.

Proposal Strengths

- * Professional and organized.
- * Is clear and detailed as appropriate.
- * Address all aspects of the Request for Proposal.
- * The proposal provides references for work similar to solicitation with current contact information.

Proposal Weaknesses

- * Proposal is not professional, disorganized.
- * Proposal does not respond to every technical element of the solicitation.
- * Proposal does not demonstrate vendor clear understanding of the requirement of the solicitation.
- * Proposal does not demonstrate adequate resources.
- * Proposal does not include a quality control element
- * Training program inadequate or missing.
- * No backup plan for continuity of services.
- * Hiring policy weak or missing.

Proposal Weaknesses (Continued)

- * Project approach lacks details or missing.
- * Experience does not meet the requirements of the solicitation.
- * Failure to discuss inspection/maintenance program for equipment if appropriate.
- * Utilization Plan missing or incomplete. (MBE or County-Based Certified Business)
- * Proposal repeats scope of work word for word.
- * Failure to include license and permits as required.
- * Poor organization of attachments
- * Contains irrelevant, poor references or non-working phone number.

Pitfalls to Avoid

- * Underestimating the evaluators. Proposals that contain too much “glitz” but little substance will not score well.
- * Failure to follow the RFP instructions regarding organization of the RFP, inclusion of required information.

Pitfalls to Avoid (continued)

- * Failure to take the evaluation criteria into consideration when preparing the proposal.
- * Failure to understand and to demonstrate an understanding of the County's requirements.
- * Failure to tailor the response to the specific bid.
- * Failure to include all of the information requested by the County.
- * Submitting an unprofessional proposal (typos, blank pages, unnumbered pages, etc.)

Pitfalls to Avoid (continued)

- * **FAILURE TO SUBMIT YOUR PROPOSAL BEFORE THE DATE AND TIME SPECIFIED!**



“IF YOU Win”

CELEBRATE!!!

If You Lose...

- * Schedule a debriefing with the Procurement Professional.
- * Try not to get discouraged.
- * Apply what you have learned on your next proposal!