



**DINOCRATES**

**February 4, 2019 | REQUEST FOR QUOTE (RFQ)**

**Solicitation # RFQ-4603-19-AP**

**Consulting Services for Strategic Planning**

**Proposal**

**Prepared by:**

**Dinocrates Group**

One Research Court, Suite 450  
Rockville, MD 20850

**Point of Contact for Contract Communications:**

Tom Prokop, President & CEO

**Office:** 240.403.4103 | **Cell:** 202.384.7467

**E-mail:** tom.prokop@dinocratesgroup.com

**Prepared for:**





**DINOCRATES**



February 4, 2019

Althea Pemsel  
Assistant Director  
Procurement  
City of Hollywood, Florida  
c/o: Office of City Clerk  
2600 Hollywood Blvd., Rm#: 221  
Hollywood, Florida 33020

Dear Ms. Pemsel,

Dinocrates Group, LLC. (hereafter referred to as “Dinocrates”) is pleased to provide our proposal response for the Consulting Services for Strategic Planning for Hollywood, Florida.

Our firm specializes in business strategy and operational excellence management consulting services for our customers that we discuss in the experience and client reference sections respectfully. We believe our firm possess the expertise, past performance, and qualified consultants to work hand in hand with Hollywood, FL, in achieving their strategic planning goals.

Dinocrates is unique as it is one of only a few consultancies in the country that can deliver the same high-quality delivery, advisory, and innovation of a global management consulting firm with a small business designation. Since our inception in February 2014, Dinocrates has won over 22 prime and subcontractor contracts in Federal, State & Local, University, and Commercial Markets containing over 42 task orders across the country. Our record of success can be traced back to our ability to execute an enterprise mindset.

Please note: Our proposal is valid for 90 days from the submission date of February 4, 2019.

Should you have any questions or require clarification on any aspect of this response, please contact me at [tom.prokop@dinocratesgroup.com](mailto:tom.prokop@dinocratesgroup.com) or at 240-403-4103.

Respectfully,

*Thomas R. Prokop*

Tom Prokop, President & CEO  
Office: 240-403-4103  
Cell: 202-384-7467  
E-mail: [tom.prokop@dinocratesgroup.com](mailto:tom.prokop@dinocratesgroup.com)



## Table of Contents

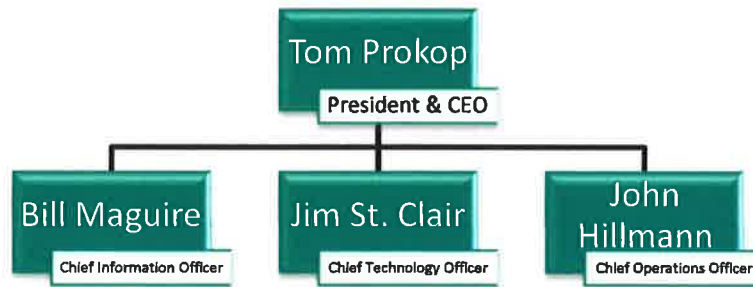
- 1. Letter of Transmittal.....1
- 2. Consultant Team Qualifications.....2
  - 2.1 Firm Profile .....2
  - 2.2 Past Performance .....2
  - 2.3 Open Litigation .....5
- 3. Summary of Proposer's Qualifications.....5
- 4. Project Approach & Methodology .....7
  - 4.1 Dinocrates Strategic Planning Approach .....7
  - 4.2 Dinocrates Project Management Process .....10
    - 1. Project Kick-Off Meeting .....10
    - 2. Regularly Scheduled Project Team Meetings .....10
    - 3. Written Progress Reports.....10
  - 4.3 Dinocrates Risk Management: .....10
  - 4.4 Pricing: .....11
- 5. Experience and Capacity to Perform.....12
  - 5.1. Key Personnel: Bill Maguire, CIO, Dinocrates, Program Lead.....12
  - 5.2 Project Team.....13
- 6. ACKNOWLEDGMENT AND SIGNATURE PAGE .....15
- 7. HOLD HARMLESS AND INDEMNITY CLAUSE .....16
- 8. NONCOLLUSION AFFIDAVIT.....17
- 9. SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA STATUTES ON PUBLIC ENTITY CRIMES.....18
- 10. CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS.....20
- 11. DRUG-FREE WORKPLACE PROGRAM.....21
- 12. SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY .....22



## 1. LETTER OF TRANSMITTAL

Dinocrates has thoroughly reviewed the Scope of Work for the City of Hollywood and understands that objective to develop a new Strategic Plan. Dinocrates has performed this type of work for other clients, as will be highlighted in the Past Performance section. Also, our staff is very experienced in working with groups of people to develop Strategic Plans. Our senior team has identified below all have this experience and it ranges from Federal, State, University, Public entities and private companies.

Our CEO and CIO will be personally engaged in this project. As seen below in our organization chart, being a small company gives us quick access to our other key senior leaders.



*Figure 1 – Dinocrates Organization Chart*

Dinocrates will use its’ proven project methodology to execute the project on time and on budget. This ensures schedules are met and managed and any potential risk is identified, brought to the attention of the right City Leadership team and managed appropriately. Part of our process includes regular and timely reporting, so everyone involved in the project is aware of the current status, what has been accomplished and what tasks are upcoming. This transparency helps to create a level of teamwork and trust that we work to establish with each client.

A benefit to the City of Hollywood from Dinocrates is our ability to apply lessons learned. We have developed a good process for developing Strategic Plans. This starts with detailed project plans, targeting extensive communications. We have learned everyone has ideas as to what should be included, what should be done, and when! Our process includes such things as the interview process, questionnaires, focus groups, engagement of people on social media and when available town hall meetings. We always have a communications/marketing specialist on the team to help ensure proper documentation of all of these types of outreach. This process like our project management process also helps drive success to these projects.

Another part of our processes that positively affects the project, is the assignment of the right personnel and an understanding of the full scope. The Strategic Plan for the City of Hollywood will have many components to manage and stay abreast of. Good leadership and sustainment of that leadership will be critical. Mr. Maguire (more detail in the approach) will lead the effort for our team. He has years of experience in managing projects of this size. Mr. Maguire will also be joined by the appropriate business analyst and communications specialists to complete the team make up. Our CEO will be overseeing this project to provide another layer of expert of strategic planning.

We also understand the length of this project. We know how much time it takes to conduct the interviews, gather data from multiple sources, analyze data and begin to develop a picture. Our team will be fully



# DINOCRATES

informed as to what the expectations are for this project and will be focused on being part of the project for its' entirety.

Finally, we use tools like Microsoft Project and SharePoint to manage the project and data collected. Access to these tools for the City Project Lead is part of our normal process and another example of our goal of transparency on each project.

Dinocrates looks forward to working with the City of Hollywood in creating the new Strategic Plan.

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## 2. CONSULTANT TEAM QUALIFICATIONS

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### 2.1 FIRM PROFILE

The Dinocrates Group is a boutique strategy and technology advisory company delivering services on a national scale and is successful through partnering with clients from the public and private sectors to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises.

Our firm specializes in strategic planning and management consulting services for our customers and have referenceable past performance that is listed in our proposal for similar work at the Department of Commerce - NOAA National Weather Service, Washington Suburban Sanitary Commission (a bi-county political subdivision of the State of Maryland and 8<sup>th</sup> largest water facility in the United States), and Northern Arizona University.

Dinocrates is unique as it is one of only a few consultancies in the country that can deliver the same high-quality delivery, advisory, and innovation of a global management consulting firm with a small business designation. Since our inception in February 2014, Dinocrates has closed over 20 prime and subcontractor contracts in Federal, State & Local, and Commercial Markets containing over 42 task orders across the country. Our record of success can be traced back to our ability to execute an enterprise mindset.

### 2.2 PAST PERFORMANCE

Dinocrates has experience partnering with our Federal and Commercial customers developing strategic plans. We have provided services to help identify meaningful and achievable goals, and well as the methods to monitor the plan's execution.

Below are examples of similar Dinocrates projects that demonstrate our experience with strategic planning projects.

Customer Reference No. 1: NOAA (National Oceanic and Atmospheric Administration)	
Point of Contact (POC) Name	The Ambit Group (Prime) Kirsten Carr NOAA Program Manager for The Ambit Group
Address	Work was performed remotely and on-location at: 1335 East West Highway Silver Spring, MD
Telephone Number	703-309-7791



<b>Customer Reference No. 1: NOAA (National Oceanic and Atmospheric Administration)</b>	
Email Address	<a href="mailto:kcarr@theambitgroup.com">kcarr@theambitgroup.com</a>
Relevancy to the Project (including Similar Size and Scope)	<p>Duration: June 2014 – May 2018. As a subcontractor to The Ambit Group, Dinocrates supported the establishment and execution of a Program Management Office (PMO) and performed business architecture, BPM, process improvement, business analysis, and program/project management services to transform the office by boosting its effectiveness, efficiency, agility, and transparency. As this PMO was stood up, Dinocrates' was assigned to work with the Assistant Chief Information Officer (ACIO) along with stakeholders in creating their multi-year Strategic Plan to determine the office's organizational and technology direction including performance metrics. After the strategic plan was created, it was communicated (part of the communications plan) to the staff and execution was monitored for results. Dinocrates created and continued to monitor / update throughout the course of this contract, an Integrated Master Schedule (IMS) that tracked the tactical activities and projects required to execute the strategic plan.</p> <p>Upon completion of the Strategic Plan, the ACIO requested Dinocrates work with a the newly hired Branch Chief of the Information Services Branch (ISB) to create the branch strategy, execution plan, and organizational breakdown along with business functions and high-level service delivery strategy to support the new branch. To assist in the overall execution, Dinocrates created a 30/60/90/120-day tactical plan for the new Branch Chief.</p> <p>Additionally, in working with our client, Dinocrates established Business Process Modeling and Process Decomposition Standards to drive standardization and structure to business processes that allow for greater line-of-sight from the client's process to the new strategy. After identifying risk in the amount of federal employee turnover, Dinocrates created and managed the office's Continuity Book Initiative, which documented the methods, processes, and activities of the office and its branches. As a result of the Continuity Book, documentation aligned the staff and increased overall employee engagement in operations while reducing the risk of siloed information and a single point of failure.</p>

<b>Customer Reference No. 2: Northern Arizona University</b>	
Point of Contact (POC) Name	Steven Burrell Chief Information Officer Northern Arizona University
Address	Work was performed remotely and on-location in Flagstaff, Arizona.
Telephone Number	928-523-9998
Email Address	<a href="mailto:Steven.burrell@nau.edu">Steven.burrell@nau.edu</a>



<b>Customer Reference No. 2: Northern Arizona University</b>	
Relevancy to the Project (including Similar Size and Scope)	<p>July 2018 – August 2018: Description: Dinocrates developed a full range of strategic planning recommendations, for the Information Technology Services (ITS) group at NAU. This began with reviewing their current strategic plan, specifically a) how it aligns with the University’s Strategic Objectives, and b) what should be included in the plan for the next 36 months (with specific focus on the first 18 months). The plan also had to cross reference the objectives put forth by the Arizona Board of Regents. The updated plan would then become a living document that is tracked and updated with new objectives and projects as identified and approved. The outcome of these efforts will include engagement in presenting Strategic Plan recommendations and objectives and how to proceed. It will also provide the process necessary to plan a proof of concept for both innovative technology areas of focus.</p> <p>To complete this assignment, it was critical to meet several stakeholder groups, complete interviews and host group discussions. Dinocrates presented a communications strategy that included a board spectrum from the University to gather appropriate input for the plan. Our team conducted over 70 interviews with Executives of the University, Professors, Department Heads and students. The University is a partner to the City of Flagstaff, so interviews were conducted with the appropriate stakeholder from the City. All data was collected, analyzed and provide the material necessary to develop the Strategic Plan update.</p> <p>The plan was developed, reviewed and presented to a large group upon conclusion. The planned objectives are now underway, with a couple critical items already completed.</p>

<b>Customer Reference No. 3: Washington Suburban Sanitary Commission (WSSC)</b>	
Point of Contact (POC) Name	Unified Strategic (Prime) Christian Gibbs President
Address	Work was performed remotely and on-location at: 14501 Sweitzer Lane Laurel, MD 20707
Telephone Number	713-449-1906
Email Address	<a href="mailto:christian@unifiedstrategic.com">christian@unifiedstrategic.com</a>
Relevancy to the Project (including Similar Size and Scope)	Duration: January 2018 – July 2018. As a subcontractor to Unified Strategic, Dinocrates worked with the Washington Suburban Sanitary Commission (WSSC) CIO to develop a two to three-year Strategic & Operational Plan (2018-2020) to act as the new comprehensive and living roadmap and replace the prior five-year Strategic Plan. The new plan that was developed to guide, advance and affirm WSSC’s commitment to investing in its infrastructure that included transitioning



**Customer Reference No. 3: Washington Suburban Sanitary Commission (WSSC)**



to modern, distributed architectures, leveraging cloud infrastructure where it is secure and cost-effective, invest in Security, invest in mobile infrastructure, and develop analytical capabilities to integrate and harness large-scale data.

To complete this project, an extensive communication effort was required to reach a wide audience. The Communications plan included Executives of the Commission, Commissioners, staff level personnel and other contractor input (persons working on contract for the WSSC). Over 60 individual and group interviews were conducted. Additionally, questionnaires were sent out to a large group of people to collect more data. This information was integrated with data from the business units to put together the Strategic Plan. The plan also provided recommendations for the highest priority objectives to least. This was critical for determining cost and timetables.

The Plan was then presented to the Executive Team and Commissioners. The plan is now being executed with several major projects underway.

**2.3 OPEN LITIGATION**

Dinocrates has no open litigation.

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**3. SUMMARY OF PROPOSER'S QUALIFICATIONS**

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Dinocrates has been providing strategic guidance and development since its' inception in 2014. We have built long term plans for our clients with implementation and cost estimates. When engaged to do so, we have helped with moving the plans forward. Our team makes certain that we address the overarching goals and subsequent objectives that will set a direction and general guidance for implementing priorities identified for the clients as a whole and for every department and office affected.

Below is the full range of services that Dinocrates has put in place: This is important to show that addressing strategic planning, we can address requirements across a client's full business entity.





 <b>STRATEGY</b>	 <b>RISK</b>	 <b>OPERATIONS</b>	 <b>TECHNOLOGY</b>	 <b>TRANSFORMATION</b>
C-Suite Advisory (CEO, COO, CIO)	Enterprise Risk Management	Business Process Management	Emerging Technology Advisory & Evaluation	Business Transformation
Enterprise Strategy	Information & Cyber Security	Business Process Redesign & Integration	Enterprise Architecture	Transformational Technology
Mission Focused Strategy	Governance	Project & Program Management	System Integration / Digital Modernization	<i>Blockchain Advisory &amp; Adoption</i> <i>Robotic Process Automation</i> <i>Machine Learning</i> <i>Artificial Intelligence</i>
Strategic Planning Framework & Facilitation	Compliance & Privacy	ITIL Based Infrastructure Management	IT Systems Infrastructure	Innovation
Tactical Plan & Performance Management	Cyber SWAT Team		Data Management / Analytics	<i>Agile Innovation Framework</i>
	Virtual CISO		Dynamic Case Management	
			Workflow Automation	

*Figure 2 - Dinocrates Service Offerings*

Our services portfolio provides the range of services required to accomplish the task of developing the Strategic Plan for the City of Hollywood. We bring a view from business to technology. We put a lot of attention of the collection of material for the development of all Strategic Plans we develop for clients. With the background and experience we have, we are able to introduce trends where appropriate for clients to consider for inclusion into the plan.

As we also have operational experience, we have developed a very good process for the continual management of Strategic Plans. This includes checkpoints and measurements for performance. It also includes a separate set of checkpoints for possible updates. When putting a Strategic Plan in place today, there are so many factors affecting the environment we live in, we have found it prudent to provide clients points in the life of the plan to make updates and adjustments. This has proven to be a valuable step in the management and monitoring of all plans.

Dinocrates looks forward to bringing our knowledge and proven processes to the City of Hollywood for the development of the Strategic Plan.



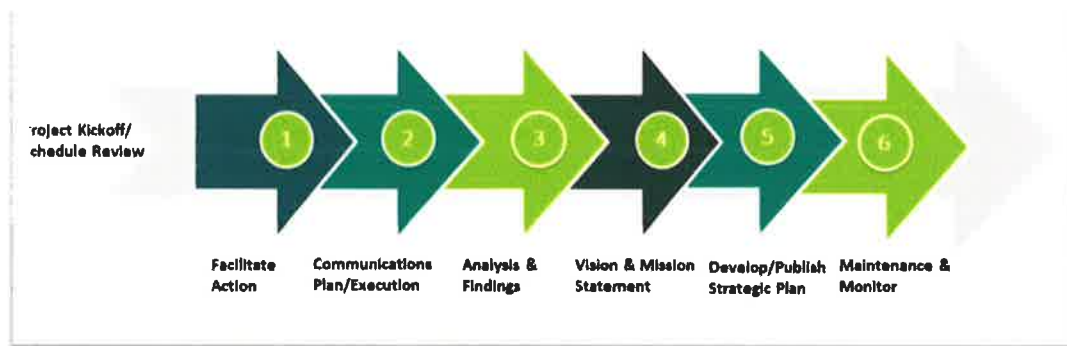
## 4. PROJECT APPROACH & METHODOLOGY

Dinocrates has established program & management processes for managing all project schedules and costs. These have been developed and refined over the past four years since our inception and we are proud to say that in our company history we have not incurred any time or cost overruns on our engagements. We are able to achieve this record through the sound execution of project management principles in addition to, but even more importantly, effective communication with our clients. Our execution of our project communication management involves weekly status reports / meetings, monthly status reports / meetings, and meeting minutes as follow up to our meetings to keep all stakeholders informed of the project schedule and costs. Our project approach comes from the delivery refinement of many projects and has resulted in a framework of good discipline and process. We focus on delivery, schedule and cost. We have appropriate check points to manage any risk that may occur and have many alternatives available to manage the project with minimal or no disruption.

### 4.1 DINOCRATES STRATEGIC PLANNING APPROACH

Dinocrates has carefully laid out its' approach to complete the Strategic Plan for the City of Hollywood and is outlined below.

Below is an illustration of the steps of the Dinocrates Execution Process:



*Figure 3, Dinocrates Execution Steps*

#### 1. Facilitate activities to complete the Strategic Plan:

Dinocrates will kickoff activities with a full review of the project plan and the initial steps of team building. We will schedule and hold team building sessions with the persons identified by the City of Hollywood Program Manager (Project Lead). This will give the project a good start ensuring that the teams are on sync with expected outcomes and working together to facilitate the necessary steps to complete the Strategic Plan. This group will be critically important to assist for the rollout and execution of the Communications Plan activities. Below are tasks for this step are:

- The initial review will occur at the Kickoff meeting, this task it to review in great detail how the project will move forward
- Identify key personnel from the City who will be involved and required for the project, including outside personnel who will have involvement
- identify scheduled meetings and reviews (checkpoints)
- Begin to facilitate team building sessions for two groups: (1) the City Commission/CRA Board and (2) senior City/CRA staff.

***Dinocrates Team Members that will be assigned to this task:***

- Team Lead, Senior Analysis



**2. Develop, Review and Present Communications Plan:**

The Dinocrates team will develop the communications plan to gather all necessary input for the development of the strategic plan. This will be designed to reach a wide audience so that as many people as possible can provide input. This will include many forms of communications as outlined below. The steps for this phase are:

- Develop draft communications plan
- Identify key persons for interviews
- Develop questionnaires for specific groups of people
- Documentation development
- Focus group identification (who, when, how many)
- Identification of all print (newsletters, mailings, etc)
- Use of media (news outlets, social)
- Discussion of Town Hall and other public meetings
- Plan for announcement and publication of final Strategic Plan
- Review Draft Communications with City Project Lead & Executives
- Execute Communications Plan

***Dinocrates Team Members that will be assigned to this task:***

- Team Lead, Junior Analysis, Communications and Marketing Specialist

Snapshot of Questionnaire for our WSSC Customer:

**Washington Suburban Sanitary Commission** **DINO CRATES**

**WSSC Interview Questionnaire  
Strategic Planning Update**

**Objective for Interview:** Gather data from key stakeholders for compilation into a WSSC 2-year IT Strategic Plan (2018 – 2020).

**Approach:** Use established questions as a guideline and standard discussion, but engage in a dialogue with the stakeholders to obtain key requirements for them to achieve their operational and delivery objectives.

**Questions:**

- 1) What are the key business objectives for your role with WSSC?
  - a. What are your major challenges in meeting your business objectives presently?
- 2) Where do you think WSSC is today with regard to application/infrastructure support?
  - a. As a company?
  - b. For your particular department or role?
- 3) What are the important trends in water treatment and management and in the future, that you think must be addressed?

**Sample List:**

Customer Service	Replacing a retiring workforce	Government regulations
Condition of water/wastewater infrastructure	Drought potential	Emergency planning and response
Lack of public appreciation for the value of water	Customer/community relations	Energy usage/cost
Funding for capital improvement projects	Recovering costs for service/investment	Climate Change
Water scarcity/supply		Utility Security
		Other: _____

- 4) What are the processes of your department within WSSC?
  - a. What business decisions (business rules) are made in your processes?
  - b. Who owns the processes?
- 5) What are the immediate projects required to implement your strategies, and is IT responsible for particular steps of implementation?
- 6) How does your organization measure its success? What metrics do you use or is there a gap where more specific data would help with business decisions and delivery?

**Figure 4 – Sample Questionnaire**



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### 3. Analysis & Findings:

The Dinocrates team will execute the tasks to collect data for the development of the Strategic Plan. This will include interviews, questionnaires, and material collected from the sources identified in the Communication Plan. The data will be collected, analyzed and developed into a working matrix. The team will then prepare a summary of the findings. The steps for this phase are:

- Compile all information collected
- Build matrix to identify commonality, patterns of information (*What is everyone thinking*)
- Identify key trends, opportunities (*What do the most people want*) (*what is happening in other Cities of similar size and complexity*)
- Prepare summary of conclusions

***Dinocrates Team Members that will be assigned to this task:***

- Team Lead, Senior Analysis & Junior Analysis,

### 4. Vision & Mission Statement:

With teams formed and working, material collected, analyzed and summarized our team will then develop draft Vision and Mission Statements. These drafts will then be presented to the appropriate staff for the City and approved before publication. Once approved, these will be published. The steps for this phase are:

- With all material collected and analyzed develop draft Vision and Mission Statement
- Review draft with multiple parties including the two groups identified above
- Prepare final Vision and Mission Statement, obtain approval
- Publish Vision and Mission Statement

***Dinocrates Team Members that will be assigned to this task:***

- Team Lead, Senior Analysis & Communications and Marketing Specialist

### 5. Develop/Publish Strategic Plan:

Dinocrates team will prepare develop the Strategic Plan and prepare for publication. As with the Vision and Mission Statements, a draft will be prepared and reviewed prior to final document approval. The steps for this are:

- Draft plan with goals and objectives that match vision and mission statements
- Develop key objectives, core values and action plans with recommended owners
- Develop potential cost impact to City (for example, if new technology is required, what might be the cost)
- Develop metrics to measure performance
- Review plan with the two groups above and solicit input and comment
- Obtain final approval and publish Strategic Plan

***Dinocrates Team Members that will be assigned to this task:***

- Team Lead, Senior Analysis & Communications and Marketing Specialist

### 6. Maintenance/Monitor:

Dinocrates will provide a plan for the continuing maintenance and monitoring of the Strategic Plan. This will also include checkpoints that will accommodate updates as necessary to the plan. The steps for this are:

- Develop a City Self-Maintenance/Monitoring Plan; this is a plan Dinocrates has built for clients for continuous monitoring, recommendations for check points and accomplishments
- Review maintenance approach with City Leadership, attain approval
- Execute Maintenance/Monitor

***Dinocrates Team Members that will be assigned to this task:***

- Team Lead, Senior Analysis



## 4.2 DINOCRATES PROJECT MANAGEMENT PROCESS

### 1. Project Kick-Off Meeting

Within the first 10 business days following the contract award, Dinocrates will schedule a kick-off meeting with project stakeholders.

The Agenda of the meeting will include:

- Introducing Dinocrates project team members
- Ensuring a clear understanding of outcomes expected by the City of Hollywood
- Reviewing the SOW and the Dinocrates approach documented in this response
- Identifying existing documentation to be reviewed
- Identifying key stakeholders with which we will need to interface

During the kick-off meeting, the project team will record meeting minutes and within three (3) business days following the meeting, will distribute those minutes to the meeting attendees.

### 2. Regularly Scheduled Project Team Meetings

To ensure adequate communication is achieved, on a weekly basis, our Project Manager will provide a status report and meet with the City Lead to review the status report. The status reports will identify completed and upcoming project activities, staffing concerns, risks to the project, as well as any additional items that the Project Manager deems relevant to the project. Identified issues will be documented in an Issues Log and accompanied by an understanding of impact and recommended solution/response. Project status reports and meeting delivery/timing will be determined at the kick-off meeting.

### 3. Written Progress Reports

Dinocrates will be available to present at the City Program Manager Project Status Review meetings to provide summarized versions of the project status/monthly status reporting including but not limited to:

- Project Status with focus on issues and risks
- Prior months accomplishments
- Next month task expectations
- Issues requiring City leadership assistance
- Items requiring City decisions

Our project approach comes from the delivery refinement of many projects and has resulted in a framework of good discipline and process. We focus on delivery, schedule and cost. We have appropriate check points to manage any risk that may occur and have many alternatives available to manage the project with minimal or no disruption.

## 4.3 DINOCRATES RISK MANAGEMENT:

Dinocrates manages risk with all projects, another step towards driving projects to success. Our approach to risk management is to increase the probability and impact of positive events and decrease the probability and impact of negative events. Dinocrates believes that Risk Management must be an ongoing, embedded part of project execution. We perform risk management by continuously identifying, analyzing, and prioritizing risks, and then planning, executing, monitoring, and controlling risk mitigation activities.

Dinocrates proactively identifies and manages risks to the project to minimize potential financial, operational, reputation, schedule, and technical impacts. Using a risk register, Dinocrates can easily provide detailed risk analysis and information to the City Lead Manager, including actions taken to manage identified risks. Our risk register contains a description of the nature of each risk, systems affected, impact/severity, probability of occurrence, priority, expected risk timeframe, mitigation steps, status and dates of resolution. We quantify risks with respect to the impact on program development, integration, installation, operational performance, maintenance, technical parameters, schedule, and cost. Dinocrates



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Engagement Manager will work with City staff to identify, analyze, and prioritize risks to the City Strategic Plan. We will also manage risk (as seen in the graphic below) to the project as we track the progress through the metrics.

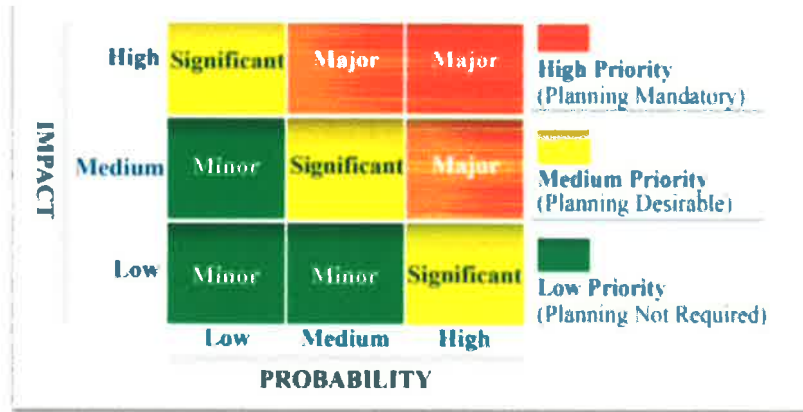


Figure 5 - Dinocrates Risk Management Matrix

## 4.4 PRICING:

### Staffing and Cost for City of Hollywood FL Consulting Services for Strategic Planning

#### Base Year

Position	Number of Hours	Salary	Fully Burdened
Program Manager	2080	\$ 138,000.00	\$ 190,440.00
Senior BA	2080	\$ 93,000.00	\$ 128,340.00
Junior BA	1040	\$ 76,000.00	\$ 66,880.00
Communications/ Marketing Specialist	2080	\$ 108,000.00	\$ 149,040.00
Travel, Admin, etc.			\$ 84,000.00
		<b>Total Cost Year 1</b>	<b>\$ 618,700.00</b>

#### Option Year

Position	Number of Hours	Salary	Fully Burdened
Program Manager	1040	\$ 138,000.00	\$ 121,440.00
Junior BA	2080	\$ 76,000.00	\$ 104,880.00
Travel, Admin, etc.			\$ 29,400.00
		<b>Total Option Year</b>	<b>\$ 255,720.00</b>



## 5. EXPERIENCE AND CAPACITY TO PERFORM

The Dinocrates Team is made up of senior executive level staff that have been involved in Strategic Planning initiatives for our Company and many other companies they have been a part of. With a project of this nature, we assign one of our senior managers as the Program Manager to ensure the best possible engagement success. For this project, Mr. Bill Maguire, our CIO, will lead this effort. Our CEO, Tom Prokop will also be involved for insight and support.

Mr. Maguire has led many projects of this nature, has been an executive in large organizations and has excellent communications and analytical skills to bring to this project. His ability to facilitate many sizes of groups, interface with varying groups of people and utilize many means of communications will add significantly to the project.

### 5.1. KEY PERSONNEL: BILL MAGUIRE, CIO, DINOCRATES, PROGRAM LEAD

*Technology and business visionary with executive and hands-on experience in introducing and maintaining information technology systems and services. Strong record of success in creating high performing and highly valued teams, to build and run robust architectures and infrastructures. Proven ability to bring the benefits of Program Management expertise to solve business issues and enhance customer experience while managing costs and risks. Bringing innovative design and development to build multiple global infrastructures for several companies (US Postal Service, Virgin America, San Jose State University, Verizon) with revenues in the billions annually.*

#### EDUCATION

- **University of Southern MS**
- **Potomac School of Law**
- **MIT – CISR**

#### WORK EXPERIENCE

##### **Dinocrates**

**01/2018 – Present**

##### **Chief Information Officer**

**Client: Northern Arizona University**

*Strategic Plan Update for CIO. Reviewed current plan and provided new update for a 18 month to 36 month effort. Reviewed the entire infrastructure/architecture and made recommendations for efficiencies and platform changes. Examined database inventory, reviewed performance and user base and the security layers (physical/logical) in place to protect the data. Interviewed over 70 members of University Executive Staff and provided recommendations for making material changes to the State Board of Regents Goals for 2025.*

**Client: Washington Suburban Sanitary Commission (WSS)**

*Strategic Plan update for CIO. Reviewed current plan and provided a new plan for the next 2 years. The plan would then become a rolling update. Reviewed entire infrastructure, putting some focus on projects that were critical to the Water Service provided by the commission and the required Federal and State Regulations that had to maintained. Also, examined the plan for retiring the mainframe computer and re-designing the Data Center. Interviewed over 50 Executives and Directors at the Commission to obtain information to assess the best impact projects for the CIO. Provided a full two-year update with roadmap and implementation strategies.*

##### **EXECUTIVE CONSULTANT, Mclean, VA**

**2013 – 2018**

- *Developing Technical Solutions for companies pursuing Government contracts*
- *Consulting in Data Center Energy Solutions, Data Analytics and Strategic Technical Marketing, Cloud*
- *Consolidated, Designed, built data center facilities, call centers (with Training Facilities), engineering labs with training centers*
- *Introduced and implemented software as a service and cloud computing to multiple companies and government agencies.*
- *Developed White Paper for VA to expand and enhancement of the VA infrastructure environment to bring new services to the veteran’s place of residence.*
- *Developed White Paper on Deep Web*

##### **IntelliDyne, LLC. – Falls Church, VA**

**2010 – 2014**

##### **Chief Operations Officer/Chief Technology Officer**

**(Joint Venture with IntelliDyne Aerient – Senior Vice President & CIO)**



## DINO CRATES

- *Responsible for Capture Management activities, teaming structures & agreements.*
- *Developed a unique solution for Data Analytics for Defense Health Agency and FEMA. Was invited to present BIG Data in the Public Environment at an International Conference at London Global Univ.*
- *Responsible for providing technology strategy and innovation for the Military Health infrastructure (Tri-Care Health, which services 9 Million customers and over 55,000 doctors.*
- *Provided recommendations to DHA for Data Center Consolidation initiative.*

### **SAN JOSE STATE UNIVERSITY – San Jose, CA**

**2009 – 2010**

#### **Vice President and Chief Information Officer**

- *Developed a **Strategic Technology Plan** for the University for the 21<sup>st</sup> Century.*
- ***Designed and built San Jose State Cloud Computing Environment:** Hosted the Enterprise Content Management System (ECMS) as the first application in the cloud. I designed this solution to be available to other Cal State Universities. Humboldt State and East Bay were included first.*
- *Facilitated the increase in online courses with greater IT support using the new architecture.*
- ***Introduced Mobile Application development to the University. Built mobile app for the iPhone, iPad, and Android based devices.***
- *Introduced and implemented EaaS (email as a Service); migrated the University from 231 email domains managed on Campus to one (outsourced to Google for Gmail).*

### **VIRGIN AMERICA – Burlingame, CA**

**2006 – 2008**

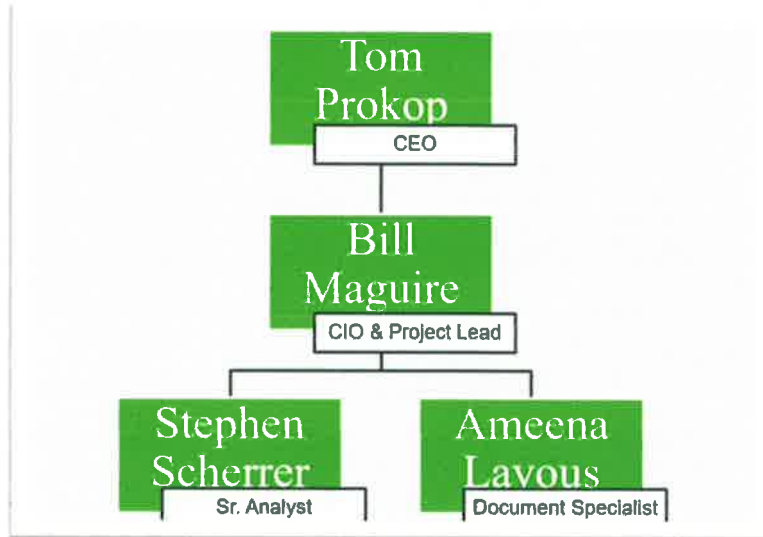
#### **Vice President and Chief Information Officer**

- *Founding Corporate Officer responsible for building out the entire infrastructure and technologies (including the airplanes) for this new airline. Designed the architect to scale for the airline with revenues over a \$1B using appropriate ITIL processes.*
- *Very early adopter of IaaS (Infrastructure as a Service) as we contracted for remote operations support for the night and weekend shifts. I was on the leading edge of this strategy and addressed the subject in the article at this link: <http://www.cio.com/article/394663>*
- *Implemented a complete infrastructure focusing on Open Source Solutions wherever possible, while saving over \$6 million.*
- ***Designed state of the art Data Center taking full advantage of technologies to produce energy savings of over 32%. Qualified for LEADS SILVER Category.***
- ***Built Call Center with Training Facilities for call agents, Assisted in the Training Center Build-out for the Airline Flight attendants***
- *Designed a fully Sarbanes-Oxley (SOX) compliant infrastructure and independently verified by corporate auditors*
- ***Instrumental in the implementation of the customized in-flight entertainment (Red) system and Wireless internet used by Virgin America.***
- *Invited to speak on a Technology Panel on Free Open Source Solutions Technologies at the **United Nations**. Developed and recommended an open source solution for countries to have product solutions as alternatives to Microsoft to grow computer technologies throughout less fortunate nations.*
- ***Keynote Speaker at International Oracle Users Group Conference***
- ***Recognized as one of the Top 25 CTO/ CIO's in the country by InfoWorld-***  
<http://www.infoworld.com/archives/t.js?N=s&V=102192>

## **5.2 PROJECT TEAM**

It is our plan to assign other experienced staff to this project to handle all the moving parts and meet all project deadlines. Our team organization for this project is highlighted below:





**Figure 6 – Project Organization**

With the addition of Stephen and Ameena, we have the right skillsets to accomplish the requirements for this project. They bring a vast amount of analytical and communications skillsets to the project. We are planning to have a junior analyst join the team as well.

We understand the scope of this project and acknowledge to do this project successfully; this team needs to be committed 100 percent. It is our objective to plan this accordingly.



## 6. ACKNOWLEDGMENT AND SIGNATURE PAGE

This form must be completed and submitted by the date and the time of bid opening.

Legal Company Name (include d/b/a if applicable): Dinocrates Group LLC

Federal Tax Identification Number: 46-4754945

If Corporation - Date Incorporated/Organized: Founded in 2014 as LLC, Switched to S corp in Tax year 2016

State Incorporated/Organized: Maryland

Company Operating Address: One Research Court, Suite 450

City Rockville State Maryland Zip Code 20850

Remittance Address (if different from ordering address): \_\_\_\_\_

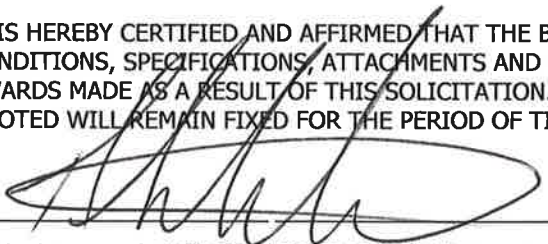
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Company Contact Person: Thomas R. Prokop Email Address: [tom.prokop@dinocratesgroup.com](mailto:tom.prokop@dinocratesgroup.com)

Phone Number (include area code): 240-403-4103 Fax Number (include area code): \_\_\_\_\_

Company's Internet Web Address: [www.dinocratesgroup.com](http://www.dinocratesgroup.com)

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.

  
\_\_\_\_\_

2/4/2019

Bidder/Proposer's Authorized Representative's Signature:

Date

Type or Print Name: Thomas R. Prokop

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.

ANY EXCEPTION, CHANGES OR ALTERATIONS TO THE GENERAL TERMS AND CONDITIONS, HOLDHARMLESS/INDEMNITY DOCUMENT OR OTHER REQUIRED FORMS MAY RESULT IN THE BID/PROPOSAL BE DEEMED NON-RESPONSIVE AND DISQUALIFIED FORM THE AWARD PROCESS.



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## 7. HOLD HARMLESS AND INDEMNITY CLAUSE

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***Dinocrates Group LLC and Thomas R. Prokop***

, the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.

SIGNATURE

Thomas R. Prokop

PRINTED NAME

Dinocrates Group LLC

2/4/2019

COMPANY OF NAME

DATE

**Failure to sign or changes to this page shall render your bid non-responsive.**

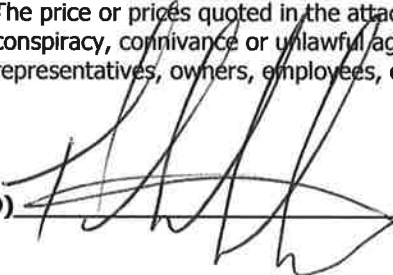


8. NONCOLLUSION AFFIDAVIT

STATE OF: Maryland

COUNTY OF: Montgomery, being first duly sworn, deposes and says that:

- (1) He/she is Tom Prokop of DinoCratesGroup, the Bidder that has submitted the attached Bid.
- (2) He/she has been fully informed regarding the preparation and contents of the attached Bid and of all pertinent circumstances regarding such Bid;
- (3) Such Bid is genuine and is not a collusion or sham Bid;
- (4) Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the contractor for which the attached Bid has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices, profit or cost element of the Bid price or the Bid price of any other Bidder, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- (5) The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(SIGNED)  \_\_\_\_\_  
 President & CEO  
 Title

Failure to sign or changes to this page shall render your bid non-responsive.



### 9. SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (A) FLORIDA STATUTES ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS

1. This form statement is submitted to City of Hollywood FL  
by Tom Prokop for Dinocrates Group (Print individual's name and title) (Print name of entity submitting sworn statement) whose business address is One Research Court Suite 450 Rockville MD and if applicable its Federal Employer Identification Number (FEIN) is 46-4754945 If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement.

2. I understand that "public entity crime," as defined in paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misinterpretation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in an federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:  
1. A predecessor or successor of a person convicted of a public entity crime, or  
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that "person," as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

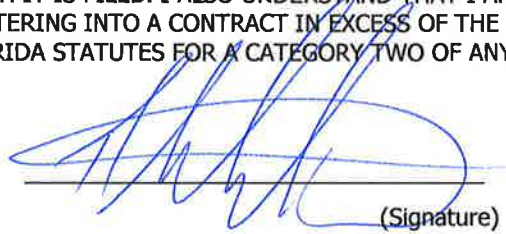


**DINOCRATES**

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime, but the Final Order entered by the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of the State of Florida, Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the Final Order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

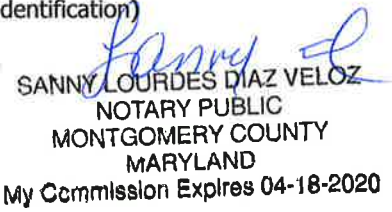
  
(Signature)

Sworn to and subscribed before me this 2<sup>nd</sup> day of February, 2019.

Personally known Thomas Prokop

Or produced identification Driver's License Notary Public-State of Maryland

Driver's License my commission expires 04-18-2020  
(Type of identification)

  
SANNY LOURDES DIAZ VELOZ  
NOTARY PUBLIC  
MONTGOMERY COUNTY  
MARYLAND  
My Commission Expires 04-18-2020

Sanny Lourdes Diaz Veloz  
(Printed, typed or stamped commissioned name of notary public)

**Failure to sign or changes to this page shall render your bid non-responsive.**



## 10. CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS

The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Applicant Name and Address:

Thomas R. Prokop, President & CEO

Dinocrates Group LLC

One Research Court, Suite 450

Rockville, MD 20850

Application Number and/or Project Name:

Consulting Services for Strategic Planning Solicitation #RFQ-4603-19-AP

Applicant IRS/Vendor Number: 46-4754945

Type/Print Name and Title of Authorized Representative:

Thomas R. Prokop

Signature: 

Date: 2/4/2019

**Failure to sign or changes to this page shall render your bid non-responsive.**

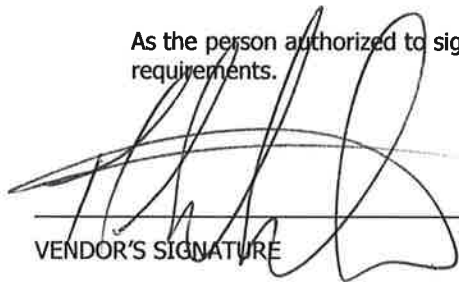


## 11.DRUG-FREE WORKPLACE PROGRAM

IDENTICAL TIE BIDS – Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business’s policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program (if such is available in the employee’s community) by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of these requirements.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



VENDOR'S SIGNATURE

Thomas R. Prokop

PRINTED NAME

Dinocrates Group LLC

NAME OF COMPANY





## **12.SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY**

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. - "No Public officer, employee of an agency, local government attorney, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, local government attorney, or candidate would be influenced thereby.". The term "public officer" includes "any person elected or appointed to hold office in any agency, including any person serving on an advisory body."

The City of Hollywood policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City does business.

The State of Florida definition of "gifts" includes the following:

Real property or its use,

- Tangible or intangible personal property, or its use,
- A preferential rate or terms on a debt, loan, goods, or services,
- Forgiveness of indebtedness,
- Transportation, lodging, or parking,
- Food or beverage,
- Membership dues,
- Entrance fees, admission fees, or tickets to events, performances, or facilities,
- Plants, flowers or floral arrangements
- Services provided by persons pursuant to a professional license or certificate.
- Other personal services for which a fee is normally charged by the person providing the services.
- Any other similar service or thing having an attributable value not already provided for in this section.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to sign the statement, I certify that this firm will comply fully with this policy.



**SIGNATURE**

Thomas R. Prokop

**PRINTED NAME**

Dinocrates Group LLC

President & CEO

**NAME OF COMPANY**

**TITLE**

**Failure to sign this page shall render your bid non-responsive.**