

DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT

CONTRACT NO.: DCEB-2017-C-2001
CAPTION: GRADE.DC.GOV Website Project
PROPOSED CONTRACTOR: Sprinklr, Inc.
PROPOSED AGENCY: Office of the Deputy Mayor for Planning and Economic Development (DMPED)

FINDINGS

1. AUTHORIZATION:

D.C. Official Code §2-354.02, 27 DCMR 1304, and 1700 and 1701

2. MINIMUM NEED:

The Government of the District of Columbia, Office of the Deputy Mayor for Planning and Economic Development (DMPED), has an immediate need to procure services from newBrandAnalytics, Sprinklr, Inc., to continue maintaining grade.dc.gov. The period of performance shall be date of award through December 31, 2017.

3. ESTIMATED FAIR AND REASONABLE PRICE:

\$229,116.67

4. FACTS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:

- A. The District Government is currently undertaking a comprehensive initiative to reengineer how customer service feedback is solicited, collected, and analyzed. The Office of the City Administrator is spearheading this initiative and anticipates identifying and enacting the new approach prior to the end of the calendar year. In the interim, the District needs to maintain grade.dc.gov as to not lose one of its major public facing, customer service collection touch points with the community.
- B. The new initiative will ensure the District provides a high-quality experience for our residents by improving and measuring customer service delivery. In support of this objective: the District will develop a baseline understanding of currently existing customer service levels, establish city-wide standards for high-quality customer service, and implement a rigorous, continuous improvement process to provide responsive, accessible, clear, and accurate service.

- C. Sprinklr, Inc., through the grade.dc.gov site, provides the District customer service feedback collection, analysis, evaluation, and visualization. To ensure there is no lapse in service and that the grade.dc.gov site remains functional, a new contract (date of award through December 31, 2017) with Sprinklr is necessary.
- D. Failure to allow the proposed contractor to provide the requested services will result in the District being unable to collect, analyze, and evaluate customer service feedback through the grade.dc.gov site, limiting the public's ability to register their opinions of the District's performance in a formal manner.
- E. The Contractor has been satisfactorily performing the services to DMPED and remains in compliance with the requirements set forth in the existing contract.

5. CERTIFICATATION BY AGENCY HEAD

I hereby certify that the above findings are true, correct and complete.

Date

Brian T. Kenner, Deputy Mayor

6. CERTIFICATION BY CONTRACT SPECIALIST

I hereby certify that the above findings are true and correct to the best of my knowledge. I recommend that the Chief Procurement Officer approve the use of sole source procurement method for this proposed contract.

Date

Lindel Reid, CPPB
Senior Contract Specialist

CERTIFICATION AND DETERMINATION

I have reviewed the above findings and certify that they are sufficient to justify the use of the sole source method of procurement under the cited authority. I certify that the notice of intent to award a sole source contract was published in accordance with 27 DCMR §1304 and that the above supplier is exempt from competition.

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under either Section 402 or 403 of the District of Columbia Procurement Practice Reform Act of 2010 (D.C. Law 18-371;

D.C. Official Code §2-354.02 or 2-354.03). Accordingly, I determine that the District is justified in using the sole source method of procurement.

Date

Jacque McDonald, CPPO, CPPB, SPSM, MBA, MST
Director, Contracts, Procurement and Grants