



RECOMMENDATION FOR CONTRACTOR SELECTION

Date: October 19, 2015

To: Jenny Doherty
Contracting Officer

From: Jennifer Habowski
Issuing Officer

RE: Evaluation of Proposals Submitted in Response to
PA Department of Education System of Assessments RFP
RFP 6100032526

PART I.

The Issuing Office designated to conduct the PA Department of Education System of Assessments procurement has completed its evaluation in accordance with Commonwealth policies and procedures. As further described below, Data Recognition Corporation is recommended for selection for contract negotiations for the PA Department of Education System of Assessments Contract. This memorandum also documents that all necessary steps were taken in conducting the procurement in accordance with the provisions of the Commonwealth Procurement Code. To the extent that written determinations are required under the Code for any of the following steps and no attached record exists, this memorandum shall serve as written confirmation that such step occurred.

PART II.

- A. DETERMINATION TO USE COMPETITIVE SEALED PROPOSAL METHOD: Form BOP-124, *Determination to Use Competitive Sealed Proposals (RFP) Method of Procurement*, was completed and posted with the solicitation at www.emarketplace.state.pa.us on April 30, 2015.
- B. PUBLIC NOTICE: Public notice of the RFP was posted on the DGS website on April 30, 2015.
- C. EVALUATION COMMITTEE: An evaluation committee was established consisting of agency representatives from the Department of Education and General Services. Representatives from the Comptroller's Office were invited and participated in the committee.
- D. PRE-PROPOSAL CONFERENCE: A pre-proposal conference was held on May 12, 2015.



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- E. **ADDENDA TO THE RFP:** Potential offerors were given the opportunity in accordance with Section I-9 of the RFP to submit questions concerning the procurement to the Issuing Office. The official responses to the questions were incorporated into the RFP by addenda per Section I-10 of the RFP.

PART III.

- A. **EVALUATION CRITERIA:** The Issuing Office established the relative importance of the major evaluation criteria prior to opening the proposals, consisting of technical 50 %, cost 20% and small diverse business participation 30%. Up to three percent (3%) bonus points were also available for committing to Domestic Workforce Utilization (DW).
- B. **PROPOSAL OPENING:** Proposals were opened in a manner to avoid disclosure of their contents to competing offerors. The technical submittals were distributed to the evaluation committee and the small diverse business ("SDB") participation submittals were forwarded to the Bureau of Small Business Opportunities (BSBO) for its review and scoring. The Issuing Office retained the cost submittals until the evaluation committee completed its technical evaluation.
1. Offerors were afforded approximately 32 days to respond to the RFP. Three (3) proposals were received on or before the due date of June 2, 2015. No companies responded by stating that they would not be submitting proposals. No proposals were submitted late or otherwise disqualified as non-responsive.
- C. **CLARIFICATIONS AND ORAL PRESENTATIONS:** In accordance with Section I-16 and I-17 of the RFP, written clarifications and oral presentations were requested from the offerors based on the initial technical evaluation to assure full understanding and responsiveness to the RFP requirements.
- D. **RESULTS OF EVALUATION:**
1. The evaluation committee reported the results of its technical evaluation to the Issuing Office.
2. As indicated in the Overall Scoring, one (1) offerors' technical submittal (NCS Pearson, Inc.) failed to receive 70% of the available technical points required to be considered for selection for best and final offers or selection for contract negotiations.
3. The Issuing Office evaluated and scored the cost proposals and combined the technical scores, cost scores, bonus points and the SDB scores received from BSBO.



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4. As indicated in the Overall Scoring, two (2) offerors' proposals (Data Recognition Corporation and Measured Progress, Inc.) achieved initial overall scores placing them within the top competitive range of proposals determined to be reasonably susceptible of being selected for award.
5. **BEST AND FINAL OFFERS PHASE:** As authorized by Section I-20 of the RFP, these offerors were selected to proceed to a "Best and Final Offers" phase of the evaluation process. All offerors were accorded fair and equal treatment during discussions and revisions of their proposals. There was no disclosure of any information derived from proposals submitted by competing offerors. Offerors were given the opportunity to reduce their cost through an on-line reverse auction. Offerors were also provided an opportunity to improve upon their small diverse business participation.
6. **OVERALL SCORING:** Based on the Best and Final Offer phase and any resulting revised cost or small diverse business participation, the overall scoring for this procurement concluded as follows:

<i>Offeror</i>	<i>Technical Score</i>	<i>SDB Score</i>	<i>Price Score</i>	<i>DW Bonus</i>	<i>Overall Score</i>
Data Recognition Corp	500.00	84.62	274.25	30.00	888.87
Measured Progress, Inc.	380.30	100.00	300.00	30.00	810.30
<i>Suppliers NOT meeting 70% Technical Threshold</i>					
NCS Pearson, Inc.		n/a	n/a	n/a	n/a
		n/a	n/a	n/a	n/a

7. **HIGHEST OVERALL SCORES:** After combining the final technical scores, small diverse business participation scores, cost scores and bonus points in accordance with the relative weights assigned to these areas and fixed prior to the opening of the proposals, the proposal submitted by Data Recognition Corporation received the highest overall score.
8. **SMALL DIVERSE BUSINESS COMMITMENTS:** As part of its proposal, Data Recognition Corporation has committed to subcontracting with eleven (11) small diverse business(s) for products and project services over the entire project timeframe. Data Recognition Corporation is committing 18.38% of the total value of its offering to (Advance Shipping Technologies, Brenneman Printing, eMetric, LLC, Holiday Travel Tours, Jemni Technologies Inc., Language Services Consultants (LSC), Lighting Printing, Techni-Forms, Inc., Victory Productions, Access Personnel Services, and Tri-Lin Integrated Services). This represents approximately \$38,598,000.00 over 5 ½ years contingent upon purchase and service volume.



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9. DOMESTIC WORKFORCE: As part of its proposal, Data Recognition Corporation has certified that 30% of the work for this project will be performed in the United States or member WTO countries.
10. CONTRACTOR RESPONSIBILITY: Data Recognition Corporation and its subcontractors required to be disclosed or approved by the Commonwealth have been verified as responsible contractors in accordance with management directives, the Procurement Handbook and the Procurement Code, as applicable.

PART IV.

RECOMMENDATION: As the Issuing Officer, I recommend that Data Recognition Corporation be selected for contract negotiations. This recommended selection is based upon the results of the evaluation and review of the proposals as summarized above. Based on the cost submittal of this Offeror, the value of the contract is estimated to be \$210,000,000. The term of the contract will be 5 1/2 years with one additional 3-year renewal.

PART V.


CONTRACTING OFFICER DETERMINATION:



Based upon the results of the evaluation and the above recommendation, I have determined the proposal submitted by Data Recognition Corporation is the most advantageous to the Commonwealth.



I disapprove the recommendation.



Jenny Doherty, Contracting Officer
Chief Procurement Officer

10/19/15
Date

PART VI.

AGENCY HEAD AUTHORIZATION:

Based upon the Contracting Officer's determination, I authorize the Issuing Office to proceed with contract negotiations with Data Recognition Corporation.


Ken Hess
Deputy Secretary for Procurement

10/19/15
Date