

Sources Sought in Market Research for EV Contracts

SAME SD Post SB Forum

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KEY POINTS OF CONTACT



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What is Market Research?

- Market research is the process of collecting, organizing, maintaining, analyzing, and presenting data that enables activities to achieve the best value acquisition of products.
- The purpose of market research is to:
 - (1) Obtain data that provides information to support the development of acquisition requirements and strategies.
 - (2) Facilitate acquisition documentation leading to acquisition decisions.
 - (3) Satisfy federal mandates for assessing the commercial marketplace.



Policy



- FAR 10.001, subparagraph (a)(3), and FAR 10.002, subparagraph (b) state that market research is conducted to determine if sources capable of satisfying the agency's requirements exist and if commercial items or non-developmental items are available to meet the Government's needs, or could be modified to meet the Government's needs.
- DFARS 210.001(a)(i)(B) states agencies must use the results of market research to determine whether the criteria in **FAR Part 19 are met for setting aside the acquisition for small business or, for a task or delivery order, whether there are a sufficient number of qualified small business concerns available to justify limiting competition under the terms of the contract.**



Sources Sought



A Sources Sought is not an actual bid or proposal solicitation; instead, it's a solicitation of interest in a particular requirement.

A solicitation is an announcement for proposals and NO contract will be awarded directly from this Sources Sought announcement.

NO reimbursement will be made for any costs associated with providing information in response to this announcement or any follow-up information requests.



Sources Sought - Continued



- NO telephone calls requesting a bid package for solicitation will be accepted, because there is NO bid package solicitation.
- In order to protect the procurement integrity of any future procurement, if any, that may arise from this announcement, information regarding the Technical Point of Contact (POC) will NOT be given and NO appointments for presentations will be made.



Common Requirements in a Sources Sought

- **Required NAICS business experience classification Code.**
- **Naval Facilities Engineering Command, Southwest is often seeks sources with current relevant qualifications, experience, personnel, and capability to provide, under contract, all management, labor, incidental engineering, travel, transportation, equipment, material, and supervision necessary in performing requested services.**



- **Scope of the types of services of the Basic Contract**

- Similar if not identical types of work
- Same type of complexity or hazards
- Work with the same laws, regulations and guidance
- Work with the same parties such as regulators, public, government



•Locations

- Similar or identical locations
- Does the location have a specific terrain
- Does the location have restrictive laws and regulations
- Do the locations need barging



- **Disclose the average task order range.
Example between \$40k to \$2M**
 - A good proposal will disclose previous task order within the same price range.
 - The higher the cost could indicate a higher complexity, media, hazard
 - May require a bond for at least the higher dollar expected task order



- **Proper documentation**

- Licenses

- Bonding

- Employee experience

- Business Classification



- **Use of the same past projects**

- Many of the past JVs split apart and use the same projects. Some of the information provided are not consistent for the same project, but on two different submissions.

- **Projects from Large Business have all of the experience in JV partnership**

- The Small Businesses are expected to perform 51% of the work. However, the submissions may only provide projects from the LB.

–Follow the Directions

- If it provides a page limit, don't provide more than specified

–If it asks for a matrix of past projects, provide a matrix

- Not mandatory, but following directions is noticed

–Provide as many projects as possible

- If the synopsis asks for 6 projects, the submittals with less than 6 projects may not be as favorable as the others.

–Be creative and innovative

- It is good to be noticed!

–Be honest

- If we discover anything that is not truthful, it will lower your integrity and trust levels.

–Step back and check work

- Does your submission show that you are a qualified contractor for this basic contract?
- Did you provide all of the requirements and check for errors?

Why respond to a Sources Sought Anyway?

- If two eligible SB that are qualified to do the work, the Basic Contract can be a SB set aside contract.
 - Not competing against the Large Businesses
- Opportunity to show the government of your past work
 - Some companies may be doing great work, but may be unknown to the government.



Questions??

