



Pre-proposal Conference Summary

Enterprise Social Engagement SaaS

RFP#: F50B6400029

Pre-Proposal Conference Date: 9/26/16 @ 1:00 PM

The pre-proposal conference began at approximately 1:00 pm.

I) **Welcome and Introduction:**

Alicia Baltimore, the Department of Information Technology (DoIT) procurement officer for this solicitation, welcomed everyone in attendance. Introductions were made by the other State employees in attendance:

Lan Pasek – DoIT Web Team

Howard Barr – DoIT Assistant Attorney General

II) **General Procurement Information:**

Alicia told the group the purpose of the pre-proposal conference was to give everyone guidance on the State procurement process and provide an overview of this Request for Proposal (RFP). She emphasized that today's session is merely for guidance and attendees should not rely on verbal communications for information regarding the RFP. Questions and comments must be submitted in writing, by email, to the Procurement Officer for a formal response. She then reminded everyone to review the Key Information Summary Sheet on page 2 for key dates associated with the RFP.

The first date to mark on the calendar is September 28th. All questions must be submitted to the procurement officer by 12:00 pm on Sept. 28th in order to receive a formal response.

The second date to note is the proposal due date. **All proposals must be received by the procurement officer no later than 2:00 pm on October 11th.** Please give yourself plenty of time for your proposal to arrive. **If the proposal is late, even by one minute, it cannot be accepted!**

III) **Communications/Questions:**

Alicia told the group to keep in mind that all communication and questions must be submitted in writing, by e-mail to Alicia.baltimore@maryland.gov for an official response.



IV) MBE Goal

This RFP has a 0% MBE goal. Alicia asked if any MBE's were in attendance and asked them to please identify themselves and their company. A couple of companies introduced themselves as indicated.

V) Proposal Submission Requirements

Alicia reviewed the importance of the submission instructions in Sections 4.4 of the RFP. Proposals shall be submitted in separate e-mails as directed in Section 4.4. Proposals shall be sent by e-mail delivery.

She also suggested that when creating a technical response, an Offeror should keep the proposal in the same order as listed in Section 4.2. By keeping the proposal in the same order, one will be sure to have addressed everything that is required in the solicitation.

The technical portion must contain all of the required information, form and etc. as spelled out in Section 4.2. The group was informed if all required forms are not included with the proposal, then it may be deemed non-responsive.

Further, Alicia explained that the financial proposal must contain all price information in the format specified in Attachment F.

VI) How Your Proposal Will be Evaluated

A common question that DoIT procurement staff receives is "how will my proposal be evaluated?" As you may know, a proposal must pass through several stages in order to receive an overall ranking.

- A. First, the proposals are reviewed for responsiveness. During this review, the procurement officer will inspect the proposal for various items, such as timely proposal submission, signed affidavits. All of these items and more are included in the determination of a proposal's responsiveness.
- B. Second, is a review of the Offeror's proposal to determine if it meets the minimum qualifications. There are minimum qualifications for the Offeror. All minimum qualifications are pass/fail and each must be passed for the proposal to continue through the evaluation. The minimum qualifications must be met by the prime contractor. Subcontractor experience may not be used to meet the minimum qualifications.
- C. Third, is a thorough review of the Offeror's Technical proposal. During this review, the evaluation team will be using the evaluation criteria described in Section 5.2 of the RFP. At the conclusion of this stage the evaluation team will determine those proposals that are technically qualified.
- D. Fourth, Oral Presentation for Offerors that are technically qualified will be performed. As described in Section 1.15, in the event that more than ten (10) responsive proposals, the PO may perform a down select.



- E. A technical ranking will be performed for all proposals based on the oral presentation. At the conclusion of this stage, the evaluation team will determine a technical ranking. Proposals will be ranked from highest to lowest for technical merit based on the quality of the proposals submitted and oral presentation results.
- F. Fifth, is the analysis of the Offerors financial proposal. Financials are not opened prior to this point of the evaluation process so it is inappropriate to discuss pricing during the oral presentation or in the technical proposal. At the conclusion of this stage, the Offerors will be ranked financially with the lowest priced Offeror being ranked as #1.
- G. The final stage is the overall ranking of the Offerors. Section 5.5 of the RFP states that technical factors will receive greater weight than financial factors in making the award determination. Please do not disregard pricing, it does matter. At the conclusion of this stage, the Offeror ranked #1 overall will be recommended for award.

VII) Scope of Work

Lan Pasek provided a brief overview of the scope of work as described in the RFP. She discussed the concept of the RFP and how the Contract will be implemented once awarded.

VIII) Questions and Answers

At this point, the meeting was opened up to questions. For all questions that Offerors wish to receive a formal response, they should be submitted in writing to the procurement officer via e-mail.

IX) Closing Remarks

Alicia concluded the conference by reminding all potential Offerors that if a proposal is late, even by a minute, it cannot be accepted! There are no exceptions to this rule, so give yourself plenty of time for your response to reach her! Questions must be submitted in writing. All potential Offerors should follow the RFP instructions when creating the proposal. She reminded everyone that a Summary of today's meeting will be distributed as soon as possible.

Alicia then thanked everyone for their attendance and the meeting was concluded.

- X) The pre-proposal conference adjourned at approximately 1:15 pm.**