

**RFP: PART 1**  
**GET READY...**

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**May 15 and 16, 2013**



**Andrew M. Cuomo**  
**Governor**  
**State of New York**

**RoAnn M. Destito**  
**Commissioner**  
**Office of General Services**

# RFP Part 1: Get Ready...

## *Presentation Scope*

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**The scope of this session will include a discussion of the activities and decisions that need to be considered in the development of a Request For Proposal (RFP)**

- Your presenters:
  - Sharon Buck
  - Wendy Reitzel
  - Jen Kuhn



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# RFP Part 1: Get Ready...

## *Definitions*

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- Request for Proposal
- Request for Information
- Stakeholder
- Spend analysis
- Market research
- Benchmarking

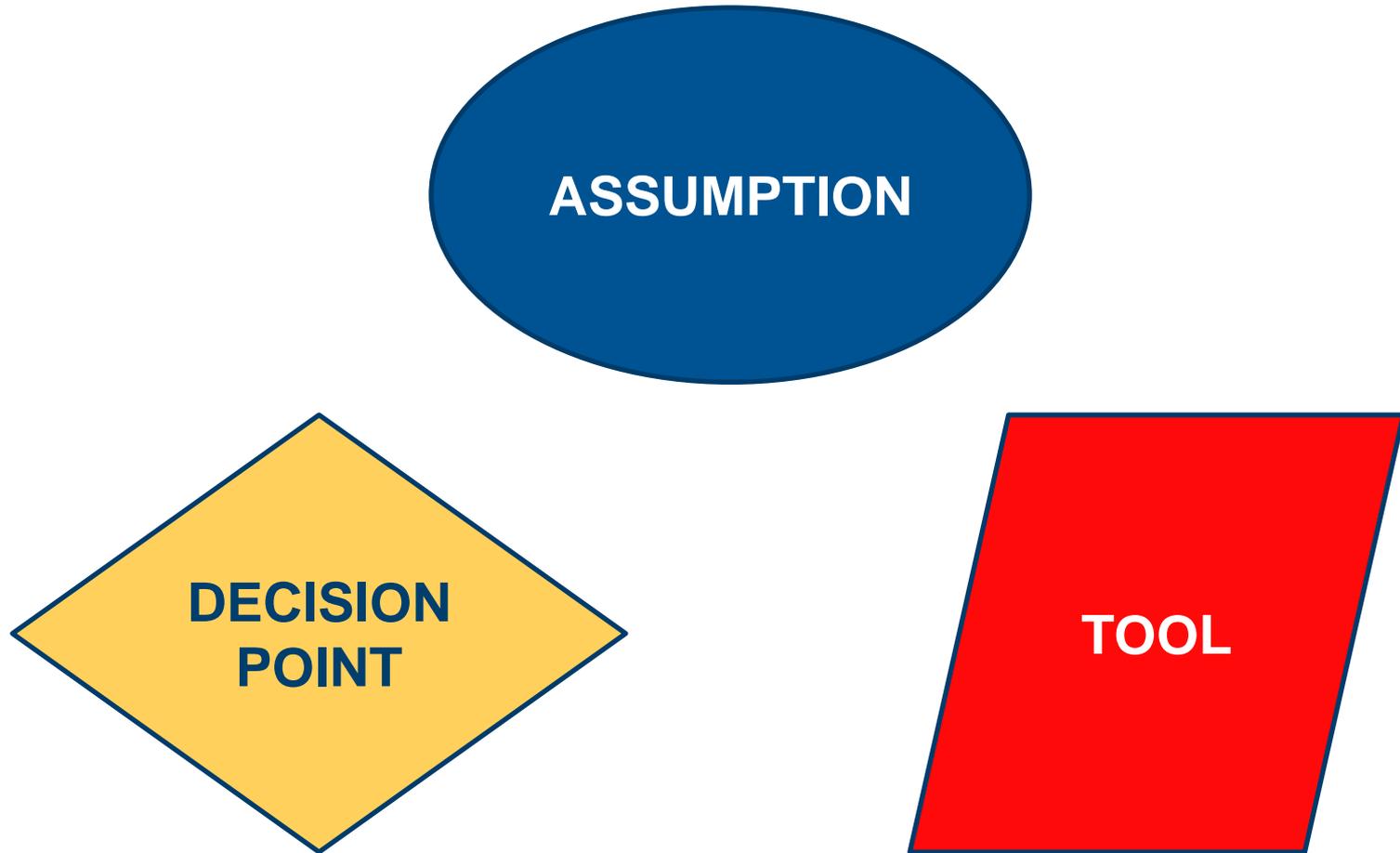


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# RFP Part 1: Get Ready...

*Key*

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# RFP Track 1: Get Ready...

## *Assessing the business need*

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- A business need can be identified as the result of:
  - A process or product deficiency
  - the scope of another agency project
  - Workflow mapping or spend analysis
  - Commissioner policy
  - Governor's directive
  - Legislative mandate
  - Etc...

**A business need has  
been identified**



# RFP Track 1: Get Ready...

*Where do I start?*

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- Identify Stakeholders
- Identify information resources
- Identify current contract timelines
- Map the current process



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# RFP Track 1: Get Ready...

## Identify Stakeholders

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- Whose work stream will be affected by your procurement
- Who will be the users of the new contract
- Who will be responsible for the approval of your RFP (Agency Executive management, Agency legal department, OSC, AG, OGS Agency Buy Desk, etc.?)



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## *Identify Information Resources*

- Historical agency spending
- Statute or regulations governing the subject of your procurement
- Subject matter experts
- Internet



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# RFP Track 1: Get Ready...

## *Identify Current Contract Timelines*

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- Are there contracts currently in place that would be affected by your new procurement?



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## *Map the Current Process*

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- If your business need infers a change to current process – map the process.
- Involve stakeholders
- Identify areas for improvement along the way



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# RFP Track 1: Get Ready...

## *Prepare a Business Case*

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- The goal of a business case is to combine your initial inputs and results of preliminary data-gathering into a “pitch” document that can be presented to management.
- Key elements include:
  - Identified need (problem statement)
  - Stakeholders affected
  - Initial assumptions
  - A potential solution
  - Key risk factors to be considered
  - An initial scope of work/timeline
  - Recommended next steps



# RFP Track 1: Get Ready...

## *Achieve Stakeholder Buy-In*

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- Use your business case to gain the buy-in of stakeholders, including management.

**Does  
Management  
Approve  
Business  
Case?**

**Your business  
case has  
achieved  
management  
support**



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# RFP Track 1: Get Ready...

## *Specification Development*

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- Developing thorough specs is the best way to assure that you actually get what you set out to achieve.
  - Input from extended teams
  - Requirements set forth in policy or statute
  - Market research
  - Benchmarking



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# RFP Track 1: Get Ready...

## *Developing Your Procurement Strategy – Research, Research, Research*

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- Market Research

- May indicate off-the-shelf solutions that could meet your business needs

- Could identify potential bidder pool, based on vendors in the market that may offer customized solutions



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# RFP Track 1: Get Ready...

## *Developing Your Procurement Strategy – Research, Research, Research*

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- Market Research Cont'd

- Would provide information on:

- What contracts may be available through the Federal government
- What centralized OGS contracts may be available to you
- Whether or not there are any purchasing consortia available to suit your needs
- Whether or not there is an opportunity to do an aggregate buy for the same good or service with another agency without establishing a new contract

**OGS Assisted Buy  
Desk**

(SST\_AgencyBuyDesk@ogs.ny.gov)



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# RFP Track 1: Get Ready...

## *Developing Your Procurement Strategy – Research, Research, Research*

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- Benchmarking
  - What are peer states doing?
  - What is NYC doing?
  - What are other agencies doing?
  - What are private sector firms doing?

**You must do an  
original solicitation**



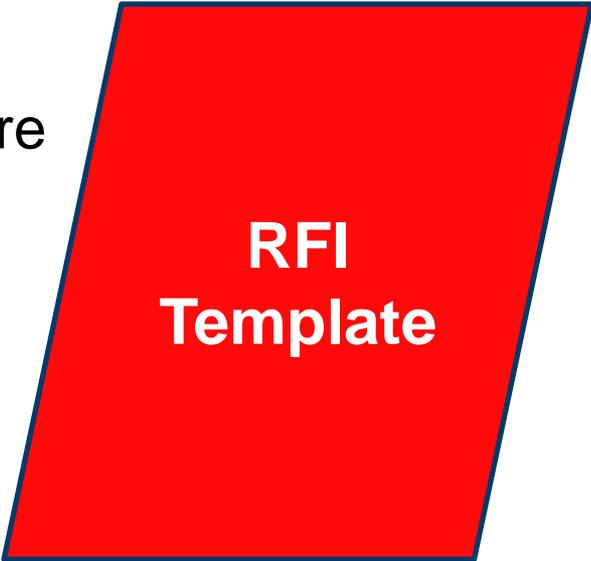
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# RFP Track 1: Get Ready...

## *Developing Your Procurement Strategy – Research, Research, Research*

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- A Request for Information (RFI)
  - An RFI is a non-binding way to convey your business need to potential bidders and find out if they can/would be willing to offer a solution.
  - Feedback helps to inform your strategy in terms of:
    - Solution design
    - Lotting/regionalization of award structure
    - Scope of procurement
    - Etc...



**RFI  
Template**



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# RFP Track 1: Get Ready...

## *Building the RFP*

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- By now you should have
  - A clear idea of your preferred solution including detailed performance and delivery specifications
  - A clear identification of all risks and benefits associated with your preferred solution
  - A definitive understanding of alternate solutions and why they should not be pursued at this time
  - A preliminary timeline for implementation



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# RFP Track 1: Get Ready...

## *Building the RFP Continued*

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- By now you should have
  - An estimated value of costs/savings associate with the preferred solution
  - An idea of what type of procurement mechanism is most appropriate to achieve your preferred solution



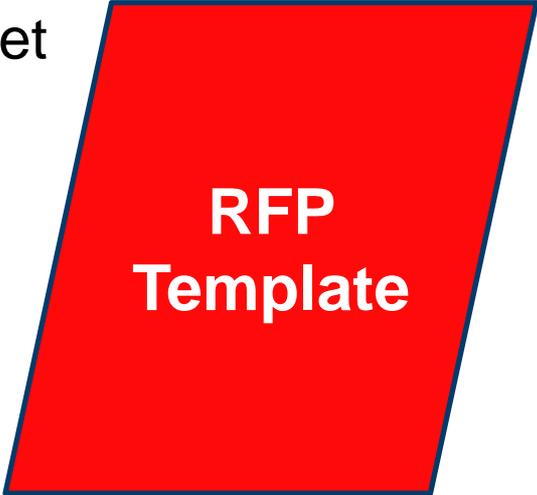
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# RFP Track 1: Get Ready...

## *Developing Your RFP Document*

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- Don't reinvent the wheel
  - If your agency does not maintain standard procurement templates, use something similar that was recently approved
  - Start with a recently-posted RFP that likely contains all appropriate general terms and conditions as well as the most up-to-date versions of appendices
  - Involve your legal department from the outset



**RFP  
Template**



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# RFP Track 1: Get Ready...

## *Developing Your RFP Document*

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- If you have to reinvent the wheel...
  - Summary and background
  - Proposal guidelines
  - Project purpose and description
  - Project scope
  - Project timeline
  - Bidder qualifications
  - Evaluation criteria



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# RFP Track 1: Get Ready...

## *Developing Your RFP Document*

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- Be as clear and precise as possible when drafting your RFP
  - Use industry terms and commonly-understood phraseology
  - DO NOT skimp on instructions
  - Double and triple-check structure and formulas in any pricing pages or attachments that you will require a bidder to complete



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# RFP Track 1: Get Ready...

## *Developing Your RFP Document*

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- When developing your RFP and establishing a timeline for bid submission and award, consider the following:
  - Intent to bid: mandatory or discretionary?
  - Q&A periods: how many?
  - Bidders' Conference: mandatory or discretionary or none at all?  
Timing?
  - OSC approval timeframe
  - Attorney General approval timeframe
  - The time necessary to amend internal processes to accommodate the new solution

**Internal finance &  
legal review**



# RFP Track 1: Get Ready...

*Wrap Up*

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## Summary/Tips

- Planning and research are the keys to establishing a solid procurement
- Identifying stakeholders early in the process aids in information gathering AND critical buy-in
- Communicate, communicate, communicate

**QUESTIONS?**



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