

SOCIETY OF AMERICAN MILITARY ENGINEERS

2011 Annual Industry Day Workshop

MOBILE DISTRICT PROPOSAL PREPARATION, SOURCE SELECTION, CONTRACTING & SMALL BUSINESS INFORMATION

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US Army Corps of Engineers
BUILDING STRONG®



MV Lawson heads up Mobile River enroute to commissioning in Tuscaloosa

PROPOSAL PREPARATION

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OBJECTIVES

By the end of this presentation you will be able to:

- Read a Request for Proposal (RFP) and gather the relevant “facts” needed to prepare an offer.
- Have a general understanding of the overall source selection process.
- Discover common mistakes made by Offerors that preclude an award being made to them.



The Purpose of a Proposal

- In general, the Government competes every thing it buys over \$2,500....regardless if it is for services or supplies.
- Competition typically requires offers to be a combination of a:
 - (1) written narrative (non-price technical proposal) and a
 - (2) price proposal.
- Based on the final evaluation of the combined offer, the Contracting Officer will make a business decision as to which offer provides the “best value” to the Government.



Best Value Procurements

- The “best value” source selection process is Mobile District’s current method of conducting competitively, negotiated procurements for construction contracts.
- This presentation today will focus on the District’s most frequently used, “best value” acquisition process-
“Tradeoff Source Selection Process”

(See Federal Acquisition Regulation (FAR) 15.1.01-1).

- The tradeoff process is used for “C” Contracts, base multiple award (MATOC) & single award (SATOC) and Task Order Request for Proposals (RFP).



Tradeoff Source Selection Process

- Utilizes various rating approaches to evaluate proposals.
- Allows for a tradeoff between non-cost factors and cost/price.
- Allows the Government to accept other than the lowest priced proposal or other than the highest technically rated proposal
- The Goal - to achieve a **best-value** contract award.



“Golden Keys” For Proposal Preparation

- Failure to understand and comply with the RFP submission requirements is the most common mistake made in proposal preparation.
- Mobile District typically provides RFP criteria in two separate specification sections:
 - ✓ Section 00 11 00 - Submittal Instruction
 - ✓ Section 00 12 00 – Evaluation Criteria & Basis of Award



“Golden Keys” For Proposal Preparation

Mobile District’s submittal requirements typically focus on four key areas:

- Prime Contractor’s Past Performance Information
- Design Firm’s Past Performance Information
- Key Personnel Experience and Qualifications
- 1st Tier Key Subcontractor relevant experience for mechanical and electrical building systems



THINK-THINK-THINK!

Read the submission instructions and submittal requirements carefully and become familiar with:

- The scope of the procurement
- The Professional Qualifications Requirements
- The Specialized Experience and Technical Competency
- The range of Estimated Cost of the work in the RFP
- The Past Performance information required
- The Sequence the information is to be submitted in order to be considered fully responsive to the RFP criteria.



THINK-THINK-THINK!

PROFESSIONAL QUALIFICATIONS

- Submit resume for each discipline/personnel required by the RFP.
- Indicate specific “Role in this Project” on resume to correspond with requirements in synopsis/RFP.
- Resumes should include relevant job experience corresponding to requirements of synopsis/RFP.
- Resumes should include registration requirements of synopsis/RFP.



THINK-THINK-THINK!

SPECIALIZED EXPERIENCE AND TECHNICAL COMPETENCY

- Should be explained clearly on **resumes**, sample projects and in narratives.
- Explain clearly how your firm can accomplish requirements described in the RFP
- Provide clear, concise examples of past experience
- Describe Quality Management Plan and/or organization to manage the design and construction if that is a requirement



THINK-THINK-THINK!

PROVIDING EXAMPLE PROJECTS

- Verify time frame in synopsis/RFP, i.e. within past 6 years.
- Verify maximum number of projects allowed.
- Projects should be relevant to demonstrate required experience included in synopsis/RFP.
- An IDIQ contract may not be submitted as a single project, include only individual task orders awarded under an IDIQ.



What is meant by “Recent”

- Recent is defined by FAR 42. 1503(e)

(e) Agencies shall use the past performance information in PPIRS that is within three years (six for construction and architect-engineer contracts) of the completion of performance of the evaluated contract or order, and information contained in the Federal Awardee Performance and Integrity Information System (FAPIIS) e.g., terminations for default or cause.

- The RFP will reference the RFP issue date as the point of the “look back” date.



What is meant by “Relevant”

- “Relevant” is defined in the context of each solicitation.
- The DoD Source Selection Standards (page 18, Table 4. Past Performance Relevancy Ratings) defines “relevant” to be “Present/past performance effort involved similar scope and magnitude of effort and complexities this solicitation requires
- Aspects of relevancy involve the cost range of the solicitation, the type/size of facility, and other key aspects the RFP considers important.



Teaming vs Joint Venture

FAR 9.601 Definition

- **9.601 Definition.**
- “Contractor team arrangement,” as used in this subpart, means an arrangement in which—
- (1) Two or more companies form a partnership or joint venture to act as a potential prime contractor; or
- (2) A potential prime contractor agrees with one or more other companies to have them act as its subcontractors under a specified Government contract or acquisition program.



Teaming vs Joint Venture

- In general, Mobile District contract awards are focused on the confidence it has in the offering prime contractor's relevant company past experience to perform the effort required by the RFP. Our RFP submission and evaluation criteria uses FAR 9.601 (1) definition-JV.
- Key subcontractors experience will be required and will be rated in separate factors when the acquisition is appropriate to look at key subcontractor teaming arrangements. Such acquisitions are Design Build procurements or highly technical procurement that are 100% designed and require a look at key subcontractors for certain complex work features.



PAST PERFORMANCE INFORMATION

- Review criteria included in synopsis, RFP.
- Relevant Company Experience examples may include DOD experience, commercial experience or other federal or state experience.
- CCASS Ratings, customer recommendations or surveys.



PROPOSAL FORMAT

- Maximum number of total pages allowed by synopsis/RFP
- Maximum/Minimum number of projects allowed by synopsis/RFP
- Sequence of Submission Data matches RFP
- First competition is against RFP Criteria

