

Government Contract Assistance Program (GCAP)

PREPARING TO RESPOND TOP 12 TIPS

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Oregon's Procurement
Technical Assistance Center

OVERVIEW

- ▶ GCAP: Who we are and What we Do
- ▶ Preparing to Contract with Federal, State, and Local Government Agencies
- ▶ Responding To A Solicitation, Top 12 Tips
- ▶ Finding Opportunities
- ▶ Questions



GCAP, which serves as a Procurement Technical Assistance Center (PTAC), is funded in part through a cooperative agreement from the Department of Defense (DOD) through a program administered by the Defense Logistics Agency (DLA). The content of any written materials or verbal communications of the PTAC does not necessarily reflect the official views of or imply endorsement by DOD or DLA.“

GCAP is administered by the Organization for Economic Initiatives, Inc. OEI also receives funds from Business Oregon.

PTACs are a nation-wide network of assistance centers www.aptac-us.org

Counselors located across Oregon provide free government contracting counseling in addition to free and low-cost training



Technical Assistance

Government Database Registrations

Duns & Bradstreet DUNS Number

System for Award Management (SAM)

Small Business Administration (SBA)

Dynamic Small Business Search

Government Certifications

Federal Acquisition Regulations (FAR)
Market Research

Solicitation Interpretation

Proposal Guidance and Review

Contract Administration

Training

Workshops, seminars, webinars, and individual business training

Selling to the government

The basics

Marketing

General Services Administration (GSA)

Solicitation interpretation

Proposal development



Contacting GCAP

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Preparing to Contract with Federal, State, and Local Government Agencies



Are You Ready For Government Contracting

Is your business well-established?

- A solid business plan or have been in business for over 2 years
- Know your target market
- Have strong cash flow, line of credit, and/or loan in place (be able to cover expenses for 3-6 months)

Do you have Dun & Bradstreet number (DUNS-Data Universal Numbering System)?

Are you Registered in the System for Award Management (SAM) and Dynamic Small Business Search (DSBS)

Is your business qualified for a Set-Aside?



Are You Aware of Federal Small Business Certifications

Federal Certifications

Historically Underutilized Business Zone (HUBZone)

8(a) - Socially and economically disadvantaged

Women-Owned Small Business (WOSB)

Service Disabled Veteran-Owned Small Business (SDVOSB)

www.sba.gov

www.VetBiz.gov



Are You Aware of What a Small Business Set-Aside is?

An opportunity where the federal government is required to set aside a contract exclusively for small businesses or a sub group of small businesses.

23% of all requirements to Small Business Prime Contractors *

- Small Disadvantaged Business (SDB) Fed GOV requires 5% annually
- Women-Owned Small Business (WOSB)** Fed GOV requires 5% annually
- Service Disabled Veteran-Owned Small Business (SDVOSB)*Fed GOV requires 3% annually
- Veteran-Owned Small Business (VOSB)
- Historically Underutilized Business Zone (HUBZone) *Fed GOV requires 3% annually
- 8(a) Program*
 - * Can be set-aside if there are 2 or more capable businesses
 - ** Can be set-aside if there are 2 or more capable women-owned businesses in NAICS identified by SBA



Responding To A Solicitation:

Top 12 tips



TIP No. 1

Read The Solicitation Completely

All too often contractors don't read the solicitation in full and ultimately miss information regarding submittal process and response expectations.

- ▶ Get three different highlighter colors;
 - ▶ with the first color go through and highlight the “**Contractor shall**” sections,
 - ▶ with the second color highlight all the “**Government shall**” and make a matrix so that you know exactly what is expected of each party.
 - ▶ With a third color, highlight the **evaluation criteria** section and what is **expected** as part of the response



TIP No. 2

Know When To Question the Solicitation/Specifications

If you find an unclear or ambiguous specification, raise the question prior to submitting the quote/proposal.

- ▶ Allows Contracting Officer to correct or clarify by amendment if necessary
- ▶ Allows you, as the contractor, to have some input as to what the specifications might be and fully understand what the GOV is requiring.
- ▶ There are usually deadlines for submitting questions to the CO regarding the Solicitation, be aware of what that date is.
- ▶ Faulty or ambiguous specifications will be an issue throughout the life of the contract.



TIP No. 3

Do You Need Insurance or Bonds

If you are responding to a Construction Solicitation, you most likely will be required to provide proof of Insurance and Formal Bonds

▶ INSURANCE:

- ▶ Read the solicitation carefully to ensure that you understand what type/amount of Insurance it is requesting.

▶ BONDS:

- ▶ **Bid Guarantee:** is a form of security assuring that the bidder will not withdraw a bid within the period specified for acceptance and will execute a written contract and furnish required bonds, including any necessary coinsurance or reinsurance agreements, within the time specified in the bid, unless a longer time is allowed, after receipt of the specified forms
- ▶ **Payment Bond:** is a surety bond posted by a contractor to guarantee that its subcontractors and material suppliers on the project will be paid. They are required in contracts over \$30,000 with the Federal Government and must be 100% of the contract value. They are often required in conjunction with performance bonds.
- ▶ **Performance Bond:** guarantees satisfactory performance of all duties specified in the contract. Examples would be the labor of all sub-contractors, suppliers, and payment of materials. The principal will require the performance bond once awarded the contract.



TIP No. 4

Give Yourself Enough Time to Submit Quote/Proposal

Allow sufficient time to respond accurately and appropriately, can't stress this enough.....

- ▶ Incomplete package or incoherent packages may result in degraded ratings or failure to comply
- ▶ Submit your quote/proposal by the date and time indicated on the solicitation
 - ▶ Late proposals are normally not accepted



TIP No. 5

Pre Proposal Conferences or Planned Site Visits

Attend pre-proposal conference or planned site visit in order to:

- ▶ Gain better understanding of the government's requirements and clear up any uncertainties or gaps in the SOW or other contractual requirements.
- ▶ Consider teaming or subcontracting to strengthen position.
- ▶ Determine **IF** you should propose and how best to satisfy the requirement given the government's "primary desirables" and the offeror's strength relative to other competitors
- ▶ Identify and resolve concerns/questions regarding the acquisition approach

Depending on the Government Agency, they may make the site visit mandatory and if you don't attend, your proposal will not be considered



TIP No. 6

Do you Understand your Business Capabilities?

Exaggerating competencies can get you in trouble

- ▶ Understand your strengths and weaknesses
- ▶ Are you realistic about your capabilities?
- ▶ Know your competition
 - ▶ Is there an incumbent contractor?
 - ▶ What are their strengths and weaknesses?



TIP No. 7

Have You Done Your Market Research?

- ▶ Do you know what Government Agencies are buying your product or service?
- ▶ Do you know who your competitors are and what their pricing is
- ▶ Do you know who has been winning awards?

Do you know where and how to go to find all this information?

FBO

ORPIN

US Spend

FPDS-NG

GCAP-Bid Match Service

CALL GCAP!!!



TIP No. 8

Remember To Incorporate The Proper Submittals/Documentation

- ▶ Not including the proper documentation or submittals will most likely have the quote/proposal be considered as non-responsive and be rejected
- ▶ Submittals may include but are not limited to;
 - bonds and bid guarantees
 - Specific GSA information
 - Insurance
 - Amendments
 - Design
 - Specific Past Performance forms
 - Safety Plans
 - List of Equipment
 - Resumes
 - Quality Assurance Plans
 - Material Samples



TIP No. 9

Cutting And Pasting From One Document to Another Without a Final Edit

It is way too easy to cut and paste information from a previous solicitation response, BUT.....

ALWAYS review your solicitation response at least twice prior to submitting to ensure that there are no misspelled words, or inappropriate and/or unnecessary information.



TIP No. 10

Presuming The Evaluation Committee Will Know What Your Intent Is

- ▶ Don't ever assume or presume that the selection committee knows what your intent is....Even if you are the current contractor
 - ▶ Government can only evaluate what is in your proposal
- ▶ Practice the ABC's of writing;
 - Accuracy
 - Brevity
 - Clarity



TIP No. 11

Calculate Price Correctly Or Pricing Accurately

- ▶ Incorrect pricing is one of the most common errors
 - ▶ Re-calculate your individual line item prices and your total price
 - ▶ Ensure pricing is structured as requested in the bid schedule
 - ▶ Ensure pricing included all costs, profit, or overhead that you need to consider



TIP No. 12

Sign The Quote/Proposal

- ▶ Failure to sign a quote/proposal may result in rejection of your submittal



Finding Opportunities



Sites That Advertise Opportunities

Federal Government Agencies are required to advertise all requirements over \$25,000 electronically in databases such as;

- ▶ Federal Business Opportunities (FBO) www.fbo.gov
- ▶ FedConnect www.fedconnect.net (DOI Agencies)

STATE Site:

- ▶ ORPIN <http://orpin.oregon.gov/open.dll/welcome>
- ▶ Local entities such as:
 - ▶ Central Oregon Builders Exchange
<http://onlineplanservice.com/PublicWorks/OnlinePublicWorksEntities.aspx>
 - ▶ Forest Service - Contracting West
<http://www.fs.usda.gov/detailfull/r6/workingtogether/?cid=stelprdb5388369&width=full>
- ▶ GCAP's Bid Matching (GCOM)



GCAP'S Government Contracting Opportunities Matching (GCOM)

- ▶ Daily Computer matching
- ▶ Scan over 1500 databases locally or nationwide
- ▶ Federal Business Opportunities
- ▶ Defense Logistics Agency (DLA) + 43 additional federal agencies
- ▶ International leads
- ▶ 28 Public Agencies in Oregon
- ▶ Prime Contractor leads
- ▶ Local leads input by GCAP HQ



GCOM Scans 50+ Procurement Websites In Oregon & similar sites in each state

Central Oregon Builders Exchange

City of Bend

Bend Parks & Recreation

City of Prineville

City of Madras

La Pine Park & Recreation District

Bend 2030

Redmond Area Park and Recreation District

Harney County School District 1J

Central Oregon Community College

City of Sisters

Arnold Irrigation District

Crooked River Ranch Water Company

Deschutes Public Library

City of La Pine

Jefferson County Fire District #1

City of John Day

Lakeview Gardens

Elgin Health District

Central Oregon Community College

City of Baker City, Oregon

City of Grants Pass, Oregon

City of Gresham, Oregon

City of Madras - Oregon

City of Medford, Oregon - Purchasing/RFPs

City of Prineville, Oregon

City of Roseburg, Oregon

City of Sisters, Oregon

County of Clackamas, Oregon

County of Klamath, Oregon

Energy Trust of Oregon, Inc

Home Forward - Portland, Oregon

Jackson County, Oregon

Josephine County, Oregon

Oregon Health & Science University

Oregon State University - Procurement and Contract Services (PaCS)

Portland Community College, Oregon

The City of Ashland, Oregon

USDA Forest Service - Western Oregon Contracting Area

Not an all inclusive list



Thank you!



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