

## “Secrets From Selection Panels”

Society for Marketing Professional  
Services, VA Chapter

Presented by: Debra Bryant, PE Deputy Asst. Operations Officer  
Marine Corps North Carolina Integrated Product Team

4/8/2008

1

## Key Selection Decision Factors



- IDQ Work & Project Specific/Specialized Consultant Work
  - ✓ Professional qualifications of the proposed personnel & subs
  - ✓ Recent specialized experience
  - ✓ Capacity to accomplish work on time
  - ✓ Past performance on contracts with government & private sector
    - Pay attention to ACASS ratings !
  - ✓ Quality & cost control
  - ✓ Geographic office locations
  - ✓ Experience obtaining environmental permits (NC PE)
  
- Equitable distribution of work to different firms
  
- Ability to react to urgent requirements

2

## How To Improve Proposals



- Submit proposal as requested in solicitation & SF-330
- Address **ALL** evaluation factors & provide specific answers
- **CLEARLY** identify firm vs. individual experience.
- Stay away from wordy proposals full of “stuff”
- Demonstrate specific relevant experience
- Follow up with the agency for a debrief on your package
- Professional submittal free of admin errors ☹

➡ We really DO read your submissions! ⬅

3

## Successful A/E Performance Indicators



- Design quality is generally good to high
- Cooperativeness and Responsiveness
  - ✓ To RFPs for design contracts
  - ✓ To RFIs during award & construction
  - ✓ To review comments
- Quality of Presentations is Good to High
  - ✓ Plans sufficiently detailed & constructible
  - ✓ Specifications clear & concise
  - ✓ Cost estimates are accurate
- Ability to handle multiple projects simultaneously
- Knowledge of environmental/utility requirements for site

4

## How A-Es Can Improve Service



### ➤ Execution:

- ✓ Maintain good communications with Project Managers
- ✓ Ensure field work is accurate and complete
- ✓ Meet your/our design schedules (including consultants)
- ✓ Ensure you are staffed to complete concurrent projects
- ✓ Improve quality checks of designs and submittals
- ✓ Improve accuracy of cost estimates
- ✓ Follow up on status of environmental permits

### ➤ Follow up and solicit feedback

5

## Upcoming A/E Contracts



### ➤ Project Specific Selections

- ✓ FY10 P1262 New Base Entry Point and Thoroughfare, MCB Camp Lejeune, NC \$174.5M  
**Estimated A/E fee \$20M Estimated award date Dec 08**
- ✓ FY10 P1043 Water Treatment Facility, Hadnot Point, MCB Camp Lejeune, NC \$43.1M  
**Estimated A/E fee \$5M Estimated award date Jan 09**

### ➤ Indefinite Quantity (I/Q) Contracts (Base year plus 4 option years)

- ✓ I/Q for Cost Estimating Services – MIDLANT AOR  
**Contract fee limit \$5M Estimated award date Nov 08**
- ✓ I/Q for General Architectural Design Services – NC AOR  
**Contract fee limit \$15M Estimated award date Oct 08**
- ✓ I/Q for Mechanical/Electrical Design Services – NC AOR  
**Contract fee limit \$7.5M Estimated award date Oct 08**
- ✓ I/Q for Civil Engineering Design Services – NC AOR  
**Contract fee limit \$7.5M Estimated award date Oct 09**


6



### • Solicitation Venues:

- FEDBIZOP's address – [www.fedbizopps.gov](http://www.fedbizopps.gov)
- NECO (Navy Electronic Commerce Online)  
[www.neco.navy.mil](http://www.neco.navy.mil)
- Other means - Virginian Pilot



VDOT

Expression of Interest & Interviews  
April 8, 2008

Shailendra G. Patel, P.E.  
Assistant Director, IPD Division  
Virginia Department of Transportation

The slide features a blue background with a white header area at the top left containing the VDOT logo. The main content is centered on the slide in white text.



## Presentation Outline

- Objective
- Federal Requirements
- State Requirements
- Competitive Negotiations Process
- Administrative Requirements
- Do's and Don'ts
- Web Reference



## Procurement Objective

The objective of the total consultant acquisition process is to select a well-qualified firm at a fee which is fair, competitive and reasonable to both the agency and the consultant.



## Federal Requirements

- Brooks Act (Qualification Based Selection)
- Title VI requirements
- Disadvantage Business Enterprise (DBE) Program
- Federal Immigration Reform and Control Act of 1986
- Requires a pre-award audit, to include a Federal Acquisition Regulation audit (FAR), prior to award for consultant services valued over \$30,000.



## State Requirements

- Competitive Negotiations (VPPA)
- Debarment Certification
- Small, Woman-owned and Minority owned business program



## Competitive Negotiations

- Issuance of a written RFP
- Public notice of the RFP  
(Newspaper Advertisement)
- Short list (three to four firms)
- Presentations
- Rank firms
- Negotiate with first ranked firm
- Contract Award



## Administrative Requirements

- Licensed to conduct business in Commonwealth of Virginia
- Licensed Virginia PE in charge of design
- eVA registration
- FAR audited rate
- Title VI compliance
- Page and font guidelines

- Firm/Team's experience in similar type services – 25%
- Personnel's experience in similar type services – 40%
- Qualifications of Project Manager – 5%
- Organizational Capability – 20%
- Present workload – 10%

- Expression of Interest (EOI)
  - Follow RFP format
  - Provide clear, easy to read EOI so the evaluator does not have to dig for required information
  - Use qualified personnel and team members
  - Use of DBE/SWaM consultants
  - Clear concise understanding of the project/scope of services
  - Use graphs/charts in lieu of long narratives

- Expression of Interest (EOI)
  - Include recent projects
  - Include a minimal amount of 'fluff'
  - Provide listing of all subconsultants in the EOI that will supply services which cost more than \$5000
  - Perform an independent quality review of EOI before submission

- Technical Presentation
  - Visit the project site
  - Identify project goals, issues/risks
  - Provide conceptual solutions
  - Include all team members in presentation
  - Allow project manager and other individuals responsible for performing the task to present their respective material and have them address questions from panel members
  - Be consistent with EOI
  - Provide copy of presentation for note-taking

- Expression of Interest (EOI)
  - Don't make it hard to find required data and information
  - Avoid typographical errors or incorrect data
  - Avoid using inexperienced or unqualified people in key positions
  - Avoid listing vague experience of personnel
  - Avoid listing irrelevant projects with respect to proposed scope of services
  - Avoid using boilerplate or previous EOI as a reference

- Technical Presentation
  - Avoid generic presentation
  - Avoid presentation by prime and principals – important to have personnel completing project speak
  - Avoid “bait and switch” approach
  - Don't oversell



## Web Reference

Professional Service Procurement  
Information is available at:

[http://www.virginiadot.org/business/gpmps.  
asp](http://www.virginiadot.org/business/gpmps.asp)



**QUESTIONS???**

