

COUNTY OF SANTA CLARA PROCUREMENT DEPARTMENT



BUSINESS DIVERSITY FAIR
FRIDAY, NOVEMBER 2, 2018

How to prepare a response to a Request for Proposals (RFP) & Invitation to Bid (ITB)



Miriam Singer, CPPO, FCCN

CHIEF PROCUREMENT OFFICER

SANTA CLARA COUNTY

MIRIAM.SINGER@CEO.SCCGOV.ORG (408) 491-7400

Agenda

How to prepare a response to a **Request for Proposals (RFP) & Invitation to Bid (ITB)**

- Santa Clara County Procurement
- How to Register to be a Santa Clara County Vendor
- Overview of Procurement Methods
- RFP Process
- ITB Process
- Vendor Outreach and Education
- Q&A



Santa Clara County Procurement Department

- Commitment to the implementation of **full and open competitive procurement solutions** to ensure taxpayers receive **high quality services** at the **best value**
 - In FY 17, transacted with 6,281 unique individuals
 - As of September 2018, there were 2,241 Active Contracts valued at over \$3 billion
 - Hundreds of millions of dollars spent among Healthcare Services; Management, Business Professionals and Administrative Services; and Engineering and Research and Technology Based Services
- **Centralized Purchasing and Contracting:** Procurement Department acquires goods and related services and non-professional in a centralized manner
 - Contracting Divisions: Medical and Patient Care, Facilities, Institutional & Office, and IT & Telecom
- **Decentralized Purchasing and Contracting:** Procurement of professional services, public works, and architects-engineers-construction project management services are handled by individual departments in a decentralized fashion, with the support of the Procurement Department



Vendor Registration

In order to do business with Santa Clara County, and to receive email notifications of competitive opportunities, a vendor must be fully registered.

There is no charge to vendors for registration to do business with the County of Santa Clara!

Registration links:

www.sccprc.org/eRFP

www.sccprc.org/P2P

Registration support:

VendorOnboarding@prc.sccgov.org



REGISTER
WITH THE
COUNTY OF SANTA CLARA
TODAY!



Benefits of Registering

Notification of upcoming solicitations

Search current solicitations

No fees to register, search, or participate

Quick and easy online registration!

On-Site Vendor Registration

Every Wednesday, 8:30AM - 12:30PM
County of Santa Clara | Procurement Department
2310 N. First St., 1st Floor
San Jose, CA 95131
(408) 491-7400

For additional information or questions please send email to:

VendorOnboarding@prc.sccgov.org

April 2, 2018

Procurement Methods: RFP vs. ITB

- **Request for Proposal (RFP)**
 - Scope of services **allows for the proposer to offer a solution** that meets the County's technical and business requirements. More than one solution may be viable and there are varying levels of service to negotiate
 - **Qualitative evaluation** based on weighted criteria such as experience and qualifications of proposer/staff, project management approach, recommended solutions, and financial capabilities
 - Awarded to **highest ranked** responsive, responsible proposer that is deemed to **offer the best value to the County**
- **Invitation to Bid (ITB)**
 - **Stated specifications** are completely established
 - Evaluated based on **price**
 - Awarded to **lowest price, responsive, responsible bidder**



Procurement Methods Continued

- **Request for Statement of Qualifications (RFSQ)**
 - Can be used as a prequalification
- **Informal Competitive Procurement (ICP) or Request for Quotation (RFQ)**
 - ICP threshold amounts of \$100K (Goods and Related Services) and \$300k (Professional Services, up to \$100K per fiscal year)
- **Small Dollar Purchases (P-card/Direct Pay/Field Purchase Order)**
 - P-card Limits of \$5,000 per transaction and \$25,000 monthly limit per P-card, and \$50,000 limit per vendor in a single year
 - Departments/Agencies may select lower thresholds
 - Field PO limits of \$25,000 per vendor
- **Non-Competitive Procurement**
 - E.g., Single or Sole Source



Advance Notice of Intent to Waive Competition

- Public posting of draft Scopes of Work/Statement of Work for intended Single and Sole Source Requests no less than 10 business days
 - This information is designed to inform the vendor community and the public that the County of Santa Clara intends to enter into a non-competitive contract (known as a bid waiver or a sole/single source procurement) to purchase a product or service
- Industry submit inquiries or feedback via online form on the website
- Responses are incorporated into market research and inform final recommendation on how to proceed with the request
- <https://www.sccgov.org/sites/proc/DoingBusinesswiththeCounty/Pages/advance-notice-of-intent-to-waive-competition.aspx>



Responsive vs. Responsible

- **Responsive**: unequivocal promise (as shown in the face of the Proposal) to provide the items/services called for by material terms of the solicitation.

- **Responsible**: Whether the Proposer can perform as provided for in solicitation. Involves Proposer's capability, experience, business judgement.



Relevant Policy: Local Preference

Board of Supervisors' Policy Manual, Chapter 5, Section 5.6.5.2

Local Preference Policy

“In a formal solicitation of goods or services, the County shall give Local Businesses the preference described below.

‘Local Business’ means a lawful business with a physical address and meaningful ‘production capability’ located within the boundary of the County of Santa Clara.**In the procurement of goods or services using an Invitation to Bid or another solicitation method in which price is the determining factor for award of the contract, five percent (5%) shall be subtracted from a bid submitted by a responsive and responsible Local Business in determining the lowest responsive responsible bidder.** If application of the 5% results in a Local Business bid being lower than the non-local business bid, the contract award shall be made to the Local Business at the Local Business’ original bid price. If after applying the 5% discount, two or more competing vendors have bid the same price, local businesses shall be given preference. “



Relevant Policy: Local Preference Continued

Board of Supervisors' Policy Manual, Chapter 5, Section 5.6.5.2

“In the procurement of goods or services in which best value is the determining basis for award of the contract - for example, a Request for Proposals - five percent (5%) of the total points awardable will be added to the Local Business score. When a contract for goods or services, as defined in this policy, is presented to the Board for approval, the accompanying transmittal document shall include a statement as to whether the proposed vendor is a Local Business, and whether the application of the local preference policy was a decisive factor in the award of the proposed contract. The local preference policy may only be applied based on the entity submitting a bid or proposal and not a subcontractor or business partner.”



Highlighted RFPs, ITBs, & RFQs

Upcoming or recent Business opportunities include:

- **Medical Patient Care Contracting:** Flow Cytometer; Tissue Processor; Electrophoresis System; Suture and Endomechanical Products; Radiopharmaceutical Distribution; Coronary Products, Drug Eluting Stents; Cardiac Rhythm Management Products; Hemodialysis Products and Peritoneal Dialysis Products; Business Forms, Linen Laundry Services, RFOD Tray Management System; Harloff Medical Carts; Surgical Aspiration System; Employee Recognition Services Award Program; Computerized Tomography (CT) Imaging and Related Services; Medical/Surgical Goods for Distribution (Medline); Defibrillators
- **Institutional, Office Products and Services:** Municipal Solid Waste Facilities; Mass Document Scanning Services; Locks, Security, Door Hardware, and Related Products; E-Waste Disposal Services; Hard drive Destruction & Disposal Services; Food Related Paper and Plastic Products; Timestamps; Archer Janitorial Cleaning Chemicals



Upcoming RFPs, ITBs, & RFQs continued

- **IT:** Microsoft Systems Infrastructure Technology Training; Security Camera Maintenance; Workstation on Wheels; HCI Enabled Servers; Ballot on Demand Printer; Peoplesoft Benefits Administration Training; Debt Collections and Delinquency Management System; Access to On-line Legal Research; Access to Multiple Cloud Services; Radio Frequency Tracking for Inmates; Patient Monitoring System; Investment Portfolio Management System; Behavioral Health Call Tracking System
- **Facilities:** Full-Body Scanners; Debris Hauling and Monitoring Services; Patrol Vessel; Passive GPS Solution Units; Forklift and Electrical Carts Preventative Maintenance and Minor Repair Services including Parts; Car Wash Services; Television Programming; Elevator Maintenance; Multi-Lingual Signages; Repair and Maintenance of Video and Camera; Portable Fire Extinguishers; Homeless Encampment Clean Up; OEM Heating Ventilation and Air Conditioning Parts; Annual Boiler Maintenance; Solid Waste; Grease Trapping Pumping Services; Leasing of Modular Building; Kitchen Hood Suppression System Service and Maintenance



RFP Process

- 1. Preparation Phase (Needs Assessment & Acquisition Planning)**
 - Client Department identifies need, conducts market research and crafts scope of services
 - Procurement Department (PD) conducts comprehensive market research
 - PD validates requirements, determines acquisition strategy and drafts RFP solicitation document
 - Evaluation Committee appointed

- 2. Solicitation Phase**
 - Public advertisement of RFP via BidSync
 - Pre-proposal Conference
 - Inquiries received during Q&A period are responded to via addenda, released via BidSync
 - Proposals received



RFP Process Continued

3. Evaluation Phase

- Committee **members independently** review proposals
- Committee convenes to discuss proposals, **members independently** rate and rank
- Committee determines if oral presentation are necessary
- Committee members independently rate and rank
- Application of Local Preference (as applicable)
- Committee makes recommendation
- Due diligence and pre-award vendor review



RFP Process Continued

4. Negotiation Phase

- Scope of Services
- Terms & Conditions
- Performance Standards
- Warranties
- Payment Schedule
- Pricing

5. Award Phase

- Award recommendation notification to all proposers
- Compliance with conditions of award
- Preparation of Legislative File package if Board Authority is required
- Contract Execution

6. Post-Award Phase

- Contracting initiation meetings



RFP Document

7 Major Sections

1. Introduction/Background on County & the Project
2. Project Scope
3. Timeline
4. Evaluation Process
5. Response Format and Organization Requirements
6. Conditions Governing the Procurement
7. Additional Exhibits
 - Terms and Conditions Insurance Requirements, County Travel Policy, IT Vendor Security Requirements, Forms to submit prior to proposal submission, any additional materials relevant to the project



Inquiries During Solicitation

Any inquiries or request regarding this procurement should be submitted to the Procurement Officer in writing. Proposers may contact ONLY the Procurement Officer regarding the RFP.



Submitting a Proposal

Follow Proposal Format Instructions

Requirements

- Complete and return the entirety of the Proposal Submission Package
 - eRFP electronic submission forthcoming*
- Clearly indicate exceptions taken, if applicable, and only if allowable by solicitation

Tips

- Read the specifications carefully
- Provide sufficient detail which allows the County to conduct a meaningful evaluation of the proposal
- Demonstrate ability to perform scope of services
- Affirm if your firm is eligible for local preference, if applicable
- Follow solicitation submittal instructions



ITB Process

1. Preparation of a Bid

- Client Department makes a request
- Procurement Department (PD) conducts comprehensive market research
- Client Department and/or PD develop specifications
- Requisition

2. Drafting of Bid – 7 Major Sections

- Invitation and Scope
- Timeline
- Specifications and Requirements
 - Validation of Specifications, if applicable
- Bid Line Items
- Appendices for Declarations
- Conditions Governing the Procurement
- Additional Exhibits (Terms and Conditions Insurance Requirements, County Travel Policy, IT Vendor Security Requirements, Forms to submit prior to proposal submission, any additional materials relevant to the project)



ITB Process Continued

3. Advertisement of Bid

- Bid document on BidSync/Ariba*
- All vendors are notified via email
 - Via Ariba if Procurement Department ITB
- Pre-bid conference held if needed
- Questions from prospective bidders answered through addendums posted



ITB Process Continued

4. Bid Opening and Evaluation

- Bids recorded on bid tabulation
- Responsiveness determinations made
- Local preference applied (if applicable)
- Responsibility reviews conducted

5. Award

- Notification
- Contract Execution

6. Contract Administration



Submitting an ITB Response

Follow Bid Submission Instructions

Complete and return the entirety of the submission electronically

Tips

- Read the specifications carefully
- Provide sufficient detail which allows the County to conduct a meaningful evaluation of the proposal
- Demonstrate ability to perform scope of services
- Affirm if your firm is eligible for local preference, if applicable
- Follow submittal instructions



Visit County of Santa Clara's Procurement Website

- Advance Notice of intent to Waive Competition
- Active Contract List
- Vendor-focused resources

www.sccprc.org



Closing

Thank you for your participation!

**Please complete a brief survey
before you leave!**

www.surveymonkey.com/r/BDF2018



PROCUREMENT, CONTRACTS AND MATERIALS MANAGEMENT (PCMM)

DOING BUSINESS WITH PCMM

Presented by:

Thor Vue, Chief Procurement Officer



Solutions that move you

Introduction

Presently: Chief Procurement Officer for VTA

Previously:

- **Chief, Contract Division for Medical Sharing, Services and Prosthetics - US Dept of Veterans Affairs – VISN 21 – Sacramento**
- **Director of Contracting, US Dept of Veterans Affairs – VISN 17 - Dallas**
- **Deputy Director of Contracting, US Dept of Veterans Affairs – VISN 17 - Dallas**
- **Associate Chief of Contracting – US Department of Homeland Security – Vermont Headquarters**
- **Senior Procurement Analyst (Procurement Policy)– US Department of Homeland Security – Vermont Headquarters**
- **Senior Contracting Specialist – DoD Washington Headquarters Services – Acquisition Directorate – Arlington VA (Pentagon)**

What is PCMM?

The Procurement, Contracts and Materials Management (PCMM) Department is responsible for VTA's centralized procurement, contracting and materials management functions.

There are currently 400 active contracts valued at approx. \$513 Million

Purchasing contracts at \$93 Million

Construction contracts valued at \$300 Million

Professional Services valued at \$120 Million

What is PCMM?

1. PCMM is 60+ dedicated professional at various locations – PCMM employees are the business advisors to VTA.
2. Centralized procurement of goods and services, professional services and construction
3. Materials management (parts) support for Bus and Light Rail Operations
4. Administrative support functions including agency-wide procurement card, property disposal, mailroom and warehouse support.

PCMM is involved in daily operational support – we have a touch point with every Division in VTA

Mission Statement and Objective

To provide customers with goods and services they need, when they require them, while safeguarding the public interest, in adherence with the empowerment legislation afforded the VTA.

Objective

To provide the GOLD STANDARD in public transportation procurement and inventory management solutions.

Governing Legislation

Procurements must adhere to:

State: Cal. Govt. Code §§54201, 54202, 54201

California Public Contract Code, Article 16, Sections 20300 to 20306

Federal

Transit Administration (FTA)

Highway Administration (FHWA)

Emergency Management Administration (FEMA)

Federal Acquisition Regulations (FAR)

PROCUREMENT PRACTICES

- ✓ Treat all prospective sources in an fair and equitable manner
 - Required to ensure integrity of public procurement process
- ✓ Maximize full and open competition
 - The market principle that competition drives better pricing
- ✓ Entrusted with responsible spending of taxpayer's money
 - ✓ Stewards of Tax payers funds, therefore transparency in all we do
 - ✓ Subject to public record request for our procurement decisions

TYPES OF PROCUREMENTS

Methods to obtain Supplies/Services:

- Micro Purchase (Cal-Card)
 - Small purchases up to \$3,500
- Non-competitive Procurement
- Small / Informal Procurement (RFQ, RFP or IFB)
- Formal Procurement (RFP or IFB)
 - Negotiations and Trade-offs

FORMAL CONTRACTS TYPES OF SOLICITATIONS

- ❖ **Invitation for Bids (IFB)** Procurement of commodities and construction contracts. Contract is awarded to the “responsible” bidder submitting the “lowest” responsive bid.
- ❖ **Request for Proposals (RFP)** Procurement of professional and non-professional services. Contract award is based on qualification or qualification & price - a best value selection.
 - ❖ Relevant Experience
 - ❖ Key Personnel
 - ❖ Management/Technical Approach

REQUEST FOR PROPOSALS (RFP)

What is the RFP?

- Public solicitation that provides for fair and open competition
- It can be “Informal” or “Formal”
 - Informal – less than \$150,000
 - Formal – more than \$150,000

RFP continued

How is a vendor/consultant selected from the RFP?

- Proposer submits proposal
- Evaluation by a selected Review Board (Technical and Interview)
- Determination of most qualified with the competitive/fair cost proposal
- VTA enters into negotiation for final price and scope

TYPES OF CONTRACTS

- Purchase Order (small dollars, less complex)
- Firm Fix Price Contracts
- Times & Materials Contracts
 - Request justification
- Cost Contracts
- Incentive Contracts
- IDIQ/Blanket Purchase Agreements/Basic Ordering Agreements

CONTRACTS – COMPENSATION METHODS

Types of compensation methods:

- Time and Materials
- Price List
- Fixed Price / Lump Sum
- Cost Plus Fixed Fee (A&E)

Solicitations

VTA IFBs and RFPs are advertised on VTA.org. The basic details of the solicitations can be viewed without registering on the site at the following link:

<http://www.vta.org/about-us/procurement>



Solutions that move you

How to Become a Vendor

- All contract solicitation information is published on the Procurement website, including all updates
- Vendors can register for a specific solicitation
- VTA also advertises in the San Jose Mercury News with “Notice to Bidders/Proposers” advertisements
- Vendors can call or e-mail requesting a particular IFB or RFP

Vendor Registration Instructions

There are two ways to sign up as a "vendor"; either through an existing solicitation or on our Vendor Registration page. Either way, you just enter your email address in the field provided on the page and click the button.

1. To sign up as a vendor through an existing solicitation, you may do so at the following link:
<http://www.vta.org/about-us/procurement/become-a-vendor>
2. To register as a vendor, the instructions are at the following link:
<http://www.vta.org/about-us/procurement/vendor-settings?action=Register>

Vendor Registration Instructions (cont'd)

- **Enter your email address in the field provided on the page and click the button.**
- **If you are already a vendor an email will be sent to the email address we have on file that verifies the information we have on file and instructions on how to update anything that is outdated.**
- **If you are not in the system you will be asked to submit your vendor information.**
- **Once complete you will be sent an email verifying your information and with a link that you must click to verify and complete the sign up process.**
- **Once registered, you will receive automated notifications of opportunities to bid. You can control the type and frequency of notifications from the vendor settings page.**

Questions?

Please complete a brief survey before you leave!

www.surveymonkey.com/r/BDF2018



Solutions that move you