



Pinkney Innovation Complex for Science
and Technology at Montgomery College

REQUEST FOR PROPOSAL (RFP)

RFP No.: PICMC-0001

RFP Title: Strategic Development Plan Consultant (Land Use Planner)

RFP CLOSING DATE/TIME: Jan 12, 2024 By 5:00PM

NOTE:

All questions related to this Request for Proposal must be emailed to vendor.proposals@montgomerycollege.edu by **4:00 pm, December 15, 2023**. All questions received by the noted deadline will be answered and sent to all proposing firms via issuance of an addendum.

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Intent

The Pinkney Innovation Complex for Science and Technology at Montgomery College, PIC MC, is seeking a strategic planning and real estate consultant to submit a proposal to modernize the Strategic Business Plan for PIC MC that was developed in 2014 (Eva Klein & Associates) and to create a set of strategic illustrative design options (high, medium and low density), that can be marketed to and ultimately developed by private sector interests. These interests include companies, agencies, organizations or entities in the life sciences, cybersecurity and other technology sectors, who are also committed to building relationships with Montgomery College in furtherance of the College's education mission and to create a place for science and development of future workers in partnership with the College.

This updated business plan will reflect the current economic environment and include refining details absent in the original plan. The plan will allow PIC MC to understand land planning options that best support Montgomery College's objectives for the Pinkney Innovation Complex, which are to maximize the mission of education and workforce development and the use and value of the land in today's economic environment, which will meet the critical needs for workforce development. A feasibility study for creating, expanding and transforming the Pinkney Innovation Complex into a mixed-use integrated innovation district in today's and projected future markets is essential as a first step of this project. An understanding of critical needs for workforce development, emerging markets, and the nature of development and construction needed to support and optimize the co-location and space for such jobs and companies to partner with the College is required.

The illustrative conceptual visuals should consider the feasibility of centers of industry-specific innovation to address existing and emerging markets, specific design needs and beneficial educational co-location to inform the College, PIC MC, and future PIC MC partners of the opportunities to develop the available land on the Montgomery College Germantown campus: a 4.87-acre site, an 8.2-acre site, a 6.2-acre parcel and a 12.6 acre parcel adjacent to a 5.9-acre parcel. The options created by the consultant will inspire potential PIC MC partners by enabling them to visualize their companies at PIC MC, collaborating with Montgomery College and in alignment with the College's strategic plan and transformational aspirations. The illustrative conceptual visuals are necessary for marketing by PIC MC.

Additionally, PIC MC is requesting a 10-year period cash flow analysis for each concept to ensure they are competitive in the ever-changing market.

The overall strategic plan should also include discussion as to current market occupancies, saturation, vacancies, and strategies to differentiate the Pinkney Innovation Complex from other sites.

PIC MC Background

Montgomery College, located in the Washington, DC metro area, is Maryland's second oldest community college. The College serves approximately 40,000 students each year through credit and noncredit programs, at nonresidential campuses located in Germantown, Rockville, and Takoma Park/Silver Spring, and at off-campus sites throughout Montgomery County. The College offers almost 200 degree and certificate programs for students seeking associate's degrees, opportunities to transfer to a four-year college or university to complete bachelor's and graduate degrees, entrance into the work force, as well as to upgrade career skills or gain the skills and certifications to change careers. To support students' academic and professional goals, the College employs more than 3,500 faculty, administrators, and staff. In August 2023, Montgomery College was named one of the ten-best community colleges nationwide out of nearly 700 ranked colleges and was designated as the best community college in Maryland by WalletHub.

Recognizing the vital link between talent development and economic development, the 229-acre Germantown Campus, home to PIC MC, is being developed as an integrated academic, business and research district - a hub of education, business, and entrepreneurship - where industry partners co-locate and actively interact with faculty and students to achieve both educational and economic success.

PIC MC is not just a real-estate opportunity. The ultimate beneficiaries of PIC MC success are the Montgomery County businesses, which will be able to satisfy their workforce needs through direct connections to our students as well as by influencing curriculum to meet industry needs. Students themselves, as they become qualified for higher skilled and well-paying jobs, benefit tremendously in this competitive job market.

In support of this initiative, PIC MC started as a partnership between Montgomery College, Montgomery County and the State of Maryland in 2000. Today, it is a public-private partnership which includes the PIC MC Foundation that manages and develops the commercial campus real estate. PIC MC is governed by a Board of Directors comprised of pre-eminent life sciences, technology and engineering leaders, land use attorneys, real estate professionals, financial experts, and college leaders.

To date, PIC MC has successfully located Holy Cross Germantown Hospital - a 93-bed hospital employing about 400 healthcare professionals and related jobs, plus an 80,000 square foot medical office building with over 110 doctors, nurses and medical personnel - on the campus. The hospital has a robust partnership with the College. In addition, Hughes Network Systems is near completion of construction of a 140,000 square foot high-tech manufacturing facility at PIC MC.

Holy Cross has continuing partnerships with the College for the development of health sciences talent. And, Hughes and the College are expanding their partnership to grow and deliver skilled workers for companies like Hughes and long-term employment for highly trained students upon completion of their education. Additionally, the Germantown Innovation Center, a 32,000 square foot county-owned life sciences and technology incubator located on the campus has grown and helped launch start-up science and technology companies through the wet labs and office and conference space it provides.

PIC MC's location on the Montgomery College Germantown Campus in Montgomery County, Maryland is within the Washington DC region. The area is home to more than 350 bioscience companies and key federal research and regulatory institutions contributing to an ideal environment at the College for inquisitive and talented students and employers seeking the skills needed in today's market.

Considerations for Further Development of PIC MC

External Factors: The Market

Since the pandemic, Montgomery County has seen the unemployment reach the low rates it boasted prior to 2020. PIC MC is poised to meet the needs of companies with specific facilities requirements and work with these partner companies to develop the workforce that will allow them to thrive. Montgomery College has an outstanding track record in developing degree programs, certifications, and short course training to meet local industry workforce needs. For example, the biotechnology and cybersecurity sectors are large employers in the region. PIC MC is particularly well situated to host needed wet lab facilities required by biotechnology companies. The College has a highly successful biotechnology program that continues to train students who are sought after by the biotech industry, from entry level to professionals who come to the campus for post-graduate upskilling. State-of-the-art facilities, including a mock-GMP biomanufacturing suite are examples of the specialized training that is and can be offered to support an industry sector. MC also boasts a successful cybersecurity program for degree seeking students and those who need certifications to maintain currency of their skills. A cybersecurity lab, which is available for use by industry partners, supports college programs and co-located companies. Industry-specific training can be developed to support co-located PIC MC business partners through their connections with our students

Additionally, the Maryland Department of Commerce approved a Regional Institution Strategic Enterprise Zone, or RISE Zone, for the Germantown Campus in 2018. This designation provides significant biosciences and innovation investment tax credits along with other available incentives.

Internal Factors: College Alignment

In accordance with State regulation, PIC MC is authorized to enter in long term ground leases through public private partnerships These agreements require approval of the PIC MC Board of Directors, the Montgomery College Board of Trustees, and the Maryland Higher Education Commission.

Public-private partnership opportunities for co-location can include construction of new buildings to house one or more companies, and potentially, as may be needed some co-located classroom, research or related educational functions, provided buildings are not financed with tax-exempt bond financing.

Scope of Services

Analysis of Existing Business Opportunities:

- Post pandemic opportunity and gap analysis
- Identify gaps in county, State and regional resources to attract or grow tech industries, including: biotech, cybersecurity, robotics, and advanced manufacturing that can be addressed by partnerships with the College and development at PIC MC.

Preparation of Alternative Campus Development Scenarios:

- Create three Campus Development Concepts (low, medium, high density) depicting potential building footprints and development yields that could be suitable for companies, agencies, organizations or entities in the life sciences, cybersecurity, and other technology sectors.
- Evaluate the potential of each Concept to support a mix of uses, provide amenities, unify the campus physically, programmatically, and visually.
- Evaluate the potential of each Concept to enhance student success and attract private investment on the Germantown campus.
- Summarize the strengths and weaknesses of each Concept.

Preparation of Package:

- Graphics and narrative for the three development scenarios.
- Recommend outreach strategies and next steps.

Review available information in the following areas – follow up to make current and/or provide missing detail.

Analysis of Existing Conditions, Including:

- Site Context – regional location, zoning, surrounding land uses, access and circulation, etc.
- Site Conditions – topography, vegetation, wetlands, infrastructure, etc.
- Sector Plan and Zoning Considerations

Analysis of Stakeholder Input:

- Overall workforce needs analysis by meeting with leaders at Holy Cross Hospital, Germantown Innovation Center, and Hughes to understand the relationships with the College and how they benefit from one another.
- Meet with the College leadership team to understand academic goals and the College's Strategic Plan
- Meet with County leadership to understand County economic development priorities
- Meet with Maryland Department of Commerce leadership to understand State economic development priorities
- Meet with Montgomery County Economic Development Corporation (MCEDC), Maryland TEDCo, Maryland Economic Development Corporation, and untapped resources such as the Maryland Innovation Initiative and other higher ed resources to understand county/state economic development priorities, goals, gaps, and opportunities.

Analysis of Opportunities and Constraints:

- Identify non-College funding sources for PIC MC to implement phases of development
- Create a base map of the Germantown campus identifying the location and land area of the PIC MC parcels.

- Define existing maximum development envelope allowances for FAR (including for transfer of unused or underutilized density), building height, setbacks, and permitted land uses.
- Examine areas of forest conservation that could be included within parcels for development to cluster and enhance the overall development envelope.
- Identify how to create gateway buildings to create a sense of “there”
- Create recommendations for shared amenities for the overall public/private campus uses
- Identify environmental, infrastructure, and regulatory constraints.

Additional services that may be required from time to time

- Serve as advisor to PIC MC leadership, the PIC MC Real Estate Committee and College leadership during contract negotiations with the selected developer on an as-needed basis.
- Provide PIC MC with an outline of key negotiating points, suggested lease terms, and other requirements for inclusion in the final development contract/ground lease.
- Assist with the preparation of development and management agreements.
- Review final negotiated terms between PIC MC, Montgomery College, and the developer, and provide assistance where necessary.
- Such other services as they arise related to the above scope of services.

Vendor Proposal Organization and Submission

The proposal shall be organized using the following outline; responses to each requirement shall be in order and clearly marked. All responses must comply with the sequence and items as presented below. The proposal should be specific and complete in every detail, prepared in a simple and straightforward manner, and provide sufficient detail to allow PIC MC evaluators a comprehensive and clear understanding of the Offeror's capabilities. Offerors are expected to examine the entire Request for Proposal, including all specifications and instructions.

Technical Proposal

This section must contain a detailed description of the services offered by the Offeror in response to this RFP. The information submitted by the Offeror must provide sufficient detail to allow College evaluators to gain a comprehensive and clear understanding of the Offeror's capabilities.

Include in Technical Proposal the following:

- Transmittal Letter
- Statement of Qualifications
- Assigned Personnel
- References
- Subcontractor Listing (if applicable)
- Acknowledgement of Receipt of Addenda (if applicable)
- Conflict of Interest Statement (blank form included in RFP)

Price/Budget Proposal

Submit a projected budget to complete the project scope to include a breakdown of all tasks to correspond to timeline and anticipated number of hours to complete each task. Budget Proposal must include all charges and costs including travel and other reimbursable costs incurred in the delivery of this procurement.

Offeror's Proposal shall be organized in the following manner:

Transmittal Letter

The transmittal letter must be prepared on the Offeror's business stationery. The letter must introduce the company and give a brief history of the organization, services offered, and the contact person responsible for the project. The letter should summarize the key points of the proposal; must indicate the Offeror's understanding of **PIC MC's** requirements; and demonstrate the Offeror's ability to provide all requested services. An individual authorized to represent the Offeror for this RFP must sign the letter.

Statement of Qualifications

This contract requires specialized services. Offeror's statement of qualifications must address the following:

1. Relative experience of the Real Estate Consultant Team and its lead individuals
2. Demonstrated track record of success in completing similar projects
3. Demonstrated success in projects developed in Montgomery County
4. Experience working with P3 projects

Assigned Personnel

Provide complete list of all individuals that will be assigned to this project, to include their assigned responsibilities, along with resumes for each, and their relevant experience.

Project References

Briefly discuss up to five other projects that best represent your knowledge, skills and ability to complete the scope of work. Provide current contact names, dates work was performed, and ability to contact for reference.

Higher Education References

Provide list of any higher educational institution clients within the past five years which included an integrated academic, business, and research campus.

General References

The Offeror must submit three (3) references (if not higher ed) from current or former customers within the past three (3) years that are capable of confirming the Offeror's experience in providing the same or similar level of services listed herein.

Cited references must be able to confirm, without reservation, the Offeror's ability to provide these services in accordance with the requirements in this RFP. **PIC MC** reserves the right to reject a proposal based on an unsatisfactory reference.

Subcontractors

Each Offeror must list the subcontractors to be used in the performance of this contract. **PIC MC** reserves the right to approve or disapprove any subcontractor who will be performing work related to this project.

Electronic Proposal Submittal Due Date

All responses to this Request for Proposal must be submitted electronically, in two separate attachments. One attachment shall consist of the Technical Proposal, and the second attachment shall consist of the Price Proposal. Both attachments shall be sent together, in a single email.

Electronic proposal and addendum or addenda, if applicable, shall be sent to the following email address by the submittal deadline date and time: vendor.proposals@montgomerycollege.edu. All responses to this Request for Proposal are due by **5:00 p.m.** Eastern Standard Time (EST), on **January 12, 2024**. **No responses will be accepted after this date and time.** In the event that the College is closed on the RFP closing date, due to an unforeseen circumstance, the RFP will close at the stated time on the next open business day, unless the Offeror is notified otherwise.

Proposal Evaluation and Award

All proposals submitted will first be examined for responsiveness and completeness by **PIC MC's** evaluation team. Those proposals which do not clearly respond to the proposal submission requirements may be rejected at the discretion of **PIC MC**. Those proposals not rejected will be evaluated to determine which offer best meets the requirements in the RFP. Proposals will be evaluated and scored by **PIC MC**.

Evaluation Criteria

Offerors will be evaluated on the following criteria categories:

Evaluation Criteria	Maximum Available Points
Statement of Qualifications	40
Relevant Experience of assigned team and lead/s, and experience working with P3 projects	40
Demonstrated success with similar projects, and projects developed in Montgomery County	20
Interview/Oral Presentation	15
References	10
Price Proposal	25
Total Maximum Available Points:	150

The maximum available proposal score is 150 points. REMINDER: An award of contract will be made in the best interest of **PIC MC**, to the highest evaluated and most responsible, responsive Offeror that can meet or exceed the requirements, terms, and conditions of the RFP.

Oral Presentation/Interview

Following the initial scoring by the evaluation committee, proposing firms receiving the top three (3) highest technical scores inclusive of Statement of Qualifications, Relevant Experience, and Demonstrated Success only, where that maximum total number of available points is 100, will be invited to give an oral presentation of their proposed offering and capabilities, and participate in an interview, as part of the evaluation process.

Acceptance of Evaluation Methodology

By submitting its Proposal in response to this RFP, Respondent certifies it understands the evaluation process and acknowledges and accepts that the determination of the "most qualified" firm(s) will require subjective judgements by the PIC MC Foundation. This includes the right not to award the project to any respondent.

Timelines

Release RFP	December 8, 2023
Question Submittal Deadline	December 15, 2023 @ 5:00pm
RFP Closing Date & Time	January 12, 2024 @ 5:00pm
Review of responses	February 15, 2024
Notify top three respondents for interviews	March 30 2024 (anticipated)
In person Interviews	TBD
Review Committee meets/decision	TBD
Preferred Real Estate Consultant selected/notified	TBD
Agreements/contracts negotiated	TBD
Work begins	TBD

CONFLICT OF INTEREST STATEMENT

The undersigned hereby affirms and attests that to the best of its knowledge, no Montgomery College or PIC MC, Inc. trustee, director, employee, or spouse, parent, child, brother or sister of any College or PIC MC trustee, director, or employee own assets in proposer's business or an affiliate of proposer's business, and are NOT employed by Montgomery College or PIC MC.

Company Name:	
Printed Name:	
Title:	
Signature:	
Date:	