

Naval Facilities Engineering Command Southwest

CleanTECH / SDMAC

July 26, 2012

Outline



- “How To” for first timers
- Federal versus State Small Business Definitions
- Source Selection Process
- Evaluation Factors
- Proposal Do’s and Don’ts
- Questions

How to do Business with NAVFAC Southwest



- Determine North American Industrial Classification System (NAICS) codes that pertain to your business.
 - www.census.gov/epcd/www/naics.html
- Determine appropriate Small Business Socio-Economic Programs for which you qualify. Visit the SBA website.
- Register in the Central Contractor Registration (CCR). If already registered, make sure info is current.
 - www.ccr.gov
- Complete On-Line Representation and Certifications (ORCA)
 - www.bpn.gov

How to do Business with NAVFAC Southwest



- Monitor Solicitation Websites
 - <https://www.neco.navy.mil>
 - www.fedbizopps.gov or www.fbo.gov

- Know the Federal Acquisition Regulation (FAR) and Department of Defense FAR Supplement regulations
 - www.arnet.gov/far
 - <http://farsite.hill.af.mil/vfdfara.htm>

- Additional Resources
 - Small Business Administration (SBA) www.sba.gov
 - Procurement Technical Assistance Center (PTAC) www.dla.mil/db/procurem.htm

Federal versus State Small Business Programs



There are significant differences between Federal and State (CA) definitions for various small business socio-economic programs.

When applying for Federal work, make sure you understand and use the FEDERAL small business definitions.

SBE, DVBE, WBE etc. are STATE designations.

Source Selection Process



- Acquisition Planning
- Set-Aside Determination
- Solicitation
 - Scope of Work
 - Contract Requirements (FAR Clauses, admin reqmts)
 - Evaluation Factors
 - Proposal Submission Requirements
- Best Value Source Selection / Two Phase
- We can only evaluate your proposal against the solicitation requirements. Your technical proposal is not compared to other proposals.

Source Selection



- **Source Selection Evaluation Board(s)**
 - Governed by rules described in the Solicitation
 - Evaluates each proposal compared to stated evaluation criteria
 - Trade Off analysis – Best Value
 - Provides rating for each proposal – definitions in solicitation
 - Substance more important than “pretty”
 - Can you follow instructions
 - Is your proposal concise and to the point
 - Does your proposal demonstrate your capabilities to their fullest
- **Source Selection Evaluation Report**
 - Rates each proposal relative to how well it addressed each of the evaluation factors.
 - Recommends award and provides supporting rationale.

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**
 - Joint Ventures
 - Organizational Chart – who is responsible for what

Evaluation Factors (2)



- **Small Business Utilization**
 - Policies, procedures, practices in place and used
 - Historical performance
 - Outreach, education, assistance, etc. for SB
 - Goal commitment on instant solicitation/contract

- **Safety**
 - Safety Record – historical data, loss time reports, EMRs, OSHA reports, etc.
 - Policies and procedures in place and followed.

- **Price**

Proposal Do's and Don'ts



- #1 Rule of responding to a solicitation
READ 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.
- **Don't** assume the review board can “read between the lines”. We won't.

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
 - **Korect** spelin an gramatical erers.
 - 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.

Questions?

Lora Morrow
Deputy for Small Business Programs
NAVFAC Southwest
619-532-2248
Lora.morrow@navy.mil