



DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION

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Paul Brennan, FNIGP, NIGP-CPP, CPPO
Director of Purchasing

December 29, 2025

Tyler McCall
GovMVMT Purchasing Cooperative
7629 NW 143rd Street
Alachua, FL 32615

Dear Mr. McCall,

This Executive Summary provides an overview of the competitive best value procurement process conducted by the County of Rockland, New York, acting as Lead Public Agency on behalf of the GovMVMT National Purchasing Cooperative and other participating public agencies, for **Request for Competitive Offers (RCO)** **RCO-RC-EPC-2025-007 – Online Marketplace.**

Procurement Overview

The County of Rockland issued RCO-RC-EPC-2025-007 as a solutions-based, best value solicitation pursuant to New York State General Municipal Law, with the intent of establishing a nationwide Master Agreement for an Online Marketplace capable of supporting a broad range of products routinely purchased by public agencies. The solicitation was structured to support GovMVMT's cooperative purchasing objectives, including national reach, dynamic and market-driven pricing, supplier-funded contract administration, robust reporting, and scalable service delivery.

The RCO was publicly advertised beginning May 29, 2025, through local and regional publication, the New York State Contract Reporter, BidNet Direct, the County's Bonfire electronic solicitation portal, and various major publications nationwide for compliance providing both statewide and national visibility to potential offerors eligible to participate in the GovMVMT cooperative program. Proof of national advertisement is provided within the affidavit summary for due diligence.

Pre-Bid Conference and Addenda

A non-mandatory virtual pre-bid meeting was conducted via Microsoft Teams on June 5, 2025, to review the solicitation requirements and GovMVMT cooperative framework. The conference addressed administrative, technical, and contractual elements of the RCO, including scope, evaluation methodology, dynamic pricing requirements, and cooperative compliance obligations.

As part of the solicitation process, the County issued multiple written addenda to formally document questions and answers, clarify requirements, and revise the solicitation schedule. These addenda were issued to all registered offerors and made part of the official solicitation documents. The addenda included, among other items, responses to questions raised during the pre-bid conference, clarification of evaluation and pricing methodology, and an extension of the proposal submission deadline to ensure adequate time for offerors to prepare responsive proposals.

Proposal Submission and Evaluation

Competitive offers were due on July 10, 2025, at 3:00 PM via the County's Bonfire portal, as extended by addendum. The County received multiple proposals from nationally recognized and regional firms offering online marketplace solutions.

Following an administrative review for responsiveness and compliance with the RCO and all issued addenda, responsive proposals were evaluated by a multidisciplinary evaluation committee in accordance with the evaluation criteria published in the solicitation. The evaluation process incorporated independent scoring followed by consensus scoring and was weighted across cost, technical compliance, product breadth and availability, MWBE participation, GovMVMT minimum requirements, executive summary, and value-added considerations, for a total of 1,000 possible points.

As part of the evaluation, the County utilized a representative 50-item market basket and live marketplace access credentials to objectively assess pricing competitiveness, product availability, catalog breadth, and marketplace functionality, consistent with the requirements clarified through the addenda.

Evaluation Results and Award Recommendation

Based on the completed evaluation process, the evaluation committee determined that Amazon Business demonstrated the strongest overall response to the solicitation and provided the best overall value to the County and GovMVMT participating members. Amazon Business offered the broadest and most comprehensive product catalog across all required categories, a true multi-seller dynamic pricing model, nationally scalable logistics and customer support, and full compliance with GovMVMT minimum cooperative requirements.

While other respondents demonstrated strengths in specific areas, the committee concluded that Amazon Business was uniquely positioned to immediately deliver a fully functional, competitive, and nationally scalable online marketplace aligned with the intent of the solicitation and the long-term objectives of the GovMVMT National Purchasing Cooperative.

Accordingly, the evaluation committee recommended award of a single nationwide Master Agreement to Amazon Business for inclusion in the GovMVMT cooperative portfolio.

Please feel free to contact me should you require any additional information or supporting documentation related to this procurement.

Sincerely,

Paul J. Brennan, FNIGP, CPPO
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