

Government to Citizens (G2C) Contract

Alfonso & Associates Consulting, Inc. (Prime Contractor)
KPMG LLP (Subcontractor)

G2C is the General Services Administration (GSA)'s contract for streamlining planning federal agencies' real estate footprint so that it is strategic, data-driven, and informed by internal and external stakeholders. G2C expands on previous GSA real estate offerings to include:



Work with customers to be at the forefront of the decision-making conversations



Customize the approach to each agency's unique mission, resources, and challenges



Enable agencies to use G2C materials to develop a business case and engage directly with GSA for implementation support



Emphasize agile communication and change management

The G2C indefinite delivery/indefinite quantity (IDIQ) contract is accessible to all Federal civilian and defense agencies in all regions of the United States. The scope of work may include consulting services for agencies located in or locating to Federally owned, privately owned, leased, or public/private partnership properties. The contract covers these areas of work¹:



Strategic Consultancy

- Create a strategy tailored to the agency's business needs, organizational culture, and employee demographics
- Develop project plans
- Establish governance



Economic Research & Analysis

- Provide information on the economic conditions of delineated search areas
- Analysis may include population, business and economic conditions, income, housing costs, real estate market and housing availability, transportation modes and connectivity, nearby colleges, and talent availability
- Assess and strategize the temporary and permanent impacts of COVID-19 on local real estate markets including changes to the go forward work from home/office business model.

¹ The specific services KPMG can provide under the contract are subject to internal review and approval.

	Feasibility & Cost Benefit Analysis of Candidate Cities	<ul style="list-style-type: none"> • Identify candidate locations and the rationale for the rejection of less desirable locations • Conduct a cost-benefit analysis to support investment strategies • Estimate annual operating costs and savings for sites • Explain market conditions, projections, investment costs, payback periods, taxpayer savings, and divestment impacts
	Identify Search Areas	<ul style="list-style-type: none"> • Provide a delineation of the geographic regions to achieve location objectives
	Field Research	<ul style="list-style-type: none"> • Conduct confidential field research in the top cities covering talent availability, recruitment, and available city/state financial incentives • Other factors include childcare, elderly care, schools, and trailing spouse job placement
	Location Site Visits with Clients	<ul style="list-style-type: none"> • Create itineraries and facilitate meetings for the recommended cities
	Employee Engagement	<ul style="list-style-type: none"> • Conduct surveys to assess the needs of relocating employees • Initiate two-way engagement mechanisms with relocating employees • Establish and train a relocation champion network
	Communications	<ul style="list-style-type: none"> • Provide site surveys of new locations regarding schools, housing, and cost of living • Provide destination research and information kits, along with information on housing options, transportation, and taxes • Draft announcements, leadership talking points and communications to ensure relocating employees are informed every step of the way
	Pre-Move Orientation & Decision-Making	<ul style="list-style-type: none"> • Provide information to employees to facilitate their understanding of the housing market in the origin and destination locations for informed financial decisions • Support group policy briefings held with agency HR, group orientation meetings, and online resource guides for both departure and destination incorporating champion network.
	Financial Services	<ul style="list-style-type: none"> • Ensure the program provides agency executives with cost transparency and compliance with accounting procedures, accurate financial transactions, and complete reporting • Refine estimates of relocation costs given adjustments in agency budgets and market conditions
	Group Move Management	<ul style="list-style-type: none"> • Provide move coordination and move services (not including the physical moves) • Conduct post-occupancy evaluations to determine positive and negative performance aspects of the move, lessons learned, and adequacy of the facility in fulfilling agency and employee needs

Alfonso & Associates



A certified woman-owned small business and its subcontractor, KPMG, provide solutions through the GSA G2C contract. We bring a multidisciplinary team of professionals, including economists, financial analysts, business consulting analysts, change management professionals, and real estate appraisers and associates. We also bring workplace experience coordinators, space planners, branding specialists, and move coordinators with in-depth knowledge of the entire life-cycle of agency moves.



For more information, contact:

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How to use the GSA G2C contract



Customers:
G2C is a stand-alone contract available to all federal agencies



Ordering Period:
05/29/2020–11/29/2025 (Task Orders may extend an additional six months)



Ceiling:
The maximum order is \$20,000,000 for the entire contract duration



Task Order Type: Firm Fixed Price



G2C Contract #: 47PM1120D0004

For more information on how to use the contract, contact:

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How We Can Help

Alfonso & Associates and KPMG bring combined experience to support agencies with:

- Strategic Planning
- Cost-Benefit Analysis
- Site Selection
- Change Management
- Lease Negotiations
- Space Planning
- Workforce Planning
- Transportation Analysis
- Location and Workplace Data Analytics



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Notes:
1. Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.
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