SAME San Diego
Small Business Outreach Event
NAVFAC SW Initiative and Opportunities

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Deputy Operations Officer
NAVFAC SW

10 May 2017
NAVFAC Core Competencies

NAVFAC Delivers Facilities & Expeditionary Solutions:
• Facilities Planning, Operations & Sustainment
• Environmental Compliance & Restoration
• Shore Anti-Terrorism Force Protection
• Utilities and Energy Management
• Specialized Technical Services

• Design, Repair & Construction
• Expeditionary Equipment
• Contingency Support
• Ocean Facilities
• Real Estate
• BRAC
Area of Responsibility

Coastal | Desert | Marine Corps
19 offices assigned to three Integrated Project Teams (IPTs)
Office of Small Business Mission Statement

- The Navy Office of Small Business Programs promotes acquisition opportunities where small business can best support the needs of our Sailors and Marines.

- Through policy, advocacy, and training we foster industry innovation, technology development, and the acquisition of quality products, services, and solutions from small business providers.
Office of Small Business Programs

Functions

- Advocate for small business
- Assist in acquisition planning / acquisition strategy
- Member of source selection board
- Small Business Subcontracting Plan Reviews
- Education / Training
- Large Business Prime Contractor Reviews / Audits
- Outreach
- Counseling / Advice / Guidance
- Ensure SB missions and Command objectives are met.
There are 10 major Naval Commands that support Small Business Contracting.

Acquaint yourself with the type of products and services they provide to the naval warfighter and see if they align with the products and services your company can provide.

Each buying command has a specific procurement authority.

Know where you fit.

- Marine Corps Systems Command
- Naval Air Systems Command
- Naval Sea System Command
- Office of Naval Research
- Strategic Systems Program
- HQ Marine Corps Installations and Logistics
- Space and Naval Warfare
- Naval Supply Systems Command
- Military Sealift Command
- Naval Facilities Engineering Command (NAVFAC)
What NAVFAC Southwest Buys

- **Capital Improvements**
  - Construction Services
  - Architect & Engineering Services
  - Design In-House
  - Specialized Technical Services
  - Ocean Engineering

- **Public Works**
  - Facility Sustainment
  - Utility & Energy Management
  - Base Operation and Maintenance
  - Facility Services

- **Environmental**
  - Environmental Planning/NEPA
  - Environmental Compliance & Conservation
  - Environmental Restoration
  - Sustainable Solid Waste Management

- **Asset Management**
  - Real Estate
  - Land & Installation Planning
  - Facilities Planning
  - Encroachment Management
  - Facilities Integrated Logistics Support
  - Real Property Acq, Mgmt & Disposal
Types of Contracts

• Basic Ordering Agreements (BOA) (Construction only)

• Job Order Contracts (JOC) (Construction)

• Base Operation and Support (BOS) (Services)

• Multiple-Award Contracts
  (Construction, Environmental, and Services)

• Indefinite Delivery Indefinite Quantity (IDIQ)
  (Construction, Architectural & Engineering, Environmental, Services)

• Stand-Alone, Single Award Procurement
  (All types of services) (Competitive or Sole Source)
Rules for A/E Procurements

- If the services of a registered or licensed architect or engineer are required, Brooks Act procedures must be followed.
- The acquisition of A/E services shall be issued on a competitive basis. No sole source awards.
- Market research used to determine acquisition strategy and possible SB set-aside.
- No SB set-aside for MILCON projects
- Must be able to slate THREE highly qualified firms
- Award to the most highly qualified firm at negotiated price that is fair and reasonable.
Brooks Act and Small Business

Except for Military Construction, market research will be conducted during the acquisition planning phase of the procurement to determine if the requirement can be set-aside for 8(a), HUBZone, EDWOSB, SDVOSB, or SB.

Market Research Includes...

• Sources Sought Announcement – analysis of responses
• Dynamic Small Business Search database
• Historical information
• Industry forums
• SBA, PTAC, and Other Agency information
• Other innovative strategies
## Planned NAVFAC SW A/E Contracts

<table>
<thead>
<tr>
<th>Contract</th>
<th>Capacity</th>
<th>TO Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>UR Mechanical Engineering/Plumbing/FP</td>
<td>$30M</td>
<td>$500K - $2.5M</td>
</tr>
<tr>
<td>SB Facility Planning</td>
<td>$15M</td>
<td>$10K - $750K</td>
</tr>
<tr>
<td>SB Interior Design</td>
<td>$5M</td>
<td>$5K - $500K</td>
</tr>
<tr>
<td>UR Architect (Multi-Disc) MILCON only</td>
<td>$100M</td>
<td>$300K - $5M</td>
</tr>
<tr>
<td>SB Structural</td>
<td>$30M</td>
<td>$5K - $3.5M</td>
</tr>
<tr>
<td>8a Civil</td>
<td>$15M</td>
<td>$5K - $500K</td>
</tr>
<tr>
<td>UR Civil</td>
<td>$30M</td>
<td>$300K – $5M</td>
</tr>
<tr>
<td>TBD Fire Protection</td>
<td>TBD</td>
<td>TBD</td>
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</table>
Environmental Industry Day Forums

- Environmental Business Line has been holding Industry Days for larger procurements.
- Provides opportunity to have an open dialog with industry experts prior to issuance of Request for Proposals (RFP).
- Provides opportunity for Government to receive industry input concerning the project.
- Allows discussion of challenges “before-the-fact” by gathering and discussing past experiences and success stories.
- Streamlines procurement process by addressing concerns upfront rather than through Requests for Information (RFIs) during proposal phase.
**NAVFAC SW Environmental Procurements Underway**

<table>
<thead>
<tr>
<th>Title</th>
<th>Scope</th>
<th>Type</th>
<th>Duration</th>
<th>Capacity</th>
<th>RFP</th>
<th>Est. Award Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>EV Lab Services</td>
<td>Services</td>
<td>FP, UR, Single</td>
<td>5 yr</td>
<td>$30 M</td>
<td>Issued</td>
<td>Q3 FY17</td>
</tr>
<tr>
<td>CERCLA/RCRA</td>
<td>Restoration</td>
<td>FP, SB, Single</td>
<td>5 yr</td>
<td>$75 M</td>
<td>Issued</td>
<td>Q4 2017</td>
</tr>
<tr>
<td>EMAC III</td>
<td>Restoration</td>
<td>FP, MAC</td>
<td>5 yr</td>
<td>$240 M</td>
<td>Q4 FY17</td>
<td>Q2 FY18</td>
</tr>
<tr>
<td>CR MASC</td>
<td>Cultural Res</td>
<td>MAC</td>
<td>5 yr</td>
<td>$30 M</td>
<td>Q1 FY18</td>
<td>Q3 FY18</td>
</tr>
<tr>
<td>Admin Record</td>
<td>Restoration</td>
<td>FP, Single</td>
<td>5 yr</td>
<td>$4 M</td>
<td>Q3 FY17</td>
<td>Q1 FY18</td>
</tr>
<tr>
<td>8(a) EMAC</td>
<td>Restoration</td>
<td>FP, SB, MAC</td>
<td>5 yr</td>
<td>$95 M</td>
<td>Q4 FY17</td>
<td>Q1 FY18</td>
</tr>
<tr>
<td>MARAC</td>
<td>Restoration</td>
<td>CP, MAC</td>
<td>5 yr</td>
<td>$240 M</td>
<td>Q3 FY17</td>
<td>Q2 FY18</td>
</tr>
</tbody>
</table>

**Data contained herein is based on the best available information and is subject to change**
Full transparency on projects & acquisition tools
Requesting Visit to NAVFAC SW

• NAVFAC SW has specific protocol and a process for contractors to follow when submitting visit requests.

• Protocol was developed to:
  1) Provide industry representatives with a fair and equal opportunity to contact the command
  2) Ensure minimal disruption to the Navy mission.

• The Contractor Visit Protocol can be found in the NAVFAC SW Public Web Site at the following link:

• To request a contractor call/visit, personal visit, or social call, send an e-mail to the command’s Contractor Visit Coordinator at:
  NAVFAC_SW_Contractor_VisitCoordinator@navy.mil
Additional Resources

Small Business Administration
http://www.sba.gov

Procurement Technical Assistance Center
http://www.dla.mil/SmallBusiness/Pages/ProcurementTechnicalAssistanceCenter.aspx

DoD Small Business Professionals

NAVFAC Small Business Websites
https://smallbusiness.navfac.navy.mil
Questions?
Back-up Slides
Source Selection Process

• Acquisition Planning

• Set-Aside Determination (determined by market research)

• Solicitation
  • Scope of Work
  • Contract Requirements (FAR Clauses, admin reqmts)
  • Evaluation Factors
  • Proposal Submission Requirements

• Low Price Technically Acceptable ↔ Trade Off
  • Single Phase or Two Phase

• We can only evaluate your proposal against the solicitation requirements. Your technical proposal is not compared to other proposals.
Evaluation Factors

• Past Performance / Technical Experience
  – Technical Experience describes WHAT you have done in the past
  – Past Performance describes HOW WELL you have done it.
  – Similar to scope of work on contract

• Proposed Technical Solution (Design/Build)
  – Innovation, Feasibility, Risk, In line with solicitation, Cost?

• Management Team / Org Structure

• Small Business Utilization
  (equal to highest rated technical factor)

• Safety

• Price
Proposal Do’s and Don’ts

• #1 Rule of responding to a solicitation ..... READ THE ENTIRE SOLICITATION!!!!

• Don’t just read the specification section and proposal submission requirements

• DO look up and read the FAR/DFARS/and other administrative contract requirements. Make sure you understand them.

• Don’t neglect any portion of the submission requirements or questions. Make sure you respond to each component of a multi-part question or requirement even if you believe they do not pertain to you. Answer everything!

• Don’t assume the review board can “read between the lines”. Proposals are evaluated at FACE VALUE.
Proposal Do’s and Don’ts (2)

• Don’t get creative with format and organization of proposal.

• DO follow instructions to the letter.
  – Project date ranges, similarity to scope, dollar threshold,
  – Page limitations, front/back, single/double spaced, font.

• DO pay attention to detail
  – PROOF READ your entire proposal – one person not team
  – Correct spelling and grammatical errors.
  – Make sure POC and Reference information is current and ACCURATE.

• DO make sure you get it in ON TIME
  – FedEx, FAX, email, snail mail – what is allowed and what is not.
# Current NAVFAC SW A/E Contracts

<table>
<thead>
<tr>
<th>Contract Type</th>
<th>Contract Type</th>
<th>Expires</th>
<th>Capacity</th>
<th>TO Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>UR Civil</td>
<td>Sep 2019</td>
<td>$30M</td>
<td>$500K - $3.5M</td>
<td></td>
</tr>
<tr>
<td>8(a) Civil</td>
<td>Jun 2019</td>
<td>$7.5M</td>
<td>$5K - $500K</td>
<td></td>
</tr>
<tr>
<td>UR Waterfront Facilities</td>
<td>Sep 2018</td>
<td>$7.5 M</td>
<td>$5K - $1.5M</td>
<td></td>
</tr>
<tr>
<td>SB MEP</td>
<td>Dec 2019</td>
<td>$30 M</td>
<td>$200K - $2.5M</td>
<td></td>
</tr>
<tr>
<td>8(a) M&amp;P</td>
<td>Nov 2018</td>
<td>$7.5 M</td>
<td>$5K - $500K</td>
<td></td>
</tr>
<tr>
<td>SB Structural</td>
<td>Feb 2020</td>
<td>$10 M</td>
<td>$5K - $3.5M</td>
<td></td>
</tr>
<tr>
<td>SB Facilities Planning</td>
<td>Aug 2020</td>
<td>$30 M</td>
<td>$150K - $1.5M</td>
<td></td>
</tr>
<tr>
<td>SB Facilities Planning</td>
<td>Jun 2019</td>
<td>$15 M</td>
<td>$10K - $1.5M</td>
<td></td>
</tr>
<tr>
<td>UR Encroachment</td>
<td>Feb 2022</td>
<td>$30M</td>
<td>$5K - $1.5M</td>
<td></td>
</tr>
<tr>
<td>SB Architect (Multi-Disc)</td>
<td>Aug 2020</td>
<td>$30 M</td>
<td>$300K - $5M</td>
<td></td>
</tr>
<tr>
<td>SB POL</td>
<td>Oct 2019</td>
<td>$20 M</td>
<td>$5K - $3.5M</td>
<td></td>
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<tr>
<td>UR Architect (Multi-Disc)</td>
<td>Mar 2021</td>
<td>$30 M</td>
<td>$300K - $5M</td>
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<tr>
<td>8a Architect (Multi-Disc)</td>
<td>May 2020</td>
<td>$10 M</td>
<td>$5K - $300M</td>
<td></td>
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<tr>
<td>SB Landscape</td>
<td>Mar 2022</td>
<td>$5 M</td>
<td>$5K - $500K</td>
<td></td>
</tr>
<tr>
<td>UR Surveying and Mapping</td>
<td>Mar 2022</td>
<td>$7.5 M</td>
<td>$5K - $1M</td>
<td></td>
</tr>
<tr>
<td>8(a) Geotech</td>
<td>Apr 2022</td>
<td>$4.5 M</td>
<td>$2K - $500K</td>
<td></td>
</tr>
</tbody>
</table>
Do Your Homework

- Know your customers BEFORE you approach them.
- Never ask a potential customer what they do. You need to know this in advance!
- Know your customer needs and buying habits
- Approach with a SOLUTION to an identified need
- Speak your customer’s language
  - State customer use State terms
  - Federal customer use Federal terms
  - Commercial customers use industry terms
- Adapt your marketing strategy to fit your customer
  - Marketing should NOT be one-size-fits-all
- Make an appointment – do not drop in.
Marketing Tips

When asked, “What do you do?”

• Don’t say “Everything.”
• Don’t say “I’m a general contractor.”
• What you say may not be what your potential customer hears.
• Don’t lead with your socio-economic certifications.
• Don’t ask for sole source work!
• FOCUS!!!!!
• Focus on your IN-HOUSE capabilities
• Be able to describe your core competencies
• What sets you apart from your competition?
• Be able to describe your previous work in terms that will relate to the customer’s current needs.
How to work with NAVFAC SW
Basic instructions for new contractors

• Step 1 – Determine your NAICS Codes:
  http://www.census.gov/eos/www/naics/

• Step 2 – Obtain a DUNS Number:
  http://www.dnb.com/get-a-duns-number.html

• Step 2 – Register in SAM: http://www.sam.gov

• Step 3 – If SB, Register in Dynamic Small Business Search database: http://dsbs.sba.gov

• Step 4 – Monitor Solicitation Websites:
THE GREAT DIVIDE

The True Story of America Tomorrow

ALAN NEVIN
INTERNATIONAL ECONOMICS

- Oil
- Interest Rates
- Demographics
Pieces of the Pie
Gross National Income 2013

Other Nations 42%
North America 36%
Europe 22%
% Population Change
Major Industrialized Nations
1980 - 2010

Other Nations 47%
North America 42%
Europe 11%
Figure 1.1

Gross National Income 2013

Major Industrialized Nations

USA 16.97T
Canada 1.84T
Mexico 1.22T
Brazil 2.35T
Spain 1.36T
UK 2.51T
France 2.79T
Italy 2.06T
Germany 3.72T
Russia 1.99T
India 1.96T
China 8.90T
S Korea 1.30T
Australia 1.52T
Japan 5.88T
Figure 1.4
Top 15 Nations
Population Projections 2050

- USA: 422.6M
  - Growth: 143.9M
  - Loss: 45.2M

- Mexico: 231.6M

- Brazil: 126.2M

- Spain: 75.7M

- France: 62M

- UK: 69.4M

- Italy: 72.3M

- Germany: 49.1M

- Russia: 51M

- India: 1,691.7M

- China: 1,312.6M

- Korea: 95.2M

- Australia: 33.7M

20 Million

Growth: Green
Loss: Red

XPERA GROUP
AGE COMPOSITION 2010
% OVER 65 YEARS

India: 5%
United States: 13%
Japan: 23%
THE UNITED STATES
CELL PHONES ONLY

64% of Millennials
60% of Hispanics
32% of Baby Boomers
47% Living in the West
US Population Change – 1980-2010

- Top 15 States: 21%
- Bottom 15 States: 3%
- The Other States: 76%

62 Million People

- Top 15 States
- Bottom 15 States
- The Other States

Xpera Group
The Great Divide
Detroit named a top travel destination for 2017 by New York Times
Share of New Jobs – the Top and Bottom States
December 2014-December 2015

Top 15 States

75%

Rest of Them
THE FUTURE OF AMERICA

Economic Strength Ratings by State

Economic Strength
Higher Indicator Value = Stronger Economic Strength Factors

Cyclical Downturn
Where the Action is

Systemic Downturn
Where the Action isn’t
NEVINOMICS 101: The Basics of Employment

**Basic Jobs** (Economic Drivers) (1/3rd of All Jobs)

Definition: Jobs whose source of revenues come from **outside** the metropolitan area.

**Support Jobs** (2/3rds of All Jobs)

½ are jobs that serve businesses
½ are jobs that serve consumers
Do you sense the air is different in the Silicon Valley?

“There’s an enormous rejection of constraints.”

An interview with Larry Summers in Fortune Magazine
One Thing California Lacks

MISONEISM

FEAR OF CHANGE OR INNOVATION
MILLENIALS
US Population 20 - 34 Year Olds

Increasing Population with High Propensity to Spend

5-Year Growth: 1,400,000

* Forecast

Sources: Marcus & Millichap Research Services, U.S. Census Bureau, BLS
INTRODUCING
THE HENRY'S

High Earnings, Not Rich Yet
THE NEXT 25 YEARS IN THE U.S.

Millennials will inherit

$40 Trillion

- Life Insurance
- Life Savings
- Pension Funds
- Businesses
- Home Equity
  (80% of seniors own homes)
## Life Insurance in Force

**United States**

**1900-2013**

<table>
<thead>
<tr>
<th>Year</th>
<th>$(millions)$</th>
<th>Index</th>
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<tbody>
<tr>
<td>1900</td>
<td>$ 7,573</td>
<td></td>
</tr>
<tr>
<td>1940</td>
<td>$ 151,762</td>
<td>20.0</td>
</tr>
<tr>
<td>1990</td>
<td>$ 9,392,597</td>
<td>1,240.3</td>
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<tr>
<td>2000</td>
<td>$ 15,953,267</td>
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<tr>
<td>2013</td>
<td>$ 19,661,518</td>
<td>2,596.3</td>
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Source: ACJI tabulations of Natl Assn. of Insurance Commissioners
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Printed form and Kindle
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Amazon books alan nevin
The West Coast’s largest source of experts in construction and real estate.

**Expert Witness Services**  
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**Project Feasibility Studies**

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