

MEGA Update and Lessons Learned on Proposal Preparation

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SAME Industry Day



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Recap of the MEGA History

- 3 USACE Divisions/8 USACE Districts
- \$7.07 Billion capacity to be shared between NWD, SWD, and SPD
- 61% Small Business Set-Aside
- Indefinite Delivery/Indefinite Quantity (ID/IQ)
- 95 Multiple Award Task Order Contracts (MATOC), plus 27 A-E contracts
- Firm fixed price and cost reimbursement task orders
- Contracts have 3-year base period, plus 2-year option period
- May award up to 5 contracts in most MATOC pools; higher or lower at Contracting Officer's discretion



MEGA Services

- Environmental Remediation Services w/Military Munitions Response Program (ERS w/MMRP) – NAICS 562910
- Military Munitions Response Program (MMRP)
- Preplaced Remedial Action Contracts (PRAC)
- Architect-Engineer Contracts (A-E) – NAICS 541330
- Environmental Consulting Services (ECS) – NAICS 541620
- Tables 5.1 through 5.6 are still valid



Where are We Now?

- ▶ Acquisition Strategy Approved – March 2011
- ▶ Acquisition Plan Approved – May 2011
- ▶ NWK Awarded Unrestricted A-E Contracts - August 2011
- ▶ NWK Awarded SB A-E Contracts March 2012
- ▶ NWO currently evaluating proposals for first Nationwide SB Set-Aside ERS w/MMRP RFP
- ▶ Numerous solicitations in the works throughout the Districts



MEGA Contract Awards

- NWK awarded 7 A-E Unrestricted contracts w/shared capacity of \$150 million
 - ▶ W912DQ-11-D-3003 AECOM Technical Services, Inc.
 - ▶ W912DQ-11-D-3004 CDM Federal Programs Corp.
 - ▶ W912DQ-11-D-3005 CH2M Hill, Inc.
 - ▶ W912DQ-11-D-3006 Ecology & Environment
 - ▶ W912DQ-11-D-3007 HDR/OBG Engineers Joint Venture
 - ▶ W912DQ-11-D-3009 The Louis Berger Group, Inc.
 - ▶ W912DQ-11-D-3011 Tetra Tech EC, Inc.



MEGA Contract Awards

NWK awarded Small Business A-E contracts

Small Business

- ▶ W912DQ-12-D-3006 Professional Environmental Eng.
- ▶ W912DQ-12-D-3007 Summit Technical Resources, Inc.
- ▶ W912DQ-12-D-3008 Tri-Eco Tetra Tech JV

8(A)

- ▶ W912DQ-12-D-3000 Stell Environmental
- ▶ W912DQ-12-D-3001 Tri-Eco Tetra Tech JV



MEGA Contract Awards

NWK awarded Small Business A-E contracts

HUBZone

- ▶ W912DQ-12-D-3004 Professional Environmental Eng.
- ▶ W912DQ-12-D-3005 5H Technologies, Inc.

SDVOSB

- ▶ W912DQ-12-D-3002 Avatar Environmental
- ▶ W912DQ-12-D-3003 LRS Federal



NWD Active Solicitations

- NWO

- ▶ W9128F-11-R-0002, ERS w/MMRP, SB Set-Aside, \$250 million

- NWK

- ▶ W912DQ-11-R-3004, A-E, SB Set-Aside, \$20 million
- ▶ W912DQ-11-R-3005, A-E, HUBZone Set-Aside, \$10 million
- ▶ W912DQ-11-R-3006, A-E, 8(a) Set-Aside, \$10 million
- ▶ W912DQ-11-R-3007, A-E, SDVOSB Set-Aside, \$10 million
- ▶ W912DQ-11-R-3011, Regional ERS, SB Set-Aside, \$60 million

- NWS

- ▶ W912DW-12-R-0009, Regional ECS, 8(a) Set-Aside, \$60 million



NWD Planned Solicitations

- NWO
 - ▶ W9128F-12-R-0004, Nationwide ERS w/MMRP, Unrestricted, \$400 million
 - ▶ W9128F-12-R-0009, Regional ECS, SB Set-Aside, \$60 million
 - ▶ W9128F-12-R-0010, Regional ECS, 8(a) Set-Aside, \$60 million
- NWK
 - ▶ W912DQ-12-R-3000, Regional ERS 8(a) Set-Aside, \$30 million
 - ▶ W912DQ-12-R-3002, Regional ERS SDVOSB Set-Aside, \$30 million
 - ▶ W912DQ-12-R-3001, Regional ERS HUBZone Set-Aside, \$30 million
 - ▶ W912DQ-12-R-3003, Regional ERS Unrestricted, \$120 million
- NWS
 - ▶ None planned at this time



SWD Active & Planned Solicitations

- **SWT**
 - ▶ W912BV-12-R-0005, ECS, 8(a) Set-Aside, \$30 million
Anticipate award June 2012
 - ▶ W912BV-12-R-XXXX, Regional Environmental Consulting Services, \$30M – Anticipate December 2012 advertisement

- **SWF**
 - ▶ W9126G-12-R-0076, \$30M Small Business Regional Consulting Services, 4th Qtr 2012



SPD Planned Solicitations

- SPK
 - ▶ W91238-12-R-0023, Regional ERS, Unrestricted, \$50 million
Pre-solicitation 7 Feb 2012; anticipated May 2012

- SPA
 - ▶ W912PP-12-R-XXXX, Regional ERS, 8(a) Set-Aside, \$25 million
Anticipate advertisement in 3rd Qtr, FY 12

- SPL
 - ▶ W912PL-12-R-XXXX, Regional ERS, SB Set-Aside, \$75 million
Anticipated 3rd Qtr, FY12



Proposal Preparation



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Evaluation Criteria

- Executive Summary (not rated)
- Previous Experience
- Resumes
- Organizational Structure
- Past Performance
- Past Performance with Regulators
- Quality Assurance/Quality Control
- Safety and Health Plan
- Cost Proposal



Executive Summary

Setting the Stage

- Who are you?
- Who is on your team?
- What are your teaming relationships?
 - ▶ Prime / Subcontractors
 - ▶ Mentor – Protégé
 - ▶ Joint Venture



Previous Experience

Selecting your Projects

- **Read Section C of the RFP**

- ▶ Select projects based on relevancy

- **Read Section L of the RFP**

- ▶ Information to include/address during Proposal preparation

- **Read Section M of the RFP**

- ▶ What does the government place higher value on?

- **Time Requirements**

- ▶ Projects must be at least 75% complete
- ▶ Current projects – within the last 5 years



Previous Experience

What is a “Project”

- How was the Task Order awarded?
 - ▶ One location / one base with multiple sites awarded as one Task Order. Options may be funded in multiple years.
 - ▶ One task order to do the same work at multiple installations. Award must be one task order.
- A contract with **multiple Task orders** for **multiple locations** *is not a “Project”*



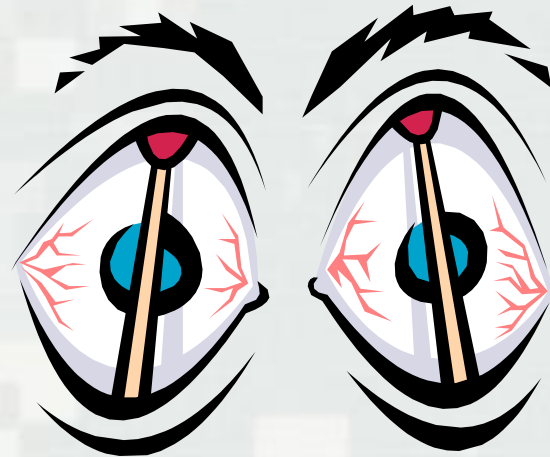
Technology – EPA Definitions

- **Innovative Technology:**
 - ▶ A technology that has been field-tested and applied to a hazardous waste problem at a site but lacks a long history of full-scale use.
- **Emerging Technology:**
 - ▶ Currently undergoing bench-scale testing in which a small version of the technology is tested in a laboratory.
- **Established Technology:**
 - ▶ A technology for which cost and performance information is readily available.



Previous Experience: The Sheet

- Use bold, highlighting, etc to focus the readers eyes
- Readability
 - ▶ Use of “white space”
 - ▶ Paper type
 - ▶ Color combinations
 - ▶ Font Size: 12 pt. Times New Roman
 - ▶ Break lines into shorter segments



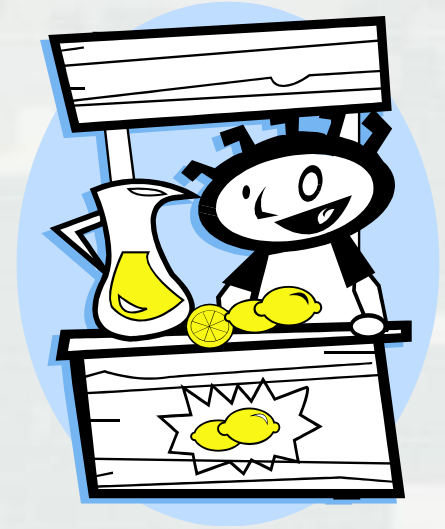
Project Experience

- Identify Key employees who worked on the project – Are they still with you?
- Don't overstate your involvement in the project
- Provide information in concise bullet statements
- Provide all information required – excessive information beyond the requirements does not add value
- If you use “quotes” – Make sure they are timely



Project Experience

- Contract modifications
 - ▶ Explain large dollar increases
 - ▶ Explain extensions in time
- Make lemonade
 - ▶ What were the challenges and the solutions
- Box E: Contract Information
 - ▶ % of the entire project the Offeror performed as the Prime or the Subcontractor
 - ▶ % of work billed to date by the Offeror



RESUMES



- **Would you hire this person based on this resume to do this position?**
- Address requirements in solicitation – Education – Training – Certifications
- Dates to verify solicitation requirements
- Qualifications per Section C and L
 - ▶ Prime or Subcontractor employee
 - ▶ Does the resume meet or exceed requirements
- Cross reference to past experience sheets
- Experience as it relates to proposed position
- Keep disciplines in Section L order



Organizational Structure

- **Read Section C, L, and M**
- **How does your team work together**
 - ▶ Lines of Communication
 - ▶ How are issues resolved?
 - ▶ ELAP laboratories
 - ▶ UFP-QAPP
- **Site Safety**
 - ▶ Who has authority to shut down a project?
- **Quality Control / Quality Assurance**
 - ▶ How does it happen within the proposed organizational structure



Past Performance vs. Past Experience

- Past Experience – What you did
- Past Performance – How you performed



Evaluation of Past Performance

- FAR Part 42 requires contractor performance information be collected and used in source selections (FAR Part 15)
- Contractor Performance Assessment Reporting System (CPARS)
 - ▶ Is required system that will be used during the evaluation process
 - ▶ CPARS is the preferred source of past performance, when available
- Past Performance Questionnaires and additional tool for collecting past performance information



Submission of PPQs

- Standard PPQ (Form PPQ-0 dated 30 September 2011) created to be included in solicitations
- Offerors may submit PPQs w/proposal
- Offeror may retain a copy of PPQ to submit w/future proposals
- USACE will not maintain database of PPQs
- If validity of completed PPQ is questioned, Contracting Officer may contact reference for additional information
- Offeror may obtain updated/new PPQ from clients, as necessary



Quality Assurance / Quality Control

- Sampling QA/QC
- Field QA/QC
- Data management
- Document management
- Business practices related to QA/QC
 - ▶ Chain of command
 - ▶ Roles and responsibilities



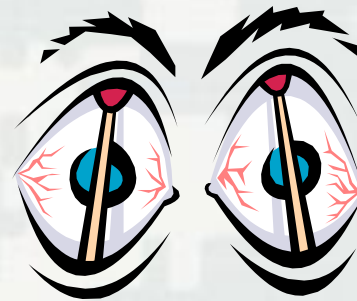
Site Safety and Health Plan

- Identification of key individuals and roles
- On-going and successful practices
- Authority to shut down the project for safety related issues
- Does the RFP require this plan to be signed?
- USACE EM 385-1-1, Safety and Health Requirements Manual



Cost Proposal for Sample Problem

- State your assumptions
- Provide meaningful backup
- Breakup project into contract line items and provide a rollup by discipline, travel, subcontractor and office expenses
- Readability / appearance



Photographs

Rule 1: If a graphic artist picks the photo

- ▶ Check for OSHA violations
- ▶ Is the photo consistent with your Site Safety & Health or Sampling program?
- ▶ Is the work being conducted in a manner consistent with your field practices?
- ▶ Is the photo from an identified project?



Put your Best Foot Forward

- This is a “sample” of your work
 - ▶ Typos
 - ▶ Grammatical errors
 - ▶ Do your tables/ charts convey the message
 - ▶ Check your firm’s name throughout the document
 - ▶ Answer all stated requirements in the solicitation



Source Selection Evaluation Boards Can ONLY Evaluate What they see!



The crystal ball does not work!



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Spell Check

Your Friend – Your Enemy

- **ORDINANCE** – a law set forth by a governmental authority
- **ORDNANCE** →
- Your Firm's Name
- The solicitation number
- “NWO” vs. “NOW”



Independent Review

- **Have someone outside of the proposal team review your document**
- **Review Solicitation Requirements**
 - ▶ Does your proposal address every point
 - ▶ Check experience and training requirements for all resumes
 - ▶ Final check on all binders



Conclusion

- The MEGA strategy is up & running
- USACE has embraced the DoD Source Selection Guidance for all solicitations issued since 1 July 2011



Questions?

