MEGA Update and Lessons Learned on Proposal Preparation

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May 8, 2012
SAME Industry Day
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
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!
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?

- It’s a Fan!
- It’s a Wall!
- It’s a Spear!
- It’s a Rope!
- It’s a Snake!
- It’s a Tree!