



WELCOME

Pre-Proposal Conference

REQUEST FOR PROPOSAL (RFP)

Parking Lot Management Service – DC USA Retail Mall

Solicitation No.: [DCAM-21-NC-RFP-0003](#)

Monday, June 28, 2021– 02:00PM EST

DISCLAIMER



- The information contained in this presentation is for informational purposes only.
- In the event of a discrepancy between the information contained herein and the RFP documents, the RFP documents will take precedence.
- Remarks and explanations during this conference do not qualify or amend the terms of the solicitation.
- Nothing stated at the pre-proposal conference shall change the solicitation unless the change is made by way of a written addendum.

HOUSEKEEPING



- ✓ Please mute your devices **now**
- ✓ You may enable or disable your video feed based on your own preference
- ✓ Please reserve questions until the end of the presentation
- ✓ Feel free to chat with participants using the in-meeting chat function
- ✓ During the Q&A please utilize and submit all questions via the in-meeting chat function
- ✓ This Pre-proposal slide-deck will be made available to the public via Addenda to the solicitation and posted to the Departments Solicitation landing page.
- ✓ As a reminder **ALL** verbal questions should be submitted to Contracts and Procurement for consideration and a formal response – dgs.goods-services@dc.gov

MEETING AGENDA



- I. Introductions
- II. Procurement Schedule
- III. Project Description and Key Elements
 - Executive Summary
 - Contract Type
 - Overview of SOW
 - Operating Budget
- IV. Explanation To Prospective Offerors
- V. Proposal Submission Requirements
- VI. Evaluation Criteria
- VII. Proposal Submission Method & Deadline



➤ **Contracts and Procurement (“C&P”)**

- **George G. Lewis, CPPO** Chief of Contracts & Procurement
Chief Procurement Officer
- **Kimberly Gray** Supervisory, Contracts Specialist
Contracting Officer
- **Domonique L. Banks** Senior Contracts Specialist
Contracts & Procurement
- **Keith Giles** Contract Specialist

➤ **Facilities Management Division (“FMD”)**

- **Paul Dowell** Parking Manager/ Management Analyst

PROCUREMENT SCHEDULE



- **Issue Date:** Monday, June 7, 2021
- **Pre-Proposal Conference:** Monday, June 28, 2021
- **Last day for Questions:** Tuesday, June 29, 2021
Questions shall be submitted by email to the following email address and labeled accordingly:
Email: dgs.goods-services@dc.gov
Subject: DCAM-21-NC-RFP-0003 Request for Proposal – Parking Lot Management Services DC USA Retail Mall
- **Proposal Submission Date:** Section [L.7] Tuesday, July 20, 2021, At 2:00 P.M. **(Updated by Addendum No. 03)** Electronic Submission via Email: DGS.GOODS-SERVICES@DC.GOV

PROJECT DESCRIPTION AND KEY ELEMENTS



➤ Overview

- The Government of the District of Columbia, acting by and through its Department of General Services (the “Department” or “DGS”), Division of Contracts & Procurement (“C&P”) (collectively the “District”) is issuing this Request for Proposal (“RFP”) to engage a single Small Business Enterprise (“SBE”) firm (the “Contractor”), certified by the DC Department of Small & Local Business Development (“DSLBD”) as a SBE, to provide Parking Lot Management Services at DC USA Retail Mall located at 3300 14th Street, N.W. Washington, DC

Type of Contract

- The District contemplates the award of a Fixed-Price Incentive type Contract in accordance with Title 47 DCMR Chapter 47, 2408.01.
- The Fixed-Price Incentive Contract resulting from this RFP shall contain the following types of price and cost component:
 - a) The Parking Management Services shall be based on firm-fixed monthly rates, based on raw operations cost for providing all services on a monthly basis. All profit earned by the Contractor shall be tied to the monthly incentive fee.
 - b) Payment of the monthly incentive fee shall be calculated based on the earned gross revenues of public parking operations in accordance with the proposed incentive percentage rate for any given month (in arrears), beginning with Base Year and through the term of the Contract life.

OVERVIEW OF SOW



- Offerors should take care to review the **ENTIRE** RFP Solicitation Document assuring full understanding of the District's expectations and Terms & Conditions. Contractors will **not** be relieved from assuming all responsibility for properly estimating the difficulties and the cost of performing the services required herein due to their failure to investigate the conditions or to become fully acquainted with all information, schedules and liability concerning the services to be performed as provided by the District.

EXPLANATION TO PROSPECTIVE OFFERORS



- All questions and answers discussed during this WebX Conference are for discussion purposed only and all questions **must be** formally submitted to the Department by email for an official response.
- **Questions shall be submitted by email to the following email address and labeled accordingly:**

Email: DGS.GOODS-SERVICES@DC.GOV

Subject: DCAM-21-NC-RFP-0003 Parking Lot Management Services DC USA Retail Mall
(Attention: Keith Giles)

If a prospective Offeror has any questions relating to this solicitation, the prospective Offeror shall submit the question by email to the Contract Specialist, Keith Giles at DGS.GOODS-SERVICES@DC.GOV. The prospective Offeror should submit questions no later than **close of business on Tuesday, June 29, 2021, fifteen (15) business days** prior to the closing date and time indicated for this solicitation in Section [L.7]. The Department may not consider any questions received less than fifteen (15) days before the date set for submission of proposals. The Department will furnish responses via addenda issued to the solicitation and posted to the Department's Solicitation Web page found at <https://dgs.dc.gov/page/dgs-solicitations>. An addenda to the solicitation will be issued only if the CO decides that information is necessary in submitting offers, or if the lack of it would be prejudicial to any prospective Offeror. Oral explanations or instructions given by Department officials before the award of the Contract will not be binding.

PROPOSAL SUBMISSION REQUIREMENTS



➤ REQUEST FOR PROPOSAL SUBMISSION REQUIREMENTS:

Each **Technical Proposal** must be organized and prepared as follows:

- i. Table of Contents;
- ii. Proposals shall be typewritten in 12-point font size;
- iii. each section separated (i.e.,
 1. Qualifications and Technical Competence;
 2. Relevant Experience and References;
 3. Key Personnel.

Each **Price Proposal and Operating Budget** must be organized and prepared as follows:

- a) Completed Price Schedule/Compensation substantially in the form of **Attachment J.12**
- b) Operating Budget substantially in the form of **Attachment J.17**

NOTE: In the opinion of the Department, any material deviations of the forms, **Attachment J.12 or Attachment J.17** which are provided by the Department, shall be sufficient to render the proposal non-responsive and subject to exclusion from further evaluation in consideration of award.

PROPOSAL SUBMISSION REQUIREMENTS



➤ REQUEST FOR PROPOSAL SUBMISSION REQUIREMENTS:

Each Compliance Document must be organized and prepared as follows and submitted as individual .pdf documents:

- i.* Bidder/Offeror Certification revised February 2020 – Attachment J.4
- ii.* DOES 1st Source Agreement – Attachment J.5
- iii.* DOES 1st Source Employment Plan – Attachment J.6
- iv.* DSLBD SubContracting Plan Form – Attachment J.7
- v.* DOES EEO Policy and Report – Attachment J.8
- vi.* Certificate of District City-wide Clean Hands – Attachment J.9
In the past, District Agencies were able to access and run vendor Clean Hands Certification independently; however, that process changed as of April 15, 2020 and now the process requires the taxpayer to generate and provide the agencies with the Clean Hands Certificate from the OTR self-service portal located at – mytax.dc.gov
- vii.* Offerors' Past Performance Evaluation Form(s)- Attachment J.14 – The Offeror shall provide no less than three (3) Past Performance Evaluations from its clients as references for providing comparable relative and related services defined by this RFP.

EVALUATION CRITERIA



➤ EVALUATION FOR AWARD (112 Points Maximum)

The Evaluation Criteria set forth below has been developed by the Department's technical personnel and is tailored to the requirements of this RFP. The criteria serves as the standard against which all proposals shall be evaluated and serves to identify the significant matters which the Offeror should specifically address in complying with the requirements of this solicitation. Each Offeror's proposal will be evaluated, and the Department will make a determination of the relevancy and confidence level using the scales in Table identified in **Section [M.3.1] (of the RFP document)**. While the Department will strive for maximum objectivity, the evaluation process, by its nature, is subjective; therefore, professional judgment is implicit throughout the selection process. The Offerors that provide the best value to the District are based on the results of the evaluation criteria described in **Section [M]** which outlines the evaluation factors.

➤ TECHNICAL CRITERIA

TECHNICAL EVALUATION FACTORS	POINTS
Factor A: Relevant Experience and Past Performance of the Contractor and its Team	20
Factor B: Relevant Experience of the Contractor's Proposed Key Personnel & Staffing	20
Factor C: Project Management Plan	40
TOTAL MAXIMUM TECHNICAL POINTS ALLOWABLE	80

EVALUATION CRITERIA



➤ TECHNICAL RATING SCALE

NUMERIC RATING	ADJECTIVE	DESCRIPTION
0	Unacceptable	Fails to meet minimum requirements; e.g., no demonstrated capacity, major deficiencies which are not correctable; Offeror did not address the factor.
1	Poor	Marginally meets minimum requirements; major deficiencies which may be correctable.
2	Minimally Acceptable	Marginally meets minimum requirements; minor deficiencies which may be correctable.
3	Acceptable	Meets requirements; no deficiencies.
4	Good	Meets requirements and exceeds some requirements; no deficiencies.
5	Excellent	Exceeds most, if not all requirements; no deficiencies.

The technical rating is a weighting mechanism that will be applied to the point value for each evaluation category to determine the Offeror's score for each factor. The Offeror's total technical score will be determined by adding the Offeror's score in each evaluation category. For example, if an evaluation category has a point value range of zero (0) to forty (40) points, using the Technical Rating Scale above, if the District evaluates the Offeror's response as "Good," then the score for that evaluation category is 4/5 of 40 or 32.

If subcategories are applied, the Offeror's total technical score will be determined by adding the Offeror's score for each subfactor. For example, if an evaluation category has a point value range of zero (0) to forty (40) points, with two subcategories of twenty (20) points each, using the Technical Rating Scale above, if the District evaluates the Offeror's response as "Good" for the first subfactor and "Poor" for the second subfactor, then the total score for that evaluation category is 4/5 of 20 or 16 for the first subfactor plus 1/5 of 20 or 4 for the second subfactor, for a total of 20 for the entire factor.

EVALUATION CRITERIA



➤ TOTAL POINTS TECHNICAL, PRICE & CBE/SBE (112 Points Maximum)

Total points shall be the cumulative total of the Offeror's technical criteria points, price criterion points and preference points, if any.

EVALUATION CRITERIA	MAXIMUM ALLOWABLE POINTS
Criteria A: Technical Evaluation	80
Criteria B: Price	20
Criteria C: DSLBD CBE Preference Points	Up-to 12
TOTAL MAXIMUM POINTS ALLOWABLE	112

PROPOSAL SUBMISSION METHOD & DEADLINE



➤ Electronic Proposal Submission:

The procurement of these services will be conducted electronically; proposal shall be submitted via email to the Contract Specialist of record, Keith Giles at DGS.GOODS-SERVICES@DC.GOV. To be considered, an Offeror shall submit all required attachments via email before the closing date and time. Paper, telephonic, telegraphic, and facsimile proposals **will not be accepted**.

All proposals, Volume I – Technical, Volume II – Price and all applicable Compliance Documents shall be submitted electronically, on or before the **proposal submission due date, Tuesday, July 20, 2021 no later than 2:00 P.M. EST sharp**, via email to the following individuals in accordance with the submission requirements as outlined in **Section [L.2] through [L.3]**. **NOTE the maximum size of an email submission and its attachments may not exceed 25M.** Offerors may submit multiple emails as so long as all submission documents are sent and received by the Department before the submission closing date and time.

Contracts & Procurement Division:

Goods & Services Team

Email: dgs.goods-service@dc.gov

Subject Line:

DCAM-21-NC-RFP-0003 [Parking Lot Management Services DC USA Retail Mall - Attention: Keith Giles].



QUESTIONS?



Connect with DGS!



Contact: DGS@dc.gov



Facebook: www.facebook.com/dcdg



Twitter: www.twitter.com/dcdg



Instagram: www.instagram.com/dcdg



@dcdg

