

Government of the District of Columbia  
Department of Transportation



**District Connect 2019**  
**Small Business Contracting Expo**

**“Good to Great” Proposals**

**September 25, 2019**

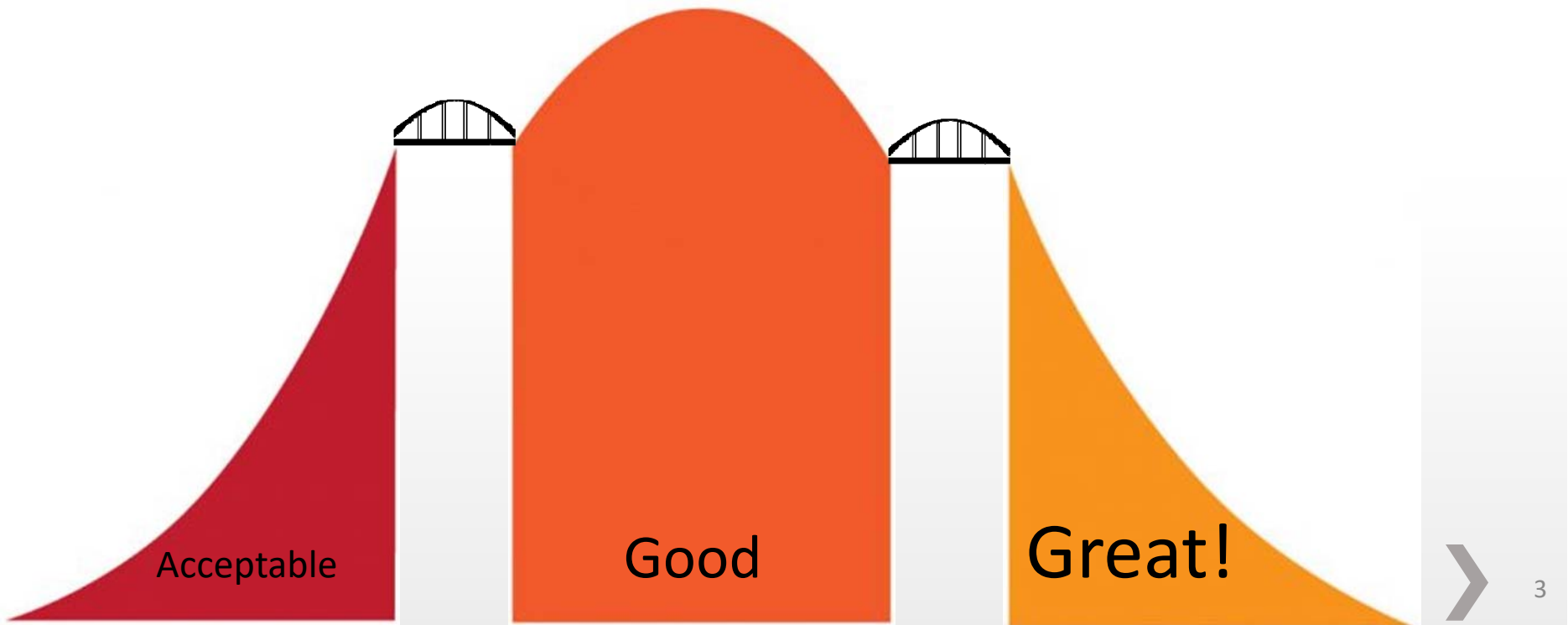
# Agenda

1. Introduction and Overview
2. A/E Schedule Utilization
3. District A/E Source Selection Process
4. Good to Great
5. District FY20 Architect and Engineering (“A/E”) Schedule Update
6. Questions and Open Forum



# 1. Introduction and Overview

**Presenter:** William E. "Bill" Sharp – Chief Contracting Officer, Infrastructure



## 2. A/E Schedule Utilization

Category of A/E Service	Number of Awards in Category	Number of Solicitations Issued	Number of Firms Solicited	% of Firms Given an Opportunity
CAT A - Roadway Design	33	8	26	78.79%
CAT D - Construction Engineering and Management Services	42	13	58	138.10%
CAT I - Transportation Planning Studies	16	4	12	75.00%
CAT O - Right of Way Services	4	4	13	325.00%
CAT U - Program Management	7	2	11	157.14%
CAT F - Traffic Engineering (Ops & Safety)	21	3	11	52.38%
CAT L - Bicycle & Pedestrian Studies, Planning, & Design	11	2	6	54.55%
CAT N - Pavement Management & Infrastructure Data Collection Services	8	1	5	62.50%
CAT Q - Materials Testing	3	1	2	66.67%
CAT S - Transit Consulting / Technical Services	7	1	4	57.14%
Color Key				
High Utilization (>=75%)				
Moderate Utilization (50%-74.9%)				
Low Utilization (1%-49.9%)				
No Utilization (0%)				

Small Business Solicitation Stats		
<b>Total Firms Solicited</b>	<b>95</b>	
CBEs	7	7.37%
SBEs	6	6.32%
DBEs	20	21.05%
<b>Total SB Participation</b>	<b>33</b>	<b>34.74%</b>

Small Business Award Stats		
<b>Total Firms Solicited</b>	<b>31</b>	
CBEs	4	12.90%
SBEs	4	12.90%
DBEs	8	25.81%
<b>Total SB Participation</b>	<b>16</b>	<b>51.61%</b>



## 2. A/E Schedule Utilization Cont.

Category of A/E Service	Number of Awards in Category	Number of Solicitations Issued	Number of Firms Solicited	% of Firms Given an Opportunity
CAT C - Bridge Design	16	2	6	37.50%
CAT E - Traffic Engineering (Streetlight & Traffic Signal)	13	1	5	38.46%
CAT J - Transportation Research and Technology Transfer	13	1	5	38.46%
CAT K - Public Participation & Partnering	24	1	5	20.83%
CAT P - Intelligent Transportation Systems (ITS)	15	1	3	20.00%
CAT R - Stormwater Management & Green Infrastructure Design	21	1	3	14.29%
CAT B - Streetscape and Conceptual Design Services	14	0	0	0.00%
CAT G - Geotechnical Investigations and Studies	10	0	0	0.00%
CAT H - Environmental Engineering Investigations	15	0	0	0.00%
CAT M - Railroad Consulting Technical Services	9	0	0	0.00%
CAT T - Appraisal Services	2	0	0	0.00%
Color Key				
High Utilization (>=75%)				
Moderate Utilization (50%-74.9%)				
Low Utilization (1%-49.9%)				
No Utilization (0%)				



### 3. District A/E Source Selection Process – Part I

1. Request for Qualifications
  - i. Establish Technical Evaluation Panel
2. Receipt of Qualifications
3. Individual Evaluations: Performed individually in OCP's source selection system of record
4. Consensus Meeting: Panel meets to reach consensus regarding the merits and risks for each offeror
  - i. Source Selection Recommendation (ranking) sent to the Contracting Officer
5. Contracting Officer Source Selection Decision
  - i. Reviews individual evaluator and consensus comments, ratings, and conclusions and makes selection



### 3. District A/E Source Selection Process – Part II

1. Request for Proposal (RFP) sent to most highly qualified firm(s)
2. District receives proposal and:
  - I. Reviews submission for compliance with the RFP and applicable statutes
  - II. Negotiates the level of effort and price
  - III. Assesses the proposed price for reasonableness
3. Award of contract or Task Order

Subcontracting Transparency and Opportunities – ALL Schedule awardees are required to provide an email and telephone contact information so that a firm looking to subcontract for any advertised competition will know the short listed firm's exact POC.



## 4. Good to Great A/E Evaluation Factors

### Qualifications Based Evaluation Factors:

Factor 1: Professional qualifications necessary for satisfactory performance of the required services ("Professional Quals");

Factor 2: Specialized experience and technical competence in the type of work required ("Experience");

Factor 3: Capacity to accomplish the work in the required time ("Capacity");

Factor 4: Past performance on contracts with the District, other governmental entities, and private industry in terms of cost control, quality of work, and compliance with performance schedules ("Past Performance").





## District Rating Definitions

- » Unacceptable: Fails to meet minimum requirements; e.g., no demonstrated capacity, major deficiencies which are not correctable; Proposer did not address the factor.
- » Poor: Marginally meets the minimum requirements; major deficiencies which may be correctable.
- » Minimally Acceptable: Marginally meets minimum requirements; minor deficiencies which may be correctable.
- » Acceptable: Meets requirements; no deficiencies.
- » Good: Meets requirements and exceeds some requirements; no deficiencies.
- » Excellent: Exceeds most, if not all requirements; no deficiencies.



## A/E Factor 1 – Professional Quals Discussion (1 of 2)

- » Factor 1 –What to Expect: “Professional qualifications necessary for satisfactory performance of required services including professional qualifications of Key Personnel.” (SF 330 Part I Section E and Part II)
- » Common Mistakes/Advice: Resumes that are outdated and/or not tailored specifically to the requirement.



## A/E Factor 1 - Professional Quals Discussion (2 of 2)

- » Considerations to Increase Your Score: Proposing personnel with qualifications greater than those required for the position.
  - > The additional qualifications **must** be relevant to the requirement, and the extent of value given may depend on how personnel presented exceed the requirement.



## A/E Factor 2 - Experience Discussion (1 of 3)

- » Factor 2 – What to Expect: “Specialized experience and technical competence in the types of work required.”
  - > Evaluation of the work itself by comparing the experience presented in comparison to the scope of work.
  - > Offerors should strive to match their experience to the solicitation requirement as closely as possible.
  - > This may be in terms of dollar magnitude, complexity, risks, challenges, level of coordination, or type of work. (SF 330 Part I Section F)



## A/E Factor 2 - Experience Discussion (2 of 3)

- » Common Mistakes/Advice: Offerors should tailor their experience examples to the requirement as closely as possible.
  - > Provide as many specific examples needed (subject to solicitation page count or other solicitation limitations) to cover your firm's assessment of the requirement.



## A/E Factor 2 - Experience Discussion (3 of 3)

### » Considerations to Increase Your Score

- > A firm may achieve a higher rating by providing experience examples that are greater than the requirement in terms of complexity or magnitude.
- > When many of those individuals that performed the relevant experience are proposed and available to perform the current requirement.
- > Provide the dollar amount or other numerical indicator of the size of the project.



## A/E Factor 3 - Capacity Discussion (1 of 4)

- » Factor 3 – What to Expect: “Capacity to accomplish the work in the required time”.
- > Demonstrate the offeror’s understanding of the requirement such that sufficient personnel in terms of quantity and labor categories are proposed to successfully complete the project. (SF 330 Part I G and Part II)



## A/E Factor 3 - Capacity Discussion (2 of 4)

### » Common Mistakes/Advice:

- > Often, offerors fail to adequately demonstrate the capacity of the firm and/or key personnel due to the key personnel's current involvement on other projects, or the firm's ongoing project portfolio.
- > In other words, explain how your firm is *not* overextended.
- > Other times, it may be due to the scope of the project demanding a resource pool larger than the proposed team.





## A/E Factor 3 - Capacity Discussion (3 of 4)

### » Common Mistakes/Advice:

- > Be certain to *demonstrate* that (despite all of the work a firm may present in terms of experience) the firm has sufficient capacity to also successfully staff (with high quality resources) and perform the proposed work.
- > Explain how one can head up a team full time and still run the consultant's day-to-day operations.



## A/E Factor 3 - Capacity Discussion (4 of 4)

- » Considerations to Increase Your Score : A firm may achieve a higher rating by demonstrating:
1. How your firm is staffed to overcome actual or perceived capacity challenges that may arise during performance.
  2. Precise traceability between proposed personnel and the duties they will perform on the current requirement.
  3. A guarantee of percentage of time committed to the project for each key staff member.



## A/E Factor 4 – Past Performance Discussion (1 of 3)

- » Factor 4 – What to Expect: “Past Performance on contracts with Government agencies and private industry in terms of cost control, quality of work, and compliance with performance schedules.”
  - > Unlike Factor 2, this criterion evaluates the **administration** of the work.
  - > Offerors should demonstrate how, when performing the relevant work experience, they were able to maintain acceptable quality, adhere to the schedule, and monitor and control costs. (SF 330 Part I Section F) [i.e., provide project experience specifics]



## A/E Factor 4 – Past Performance Discussion (2 of 3)

### » Common Mistakes/Advice:

- > Many offerors miss addressing the specifics of Factor 4.
- > They assume their experience descriptions will cover this factor, but often, they do not sufficiently detail information to score higher than Acceptable.
- > This oftentimes results in a less than Acceptable rating because evaluators are unable to assess these specific factors in the submission according the criteria. Each factor must be addressed in the qualifications submission.



## A/E Factor 4 – Past Performance Discussion (3 of 3)

### » Considerations to Increase Your Score:

- > A firm may achieve a higher rating by describing challenges encountered during performance with a relevant risk to quality, schedule, and/or cost, and how they managed the risk and achieved a positive outcome for the project.
- > Call out with specificity the topic headings of cost control, quality control and schedule compliance.
- > Do not assume the reviewer can find these topics in a general format.



## Principles for Crossing the "Acceptable" Chasm (1 of 3)

In order to achieve a score above an Acceptable, offerors must:

- > Demonstrate, with sufficient evidence, that the proposed qualifications *exceed* some of the requirements as defined in the scope and rating definitions.
- > For any given project, offerors should strive to exceed the minimum set of actual qualifications stated necessary to complete the project. Throughout, there must be a clear benefit to the District. This may include:
  - + Reducing risk to performance, quality, schedule, or cost overrun; and
  - + Incorporating details that are likely to increase the District's confidence in an offeror's ability to perform successfully.



## Principles for Crossing the "Acceptable" Chasm (2 of 3)

In addition, the following questions may be considered in improving your rating and score:

- » Did you adequately and clearly address all requirements and evaluation criteria?
- » Consider using a compliance matrix of requirements on the left column and personnel on the top row to demonstrate that all criteria have been met.



## Principles for Crossing the "Acceptable" Chasm (3 of 3)

- » Did you analyze the project, looking for risks/mitigations, benefits applicable to the District? If so, are those clearly stated in your submission?
- » Did you tailor all resumes specifically to the requirements?
- » Did you tailor your firm's experience to match (as close as possible) the parameters of the requirement being solicited?
- » Did you select a team that precisely matches the needs of the requirement?





## Qualifications and Proposal Best Practices (1 of 2)

- » Point out that key members of your team worked together before, especially the subcontractors or why the proposed team will be a good fit.
- » Proofread your submission with a proofreader that did not write the proposal. While spelling and grammar are not evaluated, poor examples of each leave a negative impression of the presentation.



## Qualifications and Proposal Best Practices (2 of 2)

- » If there is a page limit, this does not mean that all of the limit must be used. Brevity is appreciated.
- » Use a font that is easily read, and use white space to separate sections and major paragraphs. Evaluators must read hundreds of pages of proposals in a short time. Making a proposal well organized and easier to read promotes a positive impression.



## 5. District FY20 A/E Schedule Update

- » ***Category consolidations***
- » ***New ceiling approach***
- » ***Technical Evaluation SLA***
- » ***Request for Qualifications will require one submission but a unique set of qualifications for each category.***

**Current Ceiling Approach**

Number of Firms	Current Ceiling	Number of Category Awards
4	\$7M	10+
14	\$5M	5-9
73	\$3M	1-4



# 6. Questions

And

# Open Forum

